

Community Marketing, Inc.'s 12th International Conference on **GAY & LESBIAN TOURISM**

SALES & MARKETING • GROUPS & MEETINGS • LEISURE & BUSINESS • TRACKING & RESULTS

PALM SPRINGS • HOTEL ZOSO • NOVEMBER 2-4, 2011



Over 30 speakers! The tourism industry's premiere marketing, sales, public relations and research forum to help you successfully reach LGBT travelers.

Every year, CMI brings together leading tourism professionals to learn about the gay and lesbian market from the experts – the people behind the success stories. Perfect for marketing and sales executives of tourism boards, CVBs, DMOs, accommodations, tour operators, events, agencies and meeting planners. Topics include: Internet, print and direct marketing, research trends, LGBT niche segments, sales techniques and ROI tracking, community involvement, press relations and more.



The 2011 conference will be held at the Hotel Zoso. Located downtown close to restaurants and nightlife. No rental car is needed as everything is in walking distance.

Conference Registration

___ \$595 US per person

___ \$895 US for two from the same company - Save \$295

Registration includes educational presentations and workshops featuring market-leading speakers, two breakfasts, two lunches and two receptions.

Individual Hotel Registration at Hotel Zoso

You can make hotel arrangements directly with the Hotel Zoso by calling 760-325-9676.

Unfortunately, our room block is sold out at this time, but rooms are still available at the host hotel and other hotels within walking distance to the Hotel Zoso. If you need recommendations, call 415/437-3800.

Exhibiting and Information About the 2011 Greater Palm Springs Pride

The 2011 Greater Palm Springs Pride is November 5th and 6th. This is a great opportunity to combine the conference with a consumer outreach component at the festival or parade. For more information, visit www.pspride.org or call 760-416-8711. For those registered for the conference, Palm Springs Pride is offering discounted rates (\$600/front facing & \$750/corner booth) to exhibit during the two day Pride Festival (Nov 5 and 6). For more info, contact Ron deHarte at evp@pspride.org or 760-333-3972.

ALL NEW PROGRAM FOR 2011: Multiple workshops focusing on internet marketing to the LGBT community and featured presentations on the latest LGBT tourism market statistics, successful marketing techniques and much more!

Company/Organization _____

Attendee #1 _____ #2 _____

Title #1 _____ #2 _____

Address _____ City/Postal Code _____

Telephone _____ Fax _____ email _____

Total payment \$ _____ Check or Visa/MasterCard/Amex # _____ exp _____

Above charges in US dollars. Advance payment required to register and obtain special hotel package. Cancellation policy: Full refund less \$50 fee on cancellations received by 10/22/11. No refund for late cancellations or no-shows.

Signature _____ Date _____

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Preliminary Agenda • 12th International Conference on Gay & Lesbian Tourism *for travel planning purposes.*

Wednesday, November 2, 2011

- 2:00 to 5:00 pm Opening Workshop Sponsored by the Gay Ad Network
Join Community Marketing's Tom Roth and David Paisley for this lively, informative orientation to update travel professionals on the gay and lesbian tourism marketplace. A perfect introduction for anyone new to the LGBT market, and an excellent review for seasoned professionals. The workshop will feature some of the top success stories of 2011. *Don't miss it!*
- 6:00 to 8:00 pm Welcome Reception Sponsored by the Palm Springs Bureau of Tourism

Thursday, November 3, 2011

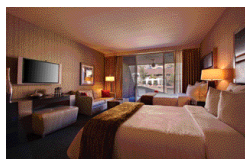
- 8:30 am Continental Breakfast
- 9:00 am to 12:30 pm Featured Plenary Education Sessions
- 12:30 to 2:00 pm Luncheon Sponsored by American Airlines
- 2:00 to 5:00 pm Workshops on LGBT Sales and Marketing
- 7:00 to 8:30 pm Travelocity Reception

*Proud Member of IGLTA
Since 1993*



Friday, November 4, 2011

- 8:30 am Continental Breakfast
- 9:00 am to 12:30 pm Featured Plenary Education Sessions
- 12:30 to 2:00 pm Farewell Luncheon with Featured Speaker
- 2:00 pm to 4:00 pm Networking Meetings and Consulting Workshops



Travel Information

Hotel: you can make hotel arrangements directly with the Hotel Zoso at a rate of \$99 per night, plus \$15 resort fee and local sales tax. Call 760-325-9676 and ask for the Community Marketing group rate.

Alaska Airlines: Alaska Airlines and Horizon Air are offering 10% off select fares. Visit www.alaskaair.com and use rate Discount Code ECMB33.

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Register online at www.CommunityMarketingInc.com