

Groups pending Name	RFP LEADS SENT TO HOTELS		Planner Name	2005 conference date	How did you hear	Status
	Date	Room nig phone				
Florida Cheer & Dance Assn	1/4/2005	120	Paul Smith	May 13-15, 2005	e-mail	Miami chose
Group USA	1/4/2005	125	Albert Brinson	none specific	website	pending
Florida Pawnbrokers Assn	1/4/2005		Debra Reed	none specific	website	pending
Strata Marketing	1/4/2005	56	Mike McHugh	5-May	website	lost
Medallion Instrumentation	1/4/2005		Joyce Hill	none specific	website	pending
Triangle Medica Meetings	Jan-05		Beth Killmeyer	35 a year	website	pending
Nat Assn Board Pharmacy Fall	1/4/2005	257	Leslie Dreiske	Nov-05	Visit FLA	pending
Star Dust Dance	Jan-05	900	Len Moss	Jan-06	Chamber	pending
Sagebrush Corp	Jan-05	285	Vicki Juntti	Jul-05	website	pending
Royal Tours	12-Jan	38	Gay Riddick	Feb-05	Other CVB	no space av.
College American Pathologists	21-Jan	28	Peggy Fritz	1/13/2006	repeat planner contac	pending
Aluminum Extruders Council	Feb-05	771	Rand Baldwin	Apr-06	website	pending
McKesson Corp	Feb-05	100	Lisa Putnam	May-05	website	pending
Don Anderson Corp	2/18/2005	41	Don anderson	May 13-15, 2005	website	pending
NASFM	2/18/2005	370	Richard Miseyko	Nov-06	repeat planner contac	pending
Christian Church of God	2/22/2005	134	Jim Cullumber	Jan-06	Visit FLA	pending
Extraordinary Eventz	3/1/2005	35	Lisa Reece	Feb-06	repeat planner contac	pending
Access Medical	3/3/2005	5	Susan Paderski	Apr-05	website	pending
Discovery film crew	3/3/2005	44	Rodney	Mar-05	referral	pending
CFA Institute	3/6/2005	120	Dana Henshaw	June 06-07-08	mailed	pending
Ace of Florida	3/6/2005	1105	Richard Miseyko	Sep-06	repeat planner contac	pending
U of Michigan	Mar-05	140	Jenny Freels	Feb-06	website	pending
FL National Assn. Social Worker	Mar-05	400	<u>Chuck Cook</u>	1-Jun-06	referral	pending
BCC Tennis	24-Mar	100	Frank Hatten	Mar-06	?	pending
Knights of Pythis	Mar-05	100	Lou Sadowsky	Nov. 2005	website	pending
MPI SEC June Retreat	28-Mar	25	Pat Dobaz	Jun-05	repeat planner contac	pending
Qiagen National Sales Meet	Apr-05	595	Erin Flynn	Jan-06	website	pending
Fabricators & Manufactureers Ass	Apr-05	410	Mary Ann Browning	May-06	Visit FLA	pending
Inn at Fox Hollow	4/8/2005	8,000 catering	Franklin Mancheste	May-05	website	pending
Dolphin Imaging	Apr-05	900	Linda Homel	Mar-07	website	pending
P Thompson	4/12/2005	280	p Thompson	Oct. 05	NAJ	pending
Church of Christ Retreat	4/18/2005	150	Richard Runge	Set/Oct 05	website	pending
Signage & Graphics Summit	4/25/2005	650	Michelle Beniak	Jan-06	website	lost booked
Collier County Coalition	4/27/2005	40	Len Price	Jul-05	local referral	pending
National Interstate Insurance	4/26/2005	90	Michelle Silvestro		website	booked Mar

