

# JOIN TODAY!



Customized for your convenience, VisitErie has created a range of affordable membership levels.

CHOOSE THE INVESTMENT THAT IS BEST FOR YOUR ORGANIZATION:

## ASSOCIATE - \$100

- Designation as a VisitErie member in the annual Visitor Guide
- Use of the official VisitErie logo on business literature and Web site
- Official VisitErie membership decal

## BUSINESS - \$250

ASSOCIATE MEMBERSHIP BENEFITS AND THE FOLLOWING:

- Free listing on the VisitErie Web site with text link to your Web site
- Co-op advertising opportunities
- Free distribution of your brochure at the VisitErie office, Tom Ridge Environmental Center and our two Interstate Welcome Centers
- Access to sales and marketing leads
- Representation at trade shows
- VisitErie online pressroom and package pages opportunities

## CORPORATE - \$1,000

BUSINESS MEMBERSHIP BENEFITS AND THE FOLLOWING:

- Free VisitErie Web site banner advertising
- Free rendering of visitor inquiry leads on mailing labels (if requested)
- 10% discount to participate in Motorcoach Sales Blitz and Meeting Planner Receptions
- Priority opportunity to participate in VisitErie co-op programs
- Recognition in all VisitErie produced publications

## EXECUTIVE - \$5,000

CORPORATE MEMBERSHIP BENEFITS AND THE FOLLOWING:

- Recognition in quarterly e-mail newsletter sent to Northwest PA visitor inquiries received by VisitErie
- Free guaranteed ¼ page picture in the Visitor Guide in addition to paid ad
- Free ¼ page editorial in the Visitor Guide in addition to paid ad
- Free VisitErie Web site skyscraper advertising
- Inclusion of logo and/or URL in VisitErie-produced, printed consumer advertising
- Free coupon on Web site if requested

## VisitErie: BUILDING YOUR BUSINESS

In addition to its goal of increasing the number, length and frequency of tourism visits to Erie County, VisitErie also works to ensure a positive economic impact in the region by maximizing tourist expenditures. VisitErie annually spends nearly three-quarters of a million dollars to attract visitors to Erie County, visitors who have a direct, positive impact on your business.

Your support of VisitErie as a member ensures that these programs will continue and expand:

- The Erie All Seasons Visitors Guide, sent to 280,000 potential visitors annually
- VisitErie Web site, which sells Erie as a destination to one million unique visitors per year, many of whom are directed to member Web sites . . . like yours
- Promotion of our members at meetings and conventions in Erie
- Representing you at industry trade shows, gatherings and showcases, and most importantly . . .
- Generating thousands of leads annually . . . leads that can be converted to paying customers for you

M E M B E R O F



VisitErie

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Erie, PA 16507

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[VisitErie.com](http://VisitErie.com)

CUT AND MAIL BACK

# VisitErie Membership Brochure



# Ten Great Reasons to Become a VisitErie Member:

1 Designation as a VisitErie member in the Erie Visitor's Guide, sent to over a quarter million potential visitors annually.

2 Use of the official VisitErie logo on your business literature and Web site, and an exclusive membership door decal.

3 Free distribution of your brochures at VisitErie, Tom Ridge Environmental Center and at our two Interstate Welcome Centers.

4 VisitErie co-op marketing and advertising programs/opportunities.

5 Promotion of your business at meetings and conventions being held in Erie.

6 Representation for your business and our industry in travel trade groups and before government bodies.

7 Gaining a valuable lobbying voice for your business - impacting visitors and government with issues of interest to us.

8 Participation and discussion opportunities covering trends and news that affect your success.

9 Leads - thousands of them - from people interested in visiting Erie County.

10 Being part of a growing, dynamic organization working to promote you!

## VisitErie: THE ADVOCATE FOR YOUR BUSINESS

Here in Erie County, we are fortunate to have several effective trade associations and business advocacy groups. But only VisitErie concentrates on key issues facing the tourism and hospitality industry.

As our industry grows in size and importance to the local economy, it's crucial that our interests are represented vigorously and effectively. A VisitErie membership signals a commitment to and recognition of the importance of the travel and tourism sector. It ensures that our industry will have an active and persuasive voice in issues of interest to us.

With your investment as a member of VisitErie, you'll be:

- Kept informed of VisitErie news events and upcoming developments
- Eligible for discounted advertising and co-marketing opportunities in VisitErie media campaigns, including print, broadcast and the Web

## VisitErie: THE VOICE THAT SPEAKS FOR YOU

Economists have a measurement called the Location Quotient (LQ) that shows the proportion of persons in a county who are employed in a certain industry compared to the national average.

For years, we've heard how Erie had a higher proportion of manufacturing than the national average, and that's true. But the industry with the highest LQ in Erie County isn't manufacturing. It's tourism and leisure.

### WHO REPRESENTS THIS VITAL INDUSTRY'S INTERESTS?

WE DO.



## GET ON BOARD AS A MEMBER OF VisitErie



PLEASE PRINT CLEARLY:

Paying with a Check     Paying with a Credit Card

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Description of Business: \_\_\_\_\_

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CREDIT CARD TYPE:     Visa     Mastercard     American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

MAKE CHECKS PAYABLE TO:

VisitErie

please return to:

VisitErie

208 East Bayfront Parkway

Suite 103

Erie, PA 16507

814.454.1000 ph. | 814.459.0241 fx. | [info@VisitErie.com](mailto:info@VisitErie.com)

[VisitErie.com](http://VisitErie.com)

VisitErie will not share your information with any other parties.