



November Seminar

Wednesday, November 16, 2011 from 8:30 - 10:00 am

Markel Corporation Offices
4501 Highwoods Parkway, Glen Allen, VA 23060



"Government Meetings: Are You Getting Your Fair Share?"



with Eric Whitson

Director of Sales & Marketing at
THE NATIONAL CONFERENCE CENTER*

**Join VHSMP for this informative and timely session on
how you can tap into the government meetings market.**

Real Change in Washington... for Government Meetings

Several new developments last year indicate that the federal government and, specifically, the General Services Administration (GSA), is recognizing the volume of government meetings occurring in the marketplace and the need to make it easier for federal agencies to buy the right meeting product at the right place. Soon, government meeting planners will be able to submit RFPs for conferences via GSA's e-buy, making buying meetings much simpler. The number of facilities in a new "conference facilities" category with GSA will grow, creating the opportunity for government meetings to be purchased quickly, easily, and at the best rates and terms available. [How can you tap into this increased government market?](#)

Over the past several years, with the weak economy causing many association meetings to shrink and some corporate meetings to disappear, many hotels, resorts and conference centers have shifted strategy to court the government meetings market. Among them is the National Conference Center in Leesburg, VA, which is the nation's largest marketing conference center and the first to be awarded a GSA Schedule Contract from the General Services Administration. The National Conference Center hosts more than 80,000 government room nights each year, a market that represents more than 50% of their annual business.

Our speaker [Eric Whitson](#), as Director of Sales and Marketing at The National Conference Center, is uniquely qualified to lead this session, having learned from his seasoned government sales team many of the nuances of working with the federal government. Don't miss this interactive and informative session!

Regular Registration Fee—\$35 per VHSMP member and \$45 per non-member.

For more information, contact VHSMP at (804) 747-4971 x114
or info@vhsmp.org, or go to our website at www.vhsmp.org.



REGISTRATION FORM for NOVEMBER SEMINAR

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“ Government Meetings: Are You Getting Your Fair Share?” with Eric Whitson, THE NATIONAL CONFERENCE CENTER®

PLEASE PRINT: (Please make copies for additional registrants.)

Registration Fees: VHSMP Member: \$35 by Nov. 1st; \$45 after Nov. 1st
Non-member: \$45 by Nov. 1st; \$55 after Nov. 1st

Registration form with payment is requested by Friday, November 11, 2011.
Your space will not be held until payment is received!

Company: _____

City: _____

Name (1): _____

Title: _____

E-mail: _____

Phone: _____

Special Needs: (Food Allergy/Handicap): _____

Name (2): _____

Title: _____

E-mail: _____

Phone: _____

Special Needs: (Food Allergy/Handicap): _____

Return form with
payment to:
VHSMP
10231 Telegraph Rd.
Suite A
Glen Allen, VA 23059
Fax: 804-747-5022
Tax ID# 90-0056386

		<u>By 11/1</u>	<u>After 11/1</u>		
VHSMP member:	# _____ x	\$35	\$45	= \$	_____
Non-member:	# _____ x	\$45	\$55	= \$	_____
			TOTAL	= \$	_____

Payment can be made by check payable to VHSMP or by credit card (Amex, Discover, MC, Visa).

Please print legibly.

Acct #: _____

Exp. Date: _____ Sec. Code: _____

Name on card: _____

Signature: _____

No refunds for cancellations; however, substitutions are allowed and encouraged.

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