DI Foodservice 2006 dealers	5/3/2005	180	Connie riffin	Jan-06 repeat planner contac	pending
The Spring Air Company	5/4/2005	90	Carolyn Yoemans	Nov-05 uses CVB's	Booked MB
Florida Literacy Coalition FLC	5/25/2005	530 727-822-4414	Richard Miseyko	Spring 2006 repeat planner contac	pending
ASMH ACMMSCO annual	5/25/2005	900 414-347-1103	Kelly Hughes	April May 2007 friend	Booked Reg
Corus Aluminium Rolled product	5/25/2005	66 847-585-2514	Tess Ladrangan	Feb. 2006 website	lost to Caroli
University of Rochester	5/31/2005	137 585-275-2094	Julie Blowers	Mar-06 repeat planner contac	pending
American Benefits Council	6/3/2005	92 fax703-519-848	Myrlin Young	Jan-07 website	pending
Florida Fish and Wildlife	6/3/2005	180 850-488-9386	Scott Ball	Jul-06 Visit FLA	pending
GMAC	6/3/2005	2000 952-831-7309	Jodi Montgomery	Feb-07 website	pending
Church of Lord Ralley	6/7/2005	135 770-500-8595	Vickie Thomas	Apr-06 repeat planner contac	pending
Arm Partners 2007 Conference	6/9/2005	300 630-285-3590	Arthur Gallagher	Apr-07 Destination Showcase	pending
USS Wainwritht Veterans Assn	6/9/2005	110 513-829-7280	Dan Bowman	2008 - 2010 Ju Destination Showcase	pending
Franklin Electric	6/9/2005	390 260-827-5498	Stacy Need	Feb-06 Destination Showcase	pending
Funeral Directors Services	6/9/2005	280 773-622-1488	John Baran	Oct-06 Destination Showcase	pending
American Academy of Dermatolog	6/9/2005	80 847-330-0230	Debra Barrett	1-Nov Destination Showcase	pending
Mitsubishi IA National Sales	6/9/2005	225 847-478-2417	Lori Bacharz	April 06 Destination Showcase	pending
National Bar Assn	6/9/2005	200 973-491-3504	Kathleen Thompsor	Feb-06 Destination Showcase	pending
Pro Club Incentive	6/9/2005	720 614-985-1682	Dianne Killian	Feb-06 Visit FLA	pending
Appraisal Foundation Board	6/21/2005	290 202-624-3048	Paula Douglas	May-06 website	pending
Florida Historical Society	6/20/2005	150 321-254-9855	Tom Muir	Ma 2006 direct	Booked Nap
Screen Vision	6/21/2005	300 212-497-0432	Barbaara Scully	Jan. 2006 website	pending
NAHB Custom Builder	6/21/2005	961 202-2668145	Gigi Smith	Oct-07 repeat planner contac	pending
Florida Trust Historic Pres	6/21/2005	240 850-224-8128	Caroline Tharpe W	May-07 Lee County vcb	pending
Lern Network	6/27/2005	250 301-498-6486	Bill Strehl	Feb/June 2006 Lee County vcb	pending
NICU Children's Medical Ventures	6/29/2005	441 781-871-6226	Jill Nash	April/May 2006 website	pending
Thomas Cook Motorcoach	7/7/2005	115 1.14417E+13	David Harris	2006 5 tours Visit FLA	pending
Choice Medical	7/7/2005	10 1-850-425-818	Cathy Coalson	2-Nov-05 website	pending
Scout Tours	7/1/2005	112 508-634-2091	Cathy Donahue	March bus tour LaPlaya	booked
International Code Council	8/1/2005	70 708-799-2300	Brenda Cole	Aug ,2005 website	pending
The Concierge Inc	8/1/2005	275 908-586-7500	Howard Rich	March, 2006 website	pending
Conference Direct	8/1/2005	80 813-661-1391	Janet Fisher	Feb , 2006 website	pending
Multi Unit Bowling Industry	8/1/2005	115 leeann@bpaac.com	Lee Ann Norton	Dec. , 2005 website	pending
Ace Practitioners	8/17/2005	500 727-822-4414	Diana Schneider	Jun-06 repeat planner contac	pending
Events Plus Health care	8/18/2005	380 856-854-7257	Donna McCool	Apr-05 website	pending
Sate of Fla office of Insurance	8/23/2005	400 850-562-5841	Chuck Cook	Feb-06 FSAE	pending
Greek Staff Meetings	8/24/2005	80 608-443-3735	Melissa Rohlfs	1-Mar website	pending
Collier County Coalition	9/13/2005	40	Len Price	Oct-06 local referral	booked

