

North of Boston CVB Membership Benefits

INCLUDED WITH MEMBERSHIP

Official Visitors Guide Listing: Membership includes a free business listing in 200,000 copies of the North of Boston Visitor Guide, distributed throughout Essex County, Greater Boston, Canada, Maine, NH, CT, NY and mailed to thousands of travelers annually. Online digital flipbook and embedded onto USB drives for Trade Shows.

NorthofBoston.org Listing: Membership includes a free descriptive listing with hyperlink, photos, Social Media links, YouTube Video, Groups Information. Page Visits: 647,483

Exclusive use of official North of Boston Logo: Use our logo to endorse your business as a member of the official Convention and Visitor's Bureau for Essex County.

Legislative Advocacy: The CVB actively educates and advocates for the tourism industry at the municipal and state level.

E-Newsletters: Learn about ongoing initiatives to drive tourism to our region, as well as cooperative marketing opportunities, networking events, member information, and much more. Opportunities to add your business news and events each week.

Consumer E-blasts: Submitting content is a great way to get some coverage in this seasonal e-newsletter that goes out to over 24,000 subscribers who have expressed interest in the North of Boston region.

Tourism Mini-Grants Program: Member non-profit organizations are eligible to apply for mini-grants each year to help supplement tourism marketing programs. Awards range from \$200 to \$10,000.

Online Calendar Listings: Spread the word about your events or exhibits while gaining valuable exposure for your business.

NETWORKING OPPORTUNITIES

Member Networking & Educational Opportunities: Meet industry colleagues and develop relationships that support your business through our networking mixers and monthly sales meetings. All committee meetings are free, and we encourage you to get involved. Attend monthly luncheons, evening events, and the North of Boston CVB Annual Tourism Summit throughout the year. All have nominal admission fees with significant member discounts.

COOPERATIVE MARKETING AND PARTNERSHIP

Visitor Guide Advertising: Enhance your exposure in this annual publication – place an ad and be seen by thousands traveling to the North of Boston region. Attracts Leisure, Groups, Meetings, Weddings and Special Events Markets- Domestic and International. 200,000 printed copies. Online digital flipbook and embedded onto USB drives for Trade Shows.

Maria Miles Visitor Center Advertising: The official Gateway to Massachusetts is the perfect place to display your brochures and information on events. The center welcomes more than 400,000 visitors annually! Stand out by advertising with a brochure, posters, unique display, Essex County Treasure Hunt or a video on our 50" HD TV.

Website Advertising & Member to Member E-blasts: Inquire about Enhanced and/Featured Listings on northofboston.org (Sessions: 130,266 Page Visits: 630,712) and sending direct messages to more than 1,200 members and industry contacts.

Cooperative Advertising: Stretch your marketing dollars by advertising collectively with our members in select print and online media.

FAM Tours: Join us in hosting travel writers, bloggers, influencers, photographers and international press and group tour leaders covering the North of Boston region.


NORTH of BOSTON
Convention & Visitors Bureau

NorthofBoston.org

Membership Investment Fee Structure
For owners of more than one business, there is a 25% discount for each additional business.
(Please circle appropriate category and fee.)

Accommodations

Up to 6 rooms	\$200
Between 7 and 25 rooms	\$350
Additional room fee above 25 rooms	\$2 per room

Museums & Attractions

<15K visitors	\$300
Between 15K and 100K visitors	\$350
>100K visitors	\$450

Tour Operators, Receptives & Event Planners

\$350

Restaurants

<75 seats	\$350
Between 76 and 150 seats	\$400
>150 seats	\$450

Whale Watches, Sails, Cruises

\$350

Music, Theatre, & Arts

Small Associations (under 5 employees)	\$250
<10K visitors	\$350
Between 10K and 25 K visitors	\$450
>25K visitors	\$550

Transportation

Livery Services	\$450
Ferry Services	\$550
Car Rental Companies	\$800
Airline Companies	\$1,550

Outdoor and Indoor Recreation

\$350

Farms & Wildlife

\$250

Wineries, Breweries, Distilleries, Food Tours

\$350

Shopping

Individual store	\$350
Development group <10 stores	\$550
Shopping mall +10 stores	\$800

DMOs, Chambers, Historic Sites/Societies & Festivals

\$250

Event Venues/Conference Centers

\$350

Colleges and Universities

Affiliates	\$300
<2500 students	\$450
Between 2500 and 5000 students	\$550
>7500 students	\$800

Professional Services

<5 employees	\$350
>6 employees	\$450

Banks and Financial Services

Individual branch	\$450
Corporate office	\$800

Cities & Towns

% of rooms tax revenue	3%
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Charities

Please call for pricing.

