



**THE FLORIDA CONCIERGE CONFERENCE
OCTOBER 30-NOVEMBER 1, 2017**

DEAR CORPORATE SPONSOR:

ON OCTOBER 30TH THROUGH NOVEMBER 1ST, 2017, THE SOUTHERN FLORIDA CONCIERGE ASSOCIATION WILL HOST THE FLORIDA CONCIERGE CONFERENCE IN MIAMI, FLORIDA. WE CONSIDER THIS EVENT AN EXTRAORDINARY ADVERTISING AND MARKETING OPPORTUNITY FOR PRODUCT AND SERVICE PROVIDERS. THE CONCIERGES WHO ATTEND THESE MEETINGS ARE IN A UNIQUE POSITION TO REFER THEIR CLIENTS (BOTH BUSINESS AND LEISURE TRAVELERS) TO ALL SEGMENTS OF THE TOURISM INDUSTRY IN FLORIDA, THROUGHOUT THE UNITED STATES AND THE WORLD.

CONCIERGES ARE SOMETIMES KNOWN AS THE "WIZARDS" OR "HOUDINIS" OF THE TRAVEL INDUSTRY, HELPING GUESTS TO ACCOMPLISH THE IMPOSSIBLE. HOWEVER, BEYOND THE HYPERBOLE IN THE PRESS, WE KNOW THAT *YOU* ARE THE REAL REASON WE ARE SUCCESSFUL IN OUR JOBS. IT IS BY WORKING WITH OUR HOTELS, TOUR COMPANIES, AIRLINE CARRIERS, CAR RENTAL AGENCIES, TRAVEL AGENTS, LIMOUSINE SERVICES, FLORISTS, RESTAURANTS, ETC., THAT WE ARE ABLE TO WORK OUR MAGIC.

IN ORDER TO MAKE OUR ANNUAL CONFERENCE A SUCCESS, WE ARE SEEKING DONATIONS OF GOODS AND SERVICES, AND/OR CASH FUNDING. SPECIFICALLY, WE NEED THE SPONSORSHIP OF EDUCATIONAL COMPONENTS, MEETING SPACE, LUNCHEONS, DINNERS AND RAFFLE ITEMS. JUST AS YOUR COUNTERPARTS HAVE GENEROUSLY SUPPORTED OUR ORGANIZATION IN THE PAST, WE HOPE THAT YOU WILL WANT TO SUPPORT OUR NEXT CONFERENCE IN HOLLYWOOD.

I HAVE ATTACHED A FACT SHEET THAT EXPLAINS THE PURPOSE OF THE CONFERENCE AND ADDRESSES HOW YOU MIGHT BENEFIT FROM PARTICIPATING IN ITS SUCCESS. I WILL BE IN TOUCH SOON TO DISCUSS THE AREAS OF POSSIBLE SPONSORSHIP THAT WILL BEST EXPOSE YOUR COMPANY TO OUR ESTIMATED 150+ DELEGATES IN ATTENDANCE. I HOPE THAT WE CAN COUNT ON YOUR SUPPORT.

IN SERVICE THROUGH FRIENDSHIP,

MIGUEL PENA, LEAD CONCIERGE
MIAMI MARRIOTT BISCAYNE BAY
PRESIDENT, S.F.C.A.

**The Southern Florida Concierge Association
Providing Service Excellence Since 1987
Celebrating 30 Years of Service Excellence**

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WHAT: THE FLORIDA CONCIERGE CONFERENCE, THE ONLY PROFESSIONAL HOTEL CONCIERGE ASSOCIATIONS IN FLORIDA, REPRESENTING CONCIERGES FROM TAMPA BAY, NAPLES AND ORLANDO TO THE FLORIDA KEYS FOR THE PAST 20 YEARS.

WHO: APPROXIMATELY 150 CONCIERGES FROM HOTELS IN FLORIDA AND THE UNITED STATES. THE MEMBERSHIP RANKS REPRESENTS MORE THAN 100 PRESTIGIOUS HOTELS REPRESENTING OVER 50,000+ ROOMS NIGHTLY, PRIMARILY IN FOUR-STAR AND FIVE-STAR PROPERTIES.