IFAS Geep	8/29/2005	1010 352-392-5930	Beth Miller Tipton	1-Jun repeat planner contac	pending
Wingate edu	9/1/2005	25 wingate@med.	Viki Wingate	Jan-06 website	booked
Florida Funeral Directors	8/31/2005	300 rsimmons@ffd	Renae Simmons	Jul-06 website	pending
Fabral Manufacturing	8/29/2005	150 717-299-6600	Cheryl Tobin	1-Jan website	pending
ITS Florida DOT	9/13/2005	225 850-224-7775	Karen Crawford	Mar-06 resource book	pending
NCFC	9/15/2005	915 202-879-0809	Chris Cooper	1-Jan website	pending
Fase ECO Council	10/3/2005	50 727-822-4414	Richard Miseyko	several repeat planner contac	pending
Osterman Co	10/3/2005	70 770-993-9701	Georgette Johnson	Mar-05 Plan Your Meetings	pending
Quality Stay less	10/5/2005	98 352-372-7878	Kyle Green	Oct-05 Third party	too low ratec
SEC MPI winter retreat	10/5/2005	39 954-753-1106	Pat Dobsz	6-Jan repeat planner contac	pending
MPI Tampa/Orlando Chapter	10/5/2005	100 727-567-5165	Liz Hall	Jun-06 MPI planner repeat	pending
AAC Nursing	9/16/2005	709 202-463-6930	Shana Cohen	Jan-06 Met at Affordable DC	pending
Check Free	10/10/2005	1025 201-521-2403	Cynthia Mullally	Nov-06 ?	pending
Franklin covey Global Sales Conf	10/25/2005	900 801-817-6075	Hedi Foss	Sep-06 repeat planner contac	pending
American Legion Dept FL	11/17/2005	510 407-295-2631	Carol Polk	Spring 2007 website	pending

25964

Market Segr Feeder Cities

Arts local Naples
Planner Miami
Planner Tampa
Corp Chicago
Corp Michigan
Medical Pittsburgh
Medical Chicago area
Smerf NY / USA
Corp MN
motorcoach Virginia
Conferon TX
Corp IN
corp CA
Corp CA
Corp FL
Smerf IN
Smerf FL

Corp VA
Association FL
Smerf MI
Association FL
Sports MD
motorcoach FL
Meetings FL
Corp MD
Corp IL
Corp NY / USA
Corp CA
motorcoach
Smerf FI
Corp Ks
Gov FI
Corp OH

Corp	GA
Corp	IL
Assn.	FL
istry naples	
corp	IL
Assn.	NY / USA
Assn.	VA
Gov	FL
Smerf	GA
Assn.	IL
Assn.	IL
corp	IL
Assn.	IL
Pharm	il
Corp	IL
Corp	IL
Corp	Helms
Gov	DC
Assn.	FL
Corp	NY / USA
Corp	DC
Assn.	FL
Smerf	MD
corp	MA
motorcoach	UK
Medical	Tallahassee
motorcoach	
	IL
executive	NJ
Corp	FL
Assn.	TX
Site search	FL
Events plus :	NJ
Assn.	FL
Sorority Sme WI	

very low rate FL Gov
relocate NO DC
Assn. FI
Corp GA
Corp FL
Assn MPI FL
Assn MPI FL
Medical DC
Corp

Data leads generated

Trade show leads

Business cards, labels data bases shared from shows attended

Fams etc.

