



TACVB 2008
Annual Conference
Idea Fair
Entry Categories

ELIGIBILITY: TACVB Idea Fair entries MUST have originated within a TACVB Member Bureau and must represent programs developed by your organization since the August 2007 TACVB Annual Conference and be implemented by July 2008.

Advertising

Any print media campaign designed to advertise your community as a convention and/or visitor destination.

Convention Promotion

Any program, idea or concept designed to attract conventions to your community.

Web Site

Any web site designed to advertise your community as a convention and/or visitor destination.

Local Awareness Campaigns

Any program, idea or concept designed to educate your community on the purpose of your bureau and/or the local economic impact of the travel industry.

Cooperative Marketing

Any program, concept or materials implemented between two or more bureaus or industry partners designed to maximize effectiveness and minimize cost that promotes travel or attracts group tours or meetings to your area.

Videos/DVD

Any videos produced to promote your area as a travel destination or meeting site.

Tourism Promotion

Any program, idea or concept designed to increase the number of tourists or group tours visiting your area.

Sports Marketing

Any sports program, idea or concept designed to increase the number of sporting events visiting your area.

ENTRY PROCEDURES

All materials must be accompanied by a written entry submitted on an official Idea Fair entry form. (Duplicate the enclosed form for multiple entries. Fill in the category for your entry.) Please prepare your entries according to the instructions below and bring with you or ship to:

MCM Elegante Hotel -Attn: TACVB

2355 IH-10 South
Beaumont, TX 77705

1. Bureaus may submit only **ONE (1)** entry per category.
2. Presentations must be typewritten within the space allowed on the entry form and contain information covering the aspects of objective, implementation and costs. Additional pages submitted will NOT be accepted.
3. Each entry is subject to a **\$15 entry fee**. Checks should be made payable to TACVB and may be included in your conference registration fees. Please check and indicate the number of entries and their categories on your conference registration form. Fax a copy of your entry form to TACVB at 361.749.0469.
4. All entry forms must be enclosed in a clear page protector and attached to the front of the board. We suggest punching a hole at the top left hand corner of the board. Use a ribbon or string to attach the entry form to the board.
5. Each entry must include materials that illustrate the idea, program or technique **mounted on foam board, no larger than 20"x30"** (NO poster board). (Remember, these will be hung for 3 days, and the materials must stay on the board). Only one (1) board per entry is allowed.
6. Deadline for Entries is 10 am, Wednesday, August 6, 2008.
7. Materials need to be taken down by 2 pm on Thursday, August 7, 2008.



TACVB 2008 Annual Conference

Idea Fair Entry Form

Fax copy to TACVB at 361.749.0469

Attach the completed form to your entry.

Category_____

Organization_____

Date of Promotion Implementation_____

Was this promotion developed in-house by CVB staff? Yes_____ No_____

Your Bureau (Total Operating) Budget Category (Circle one)

(1) Under \$350,000 (2) \$350,000—\$999,999 (3) \$1 Million plus

Objective/Implementation/Cost: