



**Trade Show Report**  
**Small Market Meetings Conference – Green Bay, WI**  
September 24 - 26, 2019

**Montana Representation:**

- + Glacier Country – Debbie Picard
- + Discover Kalispell – Dawn Jackson
- + Destination Missoula – Emily Rolston
- + Grouse Mountain Lodge – Krista Borgardt
- + Billings CVB – Stefan Cattarin
- + Great Falls CVB – Kristin Dayao
- + Great Northern Hotel Helena – Cindee Bianchini

**Overview:**

- + Small Market Meetings is a hosted buyer, appointment-only, reverse trade show. They worked to bring in the most active corporate and association planners, that are looking for 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> tier cities for smaller groups. A total of 92 planners were there and 212 suppliers.
- + Glacier Country Tourism was matched with 25 buyers for 6 minute appointments which wasn't nearly enough time to learn about what they needed and tell them about Glacier Country. More of a meet/greet and follow up later type of trade show.
- + There were additional times in the 2 days to network and speak to planners you connected with and meet some of those you weren't matched with.
- + We increased our database with 24 new meeting planners.
- + Next Small Market Meetings will be held in French Lick, IN September 24 – 26, 2020.

**Appointments and projected ROI:**

Again, this year we had a large Montana presence at this show. I think we were able to put Montana and the region on the map for these meeting planners. I connected with them on their corporate incentive needs with our luxury guest ranches, while Kalispell and Missoula connected for more association business. Several appointments had meetings in the 50-100 people range which is perfect for most of our convention hotels in our three hub cities. Several were looking for retreat locations as well. I left with 2 RFP's. I have followed up with all of the planners via email and will have to see about ROI.

**Recommendations for 2020:**

- + Dan from Explore Whitefish plans to attend SMMC in 2020, with that, our 3 cities will be covered allowing me to attend a Smart Meetings, Connect or Meetings Live show instead. It takes consistency and continued exposure to build relationships with meeting planners and I feel that Emily, Dawn and Dan can do that at this show. It gives Western Montana great exposure to quality meeting planners that are looking for smaller destinations.