Show Name	Type of show	# of leads	
Fam Planned for Bahama Tourist		15	1/21/2005 Toured destination for future tourist trade
Leads sent Holiday Showcase	Travel Agents	60	1/4/2005 Chicago Visit Florida
Meeting south leads	Planners and Agents	10	1/5/2005 Generated from advertising
AAA Midwest agents mailing /share	Travel Agents	500	1/20/2005 Visit Florida program
3 leads to JoNell PR from Chicago Adventures in Travel	Media		1/9/2005 Media leads
3 leads to JoNell PR from NY Adventures in Travel	Media		1/19/2005 Media leads
Travel & Adventure Chicago	Trade and consumer	500VG	1/9/2005 Consumer interest high
Travel & Adventure New York	Trade and consumer	500vg	1/19/2005 Consumer interest high
Florida Huddle	wholesale tour ops		1/27/2005 Repeat contracts with hotels
Travel South Memphis group tour	group tour ops		2/13/2005 Planned fam from meetings
Louisiana Golf leads	golf	100	1/28/2005 Play Florida Golf
Cincinnati golf leads	golf	185	1/28/2005 Play Florida Golf
Fishing Trip	fish /golf	5	2/2/2005 Play Florida Golf
received special interest from AAA mailing huge response	sent out several cases VG	Midwest AAA	big TA interest
Site IVA W and Capt. Wright kayak tours	great first hand experience		unique destination offer
Sent Florida 2005 specialized TA list to partners			Visit Florida program
Sent Huddle leads to partners			wholesale
Sent Grand Rapids golf leads out	Consumer	Midwest	2/18/2005 Play Florida Golf
Don Sinclair Site	Students trip Everglades	FGCU	2/18/2005 planned fam for students
Catholic Alumni Site	future meeting site	3	2/18/2005 did not get this business
Meeting south leads	Meeting planner	7leads	2/18/2005 Generated from advertising
Philadelphia Play Fla Golf leads sent to participating partners	golf	340	2/23/2005 Play Florida Golf
Play FLA Golf leads Cleveland Syracuse	golf	328	3/1/2005 Play Florida Golf
Toronto Golf leads	golf	1000	3/23/2005 Play Florida Golf
Conferon Information	Meeting Planners		3/24/2005 build relationships MP
Chicago Golf leads	golf	211	4/4/2005 Play Florida Golf
Plan your meetings leads	Meeting Planners	60	4/8/2005 Generated from advertising
Affordable Meetings Chicago show	Meeting Planners	137	4/18/2005 good show attended leads out
Nashville Golf leads	golf	1017	4/15/2005 Play Florida Golf
Florida Live	Travel Agents	210	4/27/2005 Chicago Visit Florida good show
United Airlines	Reservation Agents	250	4/26/2005 presentations to agents
South West Airlines	Reservation Agents	100	4/28/2005 presentations to agents
GoGo	Reservation Agents	9	4/28/2005 presentations to agents
Tourico Sales Presentation and lunch	Reservation Agents	20	6/2/2005 presentations to agents

Data leads generated

Trade show leads

Certified Vacations Sales Presentation Cookies &ora	Reservation Agents	75	5/28/2005	presentations to agents
SITE Meeting chapter seminar	Planner/supplier	50	6/17/2005	needs attractions for conference
MPI World Congress	Planner/supplier	thousands	7/12/2005	networking
FSAE Annual Conference	Planner/supplier	350	7/15/2005	networking relationships
Expedia Presentation	Reservation Agents	200		presentations to agents
Successful Meetings	Planner mailings	12	8/2/2005	one on one meetings with planners
Explore Your own Paradise Event	local coordinated entire ever	250	7/20/2005	well attended
Group Travel Mart On line sign up	groups online travel show		8/3/2005	3months coverage groups
Expedia Presentation	Reservation Agents	250	8/10/2005	presentations to agents
FSAE Leads sent out	Meeting Planners Assn	139	8/17/2005	Association meetings
Meeting Source leads sent out	Meeting planners	6 leads	8/22/2005	Personal contact with Debi sent VG
Site inspect set Gerber Products	Feb 6 events	150 pp	8/22/2005	Sites for Marriott NGALA 5th Ave Princes
Site Inspect set Events plus	Easter 2006 Meeting	300	8/22/2005	Sites for Marriott Hilton Radisson NBH
Collier County Collition	Oct-06	40	Oct-06	Booked Marriott Fairfield Inn
MPI Installation Dinner attended	Meeting Planner Membershi networking c July			Debi Attended
ASTA Leads sent to hotels	Travel Agents			show data base sent out to partners
Play Florida Golf	Golf and consumer	ad	coop 2006	successful meeting and coop
Affordable Meetings DC	Meeting Planners	60	9/7/2005	good show attended leads out
Museums Conference booth	local conference hosted by C	300	9/12/2005	hosted welcome and VG
Florida Governors Conference on Tourism	Conference attended	network & ex	5-Aug	seminars attended
Top Fam	4 Motorcoach operators tour	4	Sept 19-21	day fam and tour destination contact with
Brambles Tea Room	Site inspect	site		does group business high tea
LaPlaya	Lunch with Travel Writer	met Scott		German writer
Wellesley Inn	Met new GM/Sales			wants to be more CVB active partner
Botanical Gardens	Brainstorm marketing			lunch with partners on marketing together
Alan Maltz book meeting	purchase special gifts			color of Florida books purchased
Audrey Byrd Meeting planner	Brainstorm marketing			Meeting planner advice valuable
Go Visit UK tour op sites set	Site inspect	future business		Wholesale planner out of UK seeks hotel
Strand Country Club	Site inspect	future business		site to discuss off site venues available
Holiday Showcase Chicago	send brochures			Meeting Planners leads
Atlanta Camping & RV show	sent brochures			Atlanta drive market
Adventures in Travel Expo DC Chicago NY	sent brochures			Consumer market Visit FLA
MLT University	sent brochures			Travel Agents
AAA Annual conference	sent brochures			Travel Agents
Philadelphia Roundtables new show	sent brochures			Travel Agents
Legatus Company	need off site attractions	Conference Registry		needs attractions for conference
West Jet Canada new airline to Ft. Myers	sent VG and green bags	future business		kick off new flight schedule res agent info

