



# Missouri Group Travel Exchange

April 27-29, 2020

Drury Plaza Hotel & Conference Center  
Cape Girardeau



## SUPPLIER INFORMATION



Mark your calendar and plan now to join your tourism industry colleagues at the 2020 Missouri Group Travel Exchange. The 2020 event will be held at the Drury Plaza Hotel & Conference Center in Cape Girardeau from April 27-29, 2020.

The exchange will bring professional group travel planners and tourism industry suppliers together for a networking, educational and business exchange conference. Group travel remains a very important part of the overall tourism industry so plan to participate so that you can get your share of the business.

**HOW IT WORKS:** The exchange will consist of two (2) round robin / speed dating style sessions consisting of 6 minute appointments. Each supplier will be assigned appointments on April 28 **or** April 29, 2020. Please note that suppliers will not be able to choose or request a particular day.

Once registration closes, you will be advised of your assigned day. Group travel planners and tourism industry suppliers will each be assigned a delegate identification number. A chart will be created to maximize the number of appointments and will be provided via email prior to the conference, as well as in the registration packet. Breaks will be interspersed.

We have targeted no more than a 4:1 seller to buyer ratio allowing plenty of time to connect with the group travel planners. These sessions provide planners with an excellent opportunity to get updates and new ideas from tourism industry representatives from throughout the state and the Midwest.

**WHAT DOES IT COST:** The registration fee for Missouri Travel Alliance members is only \$295 per registered tourism industry supplier delegate. Delegates must maintain Missouri Travel Alliance membership in 2020 to qualify for this special member rate. The cost of registration for non-Missouri Travel Alliance members is \$435. To allow all suppliers ample networking time, there are no guest or associate registrations available for tourism industry suppliers.

The first 90 tourism industry suppliers will be accepted on a first come basis. After that, suppliers will be added to a waiting list. To be fair to all suppliers, Missouri Travel Alliance is unable to hold supplier requests without an official registration form and payment.

Can't attend? For \$95 for Missouri Travel Alliance members / \$135 for non-Missouri Travel Alliance members, your 8.5" x 11", single-page, two-sided, 3-hole punched profile sheet can be included in the group travel planners' portfolios.

Register online now at <http://missouritravel.com/sales-marketing/group-travel-exchange/>

**LODGING:** A block of rooms has been reserved at Drury Plaza Hotel & Conference Center in Cape Girardeau. Room rates are \$134.99 plus tax per night. [Click here to book your room now!](#)

**Drury Plaza Hotel & Conference Center** knows that you have enough to worry about when traveling. Their generous amenities will brighten your day and make your stay a whole lot nicer.

- Free Hot Breakfast - Start every day with make-your-own Belgian waffles, scrambled eggs, sausage, fresh fruit, oatmeal, biscuits and gravy, KELSO+BROS® coffee and more. Free hot breakfast is served daily from 6–9:30 a.m. on weekdays and 7–10 a.m. on weekends.
- Free 5:30 Kickback®\* - Join us from 5:30–7 p.m. every evening to enjoy free hot food and cold beverages at our 5:30 Kickback®. We feature a rotating menu of hot food, beer, wine, mixed drinks and soft drinks.
- Free Wi-Fi Throughout the Hotel - Get the score, check your social networks or email family members from anywhere in the hotel – for free!
- Free Soft Drinks and Popcorn - Freshly popped popcorn and a refreshing beverage make a great snack! Stop by the lobby for free soft drinks and popcorn every evening.
- On-Site Facilities - Take advantage of the business center, fitness center or pool while you're away from home. Print your boarding pass, finish a presentation or check e-mail in our business centers.

Please make your reservations **by no later than Tuesday, March 24, 2020** to receive the group rate. Reservations made after this date will be subject to prevailing rate and availability. **Reservations may also be made by calling 1-800-325-0720 and refer to your group number 2382545.** Suppliers are encouraged to make their reservations early.

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## **PRELIMINARY SCHEDULE (SUBJECT TO CHANGE:**

### **MONDAY, APRIL 27, 2020**

12:00 p.m. – 5:00 p.m.: Group Travel Planners Registration  
2:30 p.m. – 4:00 p.m.: Group Travel Planners Workshop / Seminar  
5:00 p.m.: Group Travel Planners ONLY Dinner and Entertainment

### **TUESDAY, APRIL 28, 2020**

7:45 a.m. – 6:00 p.m.: Group Travel Planners and Tourism Industry Suppliers Registration  
8:15 a.m. – 9:30 a.m.: Group Travel Planners ONLY Roundtable Discussions  
9:45 a.m. – 1:55 p.m.: City Tour and Lunch for Group Travel Planners ONLY  
1:00 p.m.: Tourism Industry Suppliers Orientation Session  
2:15 p.m. – 5:15 p.m.: Missouri Group Travel Exchange Session #1 Appointments  
*(Group travel planners are seated & will meet one-on-one with tourism industry suppliers)*  
5:00 p.m.: Tourism Industry Suppliers Orientation Session *(Repeat of 1:00 p.m. session)*  
5:40 p.m. – 6:40 p.m.: Networking reception and sponsor booths  
6:45 p.m.: All Group Travel Planners and Tourism Industry Suppliers Dinner

### **WEDNESDAY, APRIL 29, 2020**

8:00 a.m. – 9:00 a.m.: All Group Travel Planners and Tourism Industry Suppliers Breakfast  
9:15 a.m. – 12:15 p.m.: Missouri Group Travel Exchange Session #2 Appointments  
*(Group travel planners are seated & will meet one-on-one with tourism industry suppliers)*  
12:30 p.m. – 2:00 p.m.: All Group Travel Planners and Tourism Industry Suppliers Closing Luncheon and Door Prizes

**FAQs:** You have questions, **we have answers!** Below are some of the most frequently asked questions about Missouri Group Travel Exchange.

