

## NEW SALES LEAD

- ☒ Williamsburg Tourism Council  
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**Created:** 12/19/2020  
**Response Due Date:** 01/13/2021  
**Decision Date:** 03/05/2021  
**From:** Julia Smyth-Young, Director of Sales -- (757) 253-2313,  
julia.smyth-young@visitwilliamsburg.com

**Lead ID:** 3917  
**Organization:** The Group Travel Family  
**Market Segment:** Corporate  
**Meeting:** Small Market Meetings Summit  
**Contact:** Charles Presley  
Founder  
**Company:** The Group Travel Family  
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Salem, OH 44460  
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**E-Mail:** cpresley@grouptravelfamily.com

## MEETING REQUIREMENTS

**Requested Dates:** 04/29/2023 to 05/03/2023  
**Meeting Dates:** 04/30/2023 to 05/03/2023  
**Alternate Dates:** 05/02/2023 to 05/05/2023  
05/07/2023 to 05/10/2023

## ROOMS FORECAST

**Room Attendance:** 108  
**Requested Rooms:** 177  
**Requested Peak:** 108

	Sat, 04/29/23	Sun, 04/30/23	Mon, 05/01/23	Tue, 05/02/23	Wed, 05/03/23	Thu, 05/04/23	Fri, 05/05/23
<b>Requested Rooms</b>	8	28	108	33			

## COMPETITION

Myrtle Beach, Panama City, Louisville, Virginia Beach, Austin

**Meeting Requirements:**

The following In-Kind Summit requirements are requested of the Host Hotel/Destination/Partner:

Meeting Space-Host to provide Complimentary space for the Summit, including a Ballroom for appointments & meal functions with water stations, cookies, soda, snacks, coffee & tea

Approximate space requirements- (Will consider options with lesser space)

Ballroom: 8,000-10,000 square feet

**2023 Welcome Reception & Entertainment**

Heavy hors d'oeuvres with bar service & entertainment to welcome approximately 100 SMMS delegates & showcase the host & their sponsors

**2022 Promotional Dinner**

The host of SMMS2023 will sponsor 2nd night dinner for delegates of SMMS2022 as an invitation and welcome for meeting planners to attend the 2023 event\*\*This can be a cohosted/sponsored event/expense\*\*

Transportation-Shuttles (motor coach service) between the following locations:

- Airport & convention hotel(s) for all delegates on arrival & departure
- Host hotel and all sponsored evening functions

\*\*\*● Roundtrip coach airfare for six (6) SMMS staff to attend the Summit & round trip airport ground transportation to/from hotels\*\*\*Negotiable

**Coordination of Optional Post-Fam**

Post Fam event will be the responsibility of the host, including all logistics, complimentary hotel room, meals & shuttle, airport transportation.

**Food & Beverage**

Summit meals to be planned with chef & within a budget of the Small Market Meetings Summit (SMMS)-Host City must assure the caterer's flexibility to provide meal service that meets the requirements & standards of the SMMS.

**Marketplace Booths, Staging, Audio Visual & Internet Access**

Pipe, Drape, 36" Round Tables, with nylon stretch covers, Padded Chairs. Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, fern plants for staging, uplighting, gobo lighting, two 10,000 lumens projectors & AV carts, switches, rigging, audiovisual technician, stage uplighting, two dressed 9' x 16' rear projector screens, and stage wash. Internet access and electrical power at all functions

**Small Market Meetings Summit Staff Housing**

Six (6) hotel rooms for SMMC staff and two (2) suites for VIP delegates provided complimentary by the host city if not by the host hotel.

In-Room Gifts-Provided to Meeting Planner delegates upon arrival

**Comments:**

Review all specs and submit bids to Julia Smyth-Young for destination presentation to the event planner.

The Small Market Meetings Summit (SMMS) is the travel industry's only organization dedicated to the growing small market meeting travel market. This year will be the 4th year of the Summit in 2023. The Meeting Planners of this important segment of the travel industry are the key decision-makers for their companies, organizations, and associations.

Multiple concessions requested - please review and offer what you can, you cannot be considered if you do not bid!

**Action Requested:**

Respond to Julia Smyth-Young with availability including concessions that can and cannot be accommodated.

Visit Williamsburg will work with properties, off-site venues, and transportation companies to present a comprehensive proposal.