Data leads generated

Trade show leads

SouthWest Airlines Mark Travel	res presentations Oct. 19	future business	Ft. Myers airport expanded flights info
SGMP Society Government Meeting planners	attend conference	future businε Assn	one day conference Gainesville MP
MPI SEC winter retreat	sponsorship	future businε Assn	Destination project sponsorship
MPI Tamps Orlando	sponsorship	future businε As`	Destination project sponsorship
CIC Golf cup completed	sponsorship	future businε Assn	Destination project sponsorship
Traval Co - Wholesale agent with many hotels contrε Fam	Fam	future businε Wholesale	Cancelled due to lack of availability
UK Go Visit Shelly Burt site all day 8 hotels	Site inspect	future businε Leisure UK	Will contract with 3 area hotels 25,000 pa
IT&ME Trade show attended Chicago	Trade and consumer	future businε MP	Meeting planners contacts leads sent 12ε
Getaways for Gulf aid project with Visit FL	charity	exposure Leisure	Assisted with packages for auction
Local assistance in communication w/ Gulf Aid Hurric	charity	exposure leisure	Assisted with packages for auction
Asisted North American Service with Fam	Fam	future businε Wholesale	10 Trolley tickets Dinner at Hilton
Sent Philly TA leads	Travel Agents	future businε leisure	84 leads
Sent SGMP leads	Meeting planners	exposure Assn	110 leads
Cimpa Conference	Meeting planners	exposure group Corp	built relationships came in 6th place
Conducted two roundtable Meetings with hotels	Group business discussion	planning group Corp	brainstorming on markets
Eblast to meeting planners invite to Encounter	Meeting Planners	future businε group Corp	solicit for appt show
Encounter Fam complete	Meeting Planners	future businε all	Post event Fam here
Encounter Meetings attended	Meeting Planners	future businε all	one on one meetings with planners
Registered for Huddle	wholesale tour ops	future businε leisure	one on one meetings with planners
Registered for Pow Wow	wholesale tour ops	future businε leisure	one on one meetings with planners
Meetings Focus listing	Meetings Focus listing	Listing MP	Expanded Listing on website Meetings fo
SGMP Sponsorship	Meeting Planners	future businε MP	will sponsor summer meeting & join
Planning Connction Expo Registration	Meeting Planners	future businε MP	attend winter expo in Gainesville

Booked business

2005

Date today	Conference Name	Planner name	# of room nights	conference dai
1/4/2005	Wells Dairy	Deb Lang	120	Jan 21-26,2005
1/12/2005	Prina Nestle	Ruth Wilms	40 cancelled	Feb. 28 05
2/2/2005	AAPPO	Denise Grozza	850	
2-Feb	AAPPO	Denise Grozza	850	
4/15/2005	Fox Hollow	Franklin Manchester	\$8,000 F&B	5-May
2-May	IACVB 2010 2007	Paul Griffin	lost	2010 2007
6/23/2005	ACMMSCO	Kelly Hughes	900	May-07
25-Jun	Florida Historical Society	Tom Muir	150	May-06
	National Interstate Insurance Co	Michele Silverstone	90	
7/19/2005	Scout Tours	Cathy Donahue	112	Mar-05
Sep-05	Go Visit UK	Shelly Bunt	Wholesale contract	
9/13/2005	Collier County Collition	Len Price	40	Jun-06
Oct-05	Wingate med. Unc. Edu	Vicki	100	Jan. 06
11/20/2005	MPI Winter Board of Directors Me	Pat Dobosz	39	Jan. 06
11/22/2005	MPI Summer Tampa/Orlando	Liz Hall	60	Jun-06
Nov-05	Spring Air Company	JoAnn	84	Nov-05

3395