

ED Marketing Trips 2017/2018

OPERATIONS: PROFESSIONAL DEVELOPMENT (\$7,664)

Texas Economic Development Council (TEDC) (2)

TEDC Annual Conference, Houston, TX, October 18-20, 2017

(Registration: \$500, Travel: \$1,048. Total Trip Cost: \$1,548)

TEDC Mid-Year or Winter Conference (San Antonio or Galveston) 2018

(Registration: \$340, Travel: \$1058. Total Trip Cost: \$1,398)

- The Texas Economic Development Council (TEDC) is an Austin-based, statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas. TEDC events are listed under the City/Chamber ED contract and are important for Denton to keep up to date on Economic Development activity across the State of Texas.

International Economic Development Council (IEDC) (2)

IEDC Annual Conference, September 30-October 3, 2018

(Registration: \$750, Travel: \$2,001. Total Trip Cost: \$2,751)

IEDC Mid-Year Conference

(Registration: \$545, Travel: \$1,422. Total Trip Cost: \$1,967)

- The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,500 members, IEDC is the largest organization of its kind. IEDC events are listed under the City/Chamber ED contract and are important for Denton to keep up to date on Economic Development activity across the country and the world.
- Location TBA

OPERATIONS: TARGET MARKETING (\$14,594)

Team Texas (Recruitment Trips and/or Trade Missions) (2)

(Registration: \$1,500, Travel: \$1,706. Total Trip Cost: \$3,206)

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- Team Texas is a dynamic, statewide economic development marketing association promoting job creation and capital investment in over 100 exciting Texas cities! Team Texas has promoted its member cities and organizations for more than 25 years! Team Texas is a non-profit membership association which serves as an outreach program of the Texas Economic Development Council. Team Texas facilitates more than twenty annual domestic marketing recruitment initiatives and global marketing strategies on behalf of its 100+ members.
- GOALS – Attend two Team Texas activities during the year to increase the number of contacts for follow up within each given industry, along with building name recognition for Denton at each industry conference. These are important to utilize the Team Texas name and booth space.
- Locations TBA

Type 1 Marketing Trip

(Travel: \$1,346. Total Trip Cost: \$1,346)

- Type 1 Marketing trips are trips scheduled in a geographic location where Denton will be promoted to national site location consultants, brokers, and C-level executives from companies in the area through pre-scheduled appointments.
- GOALS – Type 1 Marketing Trips are important to conduct one-on-one, face-to-face appointments with top site location experts across the country and C-level executives from target industry companies.
- Final location TBA (Los Angeles, Atlanta, Chicago, Seattle, NYC/NJ)

Advanced Manufacturing Expo, Anaheim, CA, February 6-8, 2018

(Travel: \$1,644. Total Trip Cost: \$1,644)

- This conference has 7 co-located shows at one time. The 7 shows are MD&M East (medical device manufacturing), East Pack (packaging), HBA Global (health & beauty packaging), Design & Manufacturing, Plastec East (plastics), ATX (automation) and Quality Expo (quality & testing). This is the west coast's largest advanced design and manufacturing event. Expected attendance is around 20k, with expected exhibitors around 1000.
- GOALS – Increase the number of contacts and prospects to follow up with on behalf of Denton, along with building manufacturing awareness of the Denton community. Since advanced manufacturing is one of Denton's main target industries, this is the best manufacturing event of the year to showcase our community.

Southern Economic Development Council (SEDC)

SEDC Annual Conference, Mobile, AL, June 29-31, 2018

(Registration: \$450, Travel: \$1,048. Total Trip Cost: \$1,498)

- The Southern Economic Development Council supports its members throughout the American South by providing a network for economic developers, tools and resources to enhance your programs and access to timely information. Each SEDC Meet the Consultants event gives participants the opportunity to network with the industry's top site location consultants across the country.
- GOALS – Network with top site location consultants who are focused on doing projects in the southern United States.

