

NEW SALES LEAD



Williamsburg Tourism Council
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23187 USA
Phone: 757.253.2262

Created: 11/03/2020
Response Due Date: **11/04/2020**
Decision Date: 01/29/2021
From: Julia Smyth-Young, Director of Sales -- (757) 253-2313, julia.smyth-young@visitwilliamsburg.com

Lead ID: **3909**
Organization: Helms Briscoe
Market Segment: Association
Meeting: Virginia Recycling Association 2021 Conference
Contact: Erica Trout
Manager, Global Accounts
Company: Helms Briscoe
Address: 14018 Palomino Way

Midlothian, VA 23112
Phone: (804) 608-0435
Fax:
E-Mail: etrout@helmsbriscoe.com

MEETING REQUIREMENTS

Requested Dates: 10/03/2021 to 10/06/2021
Meeting Dates: 10/05/2021 to 10/06/2021
Alternate Dates: 10/12/2021 to 10/13/2021
10/19/2021 to 10/20/2021

ROOMS FORECAST

Room Attendance: 80
Requested Rooms: 125
Requested Peak: 60

	Sun, 10/03/21	Mon, 10/04/21	Tue, 10/05/21	Wed, 10/06/21	Thu, 10/07/21	Fri, 10/08/21	Sat, 10/09/21
Requested Rooms	5	60	60				

COMPETITION

Considering locations within the Commonwealth of Virginia.

NOTES

Meeting Requirements:

F&B Budget \$15,000
 A/V Screens in GS and 2 Breakouts with tables/electricity. The client will bring laptops and projectors.

Schedule of Events:

Mon, Oct 4, 2021
 12:00 PM - 5:00 PM
 Registration
 Registration
 Notes or Exceptions: 8 Ft Table
 8' x 10' Exhibit Booth
 2 people
 12:00 PM - 5:00 PM
 Exhibits Set-Up
 Exhibit
 Notes or Exceptions: Up to 24 Exhibit tables
 Tabletop Exhibit
 2,000 sq. ft. / 24 people
 Tue, Oct 5, 2021
 7:00 AM - 5:00 PM
 Registration
 Registration
 Notes or Exceptions: 8 Ft Table
 Tabletop Exhibit
 2 people
 8:00 AM - 9:00 AM
 Breakfast
 BreakfastRecurring Agenda Item
 Rounds
 150 people
 8:00 AM - 5:00 PM
 General Session
 General Session
 Rounds
 2,000 sq. ft. / 150 people
 8:00 AM - 5:00 PM
 Breakout

Breakout Session
Classroom
500 sq. ft. / 35 people
8:00 AM - 5:00 PM
Breakout
Breakout Session
Classroom
700 sq. ft. / 50 people
8:00 AM - 5:00 PM
Exhibits
Exhibit
Notes or Exceptions: Up to 24 Exhibit tables.
Tabletop Exhibit
2,000 sq. ft. / 24 people
12:00 PM - 1:00 PM
Lunch
Lunch
Rounds
150 people
6:00 PM - 7:00 PM
Reception
Reception
Reception
80 people
Wed, Oct 6, 2021
8:00 AM - 9:00 AM
Breakfast
BreakfastRecurring Agenda Item
Rounds
150 people
8:00 AM - 12:00 PM
Registration
Registration
Notes or Exceptions: 8 Ft Table
Tabletop Exhibit
2 people
8:00 AM - 12:00 PM
Exhibits
Exhibit
Notes or Exceptions: Up to 24 Exhibit tables.
Tabletop Exhibit
2,000 sq. ft. / 24 people
8:00 AM - 12:00 PM
General Session
General Session
Rounds
2,000 sq. ft. / 150 people
8:00 AM - 12:00 PM
Breakout
Breakout Session

Classroom
500 sq. ft. / 35 people
8:00 AM - 12:00 PM
Breakout
Breakout Session
Classroom
700 sq. ft. / 50 people

Comments:

Venue with environmental practices in place.

Amenities and nearby activities for attendees.

Destination location.

The client is very flexible on October weekday dates and patterns. Please feel free to offer alternative dates.

The client would like a master account established for full payment upon conclusion of the event.

Action Requested:

Send all proposals to Erica Trout with Helms Briscoe.

Please quote commissionable rates.