ADDITIONALLY, THE CONFERENCE WILL WELCOME APPROXIMATELY 5 DIGNITARIES FROM THE TRAVEL INDUSTRY, INCLUDING OFFICERS OF LES CLEFS D'OR FROM AROUND THE UNITED STATES.

WHEN: OCTOBER 30-NOVEMBER 2, 2017

WHERE: EVENTS WILL BE HELD IN VARIOUS LOCATIONS IN MIAMI, FL.

WHY: OUR ANNUAL CONFERENCE SERVES FIVE MAJOR FUNCTIONS:

1. **THE BUSINESS MEETING AND OPEN FORUM**
discussions will allow members to stay focused on the wellbeing of the association.
2. **THE EDUCATIONAL SYMPOSIUM AND/OR GUEST SPEAKERS**
IMPART NEW KNOWLEDGE AND PROVIDE CONTINUED TRAINING FOR THE CONCIERGE PROFESSIONAL.
3. HIGHLIGHTED FEATURES OF CORAL GABLES AND MIAMI DADE COUNTY AS WELL AS VARIOUS OTHER AREAS WILL **PROMOTE THE TRAVEL AND TOURISM INDUSTRY**, ALLOWING THE CONCIERGE DELEGATES TO EXPERIENCE THE BEST SOUTH FLORIDA OFFERS TO TRAVELERS.
4. THE SOCIAL ASPECTS CEMENT OLD FRIENDSHIPS, CREATE NEW ONES, AND ENSURE THAT THE **NETWORKING** EFFORTS OF THE CONCIERGE COMMUNITY CONTINUE TO GROW AND FLOURISH.
5. THE DISPLAY AND EXCHANGE OF COLLATERAL MATERIALS PROVIDE CONCIERGE WITH **RECEPTIVE SALES AND MARKETING FORUM** WHERE THEY CAN SHOWCASE THEIR HOTEL PROPERTIES.

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WHAT CAN YOU DO?

THE S.F.C.A. IS A NOT-FOR-PROFIT ASSOCIATION. WE DEPEND ON SPONSORSHIP FROM THE HOST CITY, AS WELL AS FROM OTHER TRAVEL INDUSTRY SUPPORTERS, BOTH LOCALLY AND NATIONALLY. PAST SUPPORTERS HAVE INCLUDED HERTZ CAR RENTALS, ENTERPRISE, SIXT RENT A CAR, MORRIS VISITOR PUBLICATIONS, FESTIVAL FLEA MARKET, WORLDWIDE TRANSPORTATION, WELCOME PUBLISHING, THE GREATER MIAMI CONVENTION AND VISITORS BUREAU, JUST TO NAME A FEW. DONATIONS IN THE FORM OF MONETARY CONTRIBUTIONS, HOTEL ROOMS, FOOD/BEVERAGE SERVICES OR RAFFLE PRIZES ARE ALL GREATLY APPRECIATED. ALL DONATIONS WILL BE ACKNOWLEDGED IN OUR CONFERENCE PROGRAM AND SOCIAL MEDIA CAMPAIGNS.

WHAT CAN YOU EXPECT?

A CURIOUS AND APPRECIATIVE GROUP OF CULTURALLY DIVERSE TRAVELERS AND HOSPITALITY PROFESSIONALS. A CAPTIVE AUDIENCE OF CONCIERGE WHO ARE ALL IN THE ENVIABLE POSITION OF BEING ABLE TO RECOMMEND YOUR DESTINATION, BUSINESS, COMPANY AND/OR PRODUCT TO MILLIONS OF BUSINESS AND LEISURE TRAVELERS THROUGHOUT THE WORLD.

FAVORABLE PUBLICITY FROM GENERAL AND TRAVEL-SPECIFIC MEDIA OUTLETS (I.E., COVERAGE OF PAST CONFERENCES WAS SEEN LOCALLY AND NATIONALLY BY REUTERS WIRE SERVICE, AAA'S WESTERN STATES MAGAZINE TITLED VIA, MIAMI HERALD, SUN SENTINEL, NEW YORK TIMES, USA TODAY, LODGING TODAY, WALL STREET JOURNAL, THE A&E CHANNEL AND THE INTERNATIONAL HERALD TRIBUNE.

FOR FURTHER INFORMATION, CONTACT:

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