1. **This is my first Missouri Group Travel Exchange. What do I need to know to be prepared?** This is a relationship business and while the 6-minute appointments are important, be sure and take full advantage of the networking opportunities afforded to you. If there is a particular planner with whom you don't have an appointment and wish an introduction please let Chuck Martin know at [MOGroupTravelExchange@gmail.com](mailto:MOGroupTravelExchange@gmail.com) and one of the committee members will facilitate an introduction.

For your appointments, the best tool is a portfolio or notebook, which contains pictures of your destination or company, group rates and other vital information on your business. If you represent a hotel or restaurant, include pictures of nearby attractions to give the planner additional reasons to use your property.

Lastly, do your homework. Research all the group travel planners to find out which ones are already coming to your business or destination so you can address them accordingly.

2. **When should I arrive at the conference?** Your arrival will be impacted by when your appointments are scheduled. Even if you are scheduled for Wednesday, we encourage you to arrive early to network and participate in Tuesday's orientation, reception and dinner activities.
3. **What should I wear?** Business casual is appropriate conference attire.
4. **May I bring my spouse/friend/companion/co-worker to a certain event?** No. To maintain a positive planner to supplier ratio and to allow for maximum networking, no guests, associate registrations or meal tickets are available. Meal function sponsors are allowed additional guests and those numbers are outlined on the sponsorship form.
5. **I am a tour operator. May I register a delegate as a planner and another as a supplier?** Yes, however the supplier may not attend scheduled planner only events, meal functions, or the city tour.
6. **Did you get my registration?** Each year, we email confirmations to all registered delegates when your registration is processed. This confirmation is your notification that your registration is received. Please note: Your registration will not be confirmed until you have paid in full.
7. **How do I make a change to my registration?** Email changes to Chuck Martin at [MOGroupTravelExchange@gmail.com](mailto:MOGroupTravelExchange@gmail.com).
8. **May I get a list of who is attending?** A list of attendees will be provided approximately a week prior to the exchange along with your chart of appointments. A full printed attendees list with contact information will be included in your registration packet.

9. **What may I distribute at my appointments and what is a profile form?** Only a business card and single page, 2-sided, 3-hole punched profile sheet may be distributed during appointments. Gifts, brochures, etc. should be sent as follow-up.
10. **What will the length of my appointments be?** Each appointment is 6 minutes.
11. **What is the appointment format?** The format is a Round Robin / Speed Dating style format. Once registration has concluded, each delegate will be assigned a delegate identification number, and a chart will be created to maximize number of appointments.

12. **When will I get my appointment schedule?** You will be provided with the chart of scheduled Round Robin / Speed Dating style appointments via email approximately a week prior to the exchange. A hard copy will also be in your registration packet.

All tourism industry suppliers will have pre-scheduled appointments via the Round Robin Speed Dating chart on either Tuesday or Wednesday. Please note there is no guaranteed number of appointments. However, there are ample networking opportunities to meet with all planners.

13. **How do I get a booth?** Sponsors will have a tabletop during the Tuesday evening networking reception. A limited number of sponsorship opportunities are available. Not sure what sponsorship level is right for your organization? We can customize a sponsorship to align with your brand goals. Please contact Chuck Martin at [MOGroupTravelExchange@gmail.com](mailto:MOGroupTravelExchange@gmail.com) for sponsorship opportunities and information.

14. **Can I be on the Exchange Floor both days?** No. Each supplier is assigned to one day, either Tuesday, April 28 or Wednesday, April 29. If you are unsure of your assigned day, please contact Chuck Martin at [MOGroupTravelExchange@gmail.com](mailto:MOGroupTravelExchange@gmail.com). To be fair to your fellow suppliers, you will only be allowed in the meeting room during your assigned appointment day. Please do not ask for an exception.

15. **Am I allowed to attend meal functions?** Yes! All suppliers are invited to attend the Tuesday evening networking reception, Tuesday evening dinner, Wednesday breakfast and Wednesday closing lunch.

16. **Is there an education session for suppliers?** Yes. There will be two orientation sessions held on Tuesday, at 1:00 p.m. and repeated again at 5:00 p.m. The orientations are valuable for first time attendees; however veterans are welcome to attend as well.

Have additional questions? Contact Chuck Martin at [MOGroupTravelExchange@gmail.com](mailto:MOGroupTravelExchange@gmail.com) .