Casinos

Base Fee	\$2500
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*MOU between casino and NBCVB management to be devised for additional cross-promotional benefits.

Looking to even further expose your organization or business?

The next page details several options you can choose as additional membership investments.

The North of Boston Convention & Visitors Bureau (NBCVB) offers a comprehensive a-la-carte membership structure that allows each organization to pick and choose from a wide variety of involvement pieces that are tailored to maximize your visibility and reach.

Please review the following options and select additional investments that will benefit your business.

***NOTE: If you pay in full within 30 days, you will receive a 5% discount on the total package price.**

This package option is only available once per year per organization.

Maria Miles Visitor Center (more than 400,000 visitors annually) *Annual Enrollment accepted any time with the exception of video.*

- Single brochure \$200
- Top Picks (premier placement in the visitor center) \$400
- Sm. Poster Display (24" by 24" - square) **Includes single brochure - \$200 VALUE* \$600
- Lg. Poster Display (24" wide by 36" high - vertical) **Includes single brochure - \$200 VALUE* \$800
- Custom large display (inquire for exact pricing) **Includes single brochure - \$200 VALUE* \$1,000 +
- Backlit Display (78" wide by 12" high) **Includes single brochure - \$200 VALUE* \$1,200
- Outdoor Kiosk (91" wide by 15" high) **Includes single brochure - \$200 VALUE* \$1,500
- Video 30 second video (enrollment March – April) \$350
- Video Up to 120 second video (enrollment March – April) **Includes single brochure - \$200 VALUE* \$600

NEW! Increased print run and Group Tour/Meetings/Events/Weddings section!

Annual Visitors Guide (200,000 copies to attract leisure market & group/meetings/event markets – online as digital flipbook)

Sold from July through November

- Two-page Spread \$5,000
- Back Cover Page \$4,500
- Inside Front Cover \$4,500
- Full Page \$2,600
- 1/2 Page \$1,400
- 1/4 page \$750
- Enhanced Listing \$400

Annual Meeting & Awards Dinner *Held in November*

- Title Sponsor (includes 4 complimentary tickets) \$500
- Presenting Sponsor (includes 2 complimentary tickets) \$250
- Additional tickets to the Dinner _____ tickets x \$50 \$_____

Annual Tourism Summit *Held in late January or early February*

- Lead Sponsor (includes 4 complimentary tickets) \$1,250
- Session Sponsor (includes 2 complimentary tickets) \$450
- Tabletop Sponsor (includes 2 complimentary tickets) \$300
- Additional tickets to the Summit _____ tickets x \$75 \$_____

Networking Luncheons *Held every other month at different member locations. E-mail notifications are sent to all members.*

- Tickets to the Luncheons _____ tickets x \$20 \$_____

Total	\$ _____
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Receive a 5% discount if paid in full within 30 days

Cooperative Advertising Opportunities are presented throughout the year. Here are some examples of what has been offered in past years. Please plan your budgets accordingly, so you can take advantage of this highly discounted exposure for your business.

boston.com e-blasts (year round) - \$375	Southern New England Weddings (fall) - \$350
Yankee Magazine (year round)- \$500	East Coast Traveler Canada (Dec.) - \$375
Ontario Motorcoach (summer) - \$375	Boston Spirit Magazine (LGBT year round) - \$375
NBCVB e-blasts (year round) - \$200	American Bus Association Resource Guide - \$525

Membership Enrollment Form

P.O. Box 5193 | I-95 Southbound, Exit 60 | Salisbury, MA 01952
T: 978-465-6555 | F: 978-465-6999
www.northofboston.org

Please reference Membership Investment Fee Structure.

Category: _____ Annual Fee: \$ _____

BUSINESS INFO

Business Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Email: _____
Website: _____

MAIN CONTACT

Name: _____ Title: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Email: _____

BILLING CONTACT

Name: _____ Title: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Email: _____

ADDITIONAL CONTACTS

Name: _____ Title: _____ Email: _____
Name: _____ Title: _____ Email: _____
Name: _____ Title: _____ Email: _____
Name: _____ Title: _____ Email: _____

MEMBERSHIP PAYMENT

Membership Annual Fee: \$ _____ Additional Marketing Investments: \$ _____ **TOTAL: \$** _____
Payment Method: Check payable to North of Boston CVB Credit Card (Visa, Mastercard, Amex)
Card #: _____ Exp: _____
Billing Address: _____ CVV: _____
Authorized signature: _____ Date: _____