

Meet Minneapolis Seeking Local Corporations to Stay at Home

*Metro area companies and small businesses targeted through
incentives and client appreciation events*

(MINNEAPOLIS)—March 3, 2009—Meet Minneapolis and the Minneapolis Convention Center will concentrate its sales efforts on Minnesota’s corporations and small businesses to encourage local meeting planners to “stay at home.” As a part of this initiative, the Minneapolis Convention Center will offer up to a 20 percent discount for meetings and events booked in 2009. Additional hotel and venue discounts will be announced when the full campaign launches in mid-April.

The initiative will increase the awareness of unique programming areas in the Minneapolis Convention Center and recent changes to the building that make it adaptable to a variety of events. “The convention center has undertaken numerous improvements in recent months,” Steve Ethier, executive director of the Minneapolis Convention Center. “With our flexible and high-tech spaces, we can create any type of meeting experience, no matter the size or type of event.” In addition, the campaign will highlight downtown hotels and venues, positioning the city as a vibrant, yet and value-oriented destination for corporate meetings.

Details of the efforts are forthcoming, but will include:

- A unique sales kit promoting Minneapolis as a quality corporate meeting destination, to be used as a direct mail piece and during sales calls
- A progressive familiarization tour introducing local meeting planners to the Minneapolis Convention Center and a variety of unique off-site venues
- A local ad campaign touting the Minneapolis Convention Center’s unique programming venues, encouraging the use of the center for events that haven’t considered the Center as a viable option in the past
- One-on-one sales calls to influence meeting planners and corporate decision makers

“Business will always meet, regardless of the economic cycle. And while they might need to cut back on travel expenses, we want to show local corporations that Minneapolis can provide high-quality meetings without the high price of taking the event to another market,” Meet Minneapolis President and CEO Melvin Tennant said. “Meeting is always good for business. And it’s good for the local community.”

About Meet Minneapolis

Meet Minneapolis is a private, not-for-profit, member-based association. It actively promotes Minneapolis as a venue for conventions and meetings and markets the city as a desirable tourist destination to bring a positive economic impact and awareness to the Minneapolis-Saint Paul area. Visit www.minneapolis.org for events, attractions, arts and culture and culinary information.

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