DFW Marketing Team (2)

(Registration: \$500, Travel: \$1,347. Total Trip Cost: \$1,847)

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- The DFW Marketing Team is an alliance of economic development organizations in the DFW area. Our team works with site location consultants and corporate real estate executives examining the Dallas/Fort Worth region for business locations and expansion. A series of events and marketing trips are conducted by members of the alliance throughout the year. Only 5 communities are allowed to participate at each event location to promote their area.
- GOALS – Conduct meetings utilizing the DFW Marketing Team name as a region, to build awareness about our community. These meetings typically involve a larger audience from each firm met with, since we are coming representing the metropolitan area as a whole. Each community in attendance has the opportunity to network with the consultants directly and make a brief presentation. Only the communities in attendance get the contacts.
- Locations TBD

OPERATIONS: NTCAR (\$3,170)

NTCAR Dallas

(Registration: \$970, Misc. Cost \$2200. Total Show Costs: \$3,170)

- The North Texas Commercial Association of Realtors and Real Estate Professionals is a trade association that exists to enhance the business opportunities of its members through real-time access to critical real estate information, education, recognition and networking events. One of the leading local commercial real estate associations in the country, NTCAR's members benefit from proprietary industry resources and customized services.
- GOALS: Denton will exhibit with a booth space promoting our community to the real estate professionals in the DFW region, in order to showcase our community and generate as much interest and prospect activity as possible. Follow up with all contacts will be conducted following the conference.

PRIVATE: TARGET MARKETING (\$22,350)

SEDC

SEDC Meet the Consultants Forum, Dallas or Chicago, March or April 2018

(Registration: \$360, Travel: \$1,100. Total Trip Cost: \$1,460)

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- Location TBA

IAMC (2)

IAMC Professional Forum/ Spring Conference – Savannah, GA, May 5-9, 2018

IAMC Professional Forum/ Fall Conference – Philadelphia, PA, September 15-19, 2018

(Registration: \$1,095, Travel: \$1,896. Total Trip Cost: \$2,991)

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- The Industrial Asset Management Council is the leading association of industrial asset management and corporate real estate executives, their suppliers and service providers, and economic developers. The members of IAMC are a veritable Who's Who of Corporate Real Estate. Their ranks include senior real estate directors from 3M, Alcoa, Air Products and Chemicals, BASF, PepsiCo, General Mills, Honda of America Manufacturing, Johnson & Johnson Pharmaceuticals Group, The Linde Group, Pfizer, Weyerhaeuser and many other large industrial firms.
- GOALS – Create and maintain valuable contacts with “end-users.” IAMC events are the best marketing events of the year for Denton to be promoted at while showcasing our industrial assets.

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Site Selectors Guild

Site Selectors Guild, Annual Conference, Cincinnati, OH, March 19-21

(Registration: \$1,800, Travel: \$1,696. Total Trip Cost: \$3,396)

- The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector, and function. Guild Membership is the highest standard in the site selection industry.
- GOALS – Foster collaboration and cooperation with the top 40 site selection professionals in the country who are in attendance during the Annual Conference, along with end-users. Registration for this event is very limited and is typically cut off after only one day, before going to a "wait list" entry process thereafter.

Area Development Consultants Forums (2)

(Registration: \$1,500, Travel: \$1,291. Total Trip Cost: \$2,791)

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- The Consultants Forums will offer attendees a full program of presentations, roundtable discussions and panels on what will impact the site selection process throughout 2017 and beyond. Led by an outstanding lineup of speakers from amongst today's most active Site Location Consultants, Real Estate Professionals and Industry Executives this forum will address the leading issues and best practices necessary for a successful Economic Development strategy.
- GOALS – Network, foster, and build new relationships with the industry's top site location consultants from across the country.
- Locations TBA

Site Link Forum

(Registration: \$1,000, Travel: \$1,297. Total Trip Cost: \$2,297)

- Site Link convenes experienced site selectors and industry leaders in economic development to connect, provide insight, and share expertise to improve your community's strategic position in the noisy landscape of economic development today.
- GOALS – Connect with industry site location consultants in a more intimate setting with more one-on-one time and face-to-face opportunities. There are less attendees allowed in this event than most typical Consultant Forums, allowing you this opportunity to engage closer with the consultants.
- Locations TBA

CONSULTANT CONNECT (ECONOMIX)

(Registration: \$1,000, Travel: \$1,297. Total Trip Cost: \$2,797)

- ECONOMIX will feature over 24 site consultants who are getting project deals done across the country. ECONOMIX is powered by the team at Consultant Connect which has been blending relationships between economic developers and site consultants successfully for more than 100 national and international clients since 2013.
- GOALS - Network, foster, and build new relationships with the industry's top site location consultants from across the country.
- Location TBA