

LET ME INTRODUCE MYSELF



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CHOOSE CHICAGO



LET'S REVIEW

- ★ Importance of partnering with a DMO
- ★ Connecting to local like-minded entities
- ★ Speakers
- ★ Grow and expand your local network
- ★ Advantages to the DMO
- ★ Connecting to Chicago video
- ★ Working with your DMO on attendee acquisition
- ★ Success stories



IMPORTANCE OF PARTNERING WITH A DMO

★ More than dates, rates & space

★ Vendor referrals

★ Site visit assistance

★★★★

CONNECT TO LOCAL LIKE-MINDED ENTITIES





★ Speakers

★ Community service projects

★ Emergency preparedness

GROW AND EXPAND YOUR LOCAL NETWORK



Increase
attendance



Student
involvement



Increase EDI
involvement



Career fairs



ADVANTAGES TO THE DMO

- ★ Greater exposure within the community
- ★ Civic and corporate involvement
- ★ Increase awareness of the organization
- ★ Prove value to local and state government



CONNECTING TO CHICAGO



WORK WITH YOUR DMO ON ATTENDEE ACQUISITION FROM DAY 1!



RFP



LOA



24 months out

CHOOSE A DESTINATION THAT CAN ASSIST YOU WITH ATTENDEE ACQUISITION



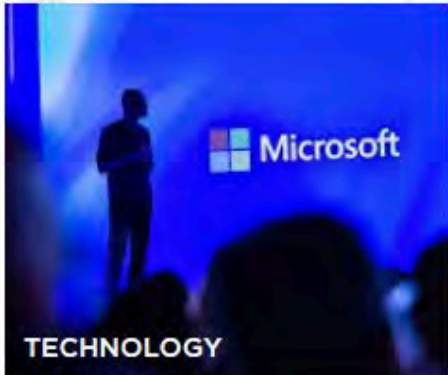
HIGHER EDUCATION



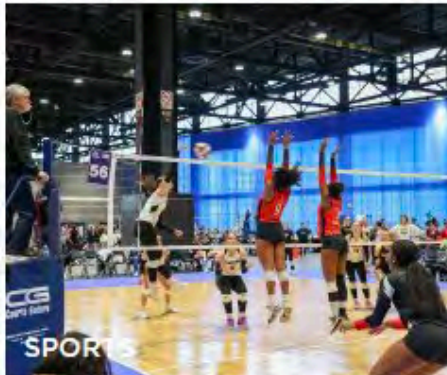
MANUFACTURING



F&B/CULINARY



TECHNOLOGY



SPORTS



GOVERNMENT



MEDICAL



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HIMSS 2023 in Chicago was a huge success! We were thrilled to be back in Chicago where we experienced a 35% spike in attendance over 2022. Chicago's variety of hotels, best-in-class restaurants, the vast healthcare industry in the area and having two international airports help drive attendance for us. We look forward to coming back.

-Elli Riley, VP, Events & Exhibitions, HIMSS



ATTENDEE ACQUISITION



CITCA
Chicago International
Trade Commissioners' Association



CHICAGOLAND
CHAMBER OF COMMERCE



ILLINOIS MEDICAL DISTRICT



DMOs CAN HELP



Communicate
attendance goals



Define target attendees



Video testimonials from
local members, BOD, & staff



Important to include
requests in RFP



SUCCESS STORIES

