



JULY PROFESSIONAL EDUCATIONAL MEETING

ANNUAL CONVENTION & VISITORS BUREAU PANEL

Sponsored by:



Monday, July 18, 2005
11:30 am Registration & networking
Noon Program and lunch

Hyatt San Jose
 1740 North First Street
 San Jose, CA 95112

We are pleased to present our annual Convention & Visitors panel where you will gain insight from the experts as to what is going on in the Bay Area.

This year's distinguished panel include Dan Fenton – San Jose CVB, Anna Roa – Santa Clara CVB, Anne LeClair – San Mateo CVB and Steve Hammond – Sacramento CVB.

Some of the topics being discussed are:

- Are you seeing any changes to the number of

visitors to the Bay area due to recent expansions?

- How are you working to find new customers?
- What is the overall impact of the trend of merging and/or forming visitor authorities
- How do you reach each level of membership and what is the criterion for reaching each level?
- How far out is your booking schedule?
- What is the biggest change on the horizon?

REGISTER NOW!

Mail or fax this form to:

HSMAI
 Northern California Chapter
 C/O Susan Stevens
 Hotel Los Gatos
 210 E. Main Street
 Los Gatos, CA 95030
 (408) 793-3921

Fax: (408) 335-1719

Guaranteed reservations will be accepted by mail, fax or phone. Pre-payment or payment at the door is required. A limited amount of open seating is available on a first come first served basis. Payment at the door is acceptable provided you have a confirmed reservation.

Cancellation policy
 Cancellation must be received 72 hrs prior to the Event. Space is limited so please either pre-pay or Sign the form to acknowledge that you will pay at the door. If you cannot attend and do not cancel you will be billed

Name	Title
Company	
Address	
City/State/Zip	
Phone	Fax
Email	

Meeting prices:	HSMAI members	Non-members	Total
Before July 11, 2005	_____ @ \$35	_____ @ \$45	\$ _____
After July 11, 2005	_____ @ \$45	_____ @ \$45	\$ _____

Payment options:

? Check enclosed ? At door _____ (signature required)

? Credit card ? Visa ?Mastercard

Card Number	Exp date
Cardholder name	
Signature	

Register online at www.hsmainc.com



Join us!