



COME EARLY, STAY LATE

MEETINGS & CONVENTIONS PEI - PROGRAMS

SIGN UP NOW DON'T MISS OUT

FREE FOR M&C PEI MEMBERS





MEETINGS & CONVENTIONS PRINCE EDWARD ISLAND

FREE* for Meetings & Conventions PEI members. Sign up at:

<http://meetingsandconventionspei.com/our-members/show-badge-program/>

or contact:
info@peimc.com
902-368-3688

*The fee for businesses who are not members with Meetings & Conventions PEI is \$50.00 per offer listed in the Show Your Badge Program.

"Look for this logo when you are out and about and visit Island retailers and attractions to receive a special discount. Show your conference badge at participating businesses for discounts offered exclusively to convention attendees."



The Show Your Badge program isn't about growing your business through discount, but it is more about using this as a welcome tool. We expect that if delegates come into your store or visit your attraction and have a good experience they will likely spend more and tell others. . As well, we feel you are justified in up selling to them if you are offering a discount.

In 2008, M&C PEI launched the Come Early Stay Late program as a direct result of feedback from the membership. The program offers an incentive to convention delegates to extend their stay on PEI and to ensure their business is front and center when delegates make the important decision to extend their stay.

To participate in the program – operators must agree to offer a MINIMUM of 15% of rack/published rate OR agree to provide an offer valued at minimum of \$15.

HOW ARE YOUR OFFERS PROMOTED?

- Door Stickers for participating businesses
- Printed Delegate bag information offered to all confirmed meetings
- Banner Ads offered for Conference Websites
- Custom **Virtual Delegate Bag App** inclusion for all confirmed meetings.



COME EARLY, STAY LATE



HOW IT WORKS

Upon showing a conference issued badge/name tag, delegates are offered a discount on products or services.

MEETINGS & CONVENTIONS PRINCE EDWARD ISLAND

Activation

1. Create a deal unique to your establishment. Be Creative!
Ex.
- Three-course prix fixe dinner for \$35
- 25% off admission tickets
2. Educate your staff on the new program/deal and promote participation with Show Your Badge Sticker, window signage, website, and social media.
3. Return this form to: info@peimc.com for more information visit:
★ <http://meetingsandconventionspei.com/member/show-your-badge/>
or call: 902-368-3688

Sign Up Today!

Member Information

Company:

Address:

Phone:

Website:

Choose one:

- Restaurant
 Attraction
 Tours

- Performing Arts
 Retail
 Transportation

Contact First Name:

Contact Last Name:

Contact Title:

Contact Email:

Contact Phone:

Offer Detail of discount/offer

Examples:

*1000 Priority Club Bonus Points

*Receive a bottle of wine upon check in

*Stay an additional 2 nights and your 3rd is free

*Receive a free upgrade to a king room

*Take 25% off your entire purchase

*Spend \$50 or more and get a free gift

Conditions Special Instructions (minimum spend, restrictions etc.)

Examples:

*Reservations required. Quote "CESL 2019" to access special rates or offers.

*Purchase price must be over \$10. Can not combine with other promotions.

Do you require reservations/advanced booking? Please explain