



## **Trade Show Report**

### **Northstar's Small & Boutique Meetings**

Park City, UT  
October 26 – 28, 2025

#### **Montana Representation:**

- Western Montana's Glacier Country – Debbie Picard

#### **Overview:**

- Small & Boutique Meetings is a hosted buyer, appointment-only, reverse trade show hosted by Northstar Meetings Group. This was my third Northstar show. They worked hard and vetted planners who held meetings of less than 100 people. Every planner I met with had an event that would fit in Western Montana.
- I was matched with 22 meeting planners for 13-minute appointments, which was a nice amount of time to listen to their needs and give them information about Western Montana and our meeting facilities that could meet their needs.
- There were additional networking times in the two days to have a meal or casually chat and connect with those you met with and some of those you weren't matched with.
- I had only met with a few of these planners so I was able to increase our database with 20 new meeting planners.
- I feel that this S&B group of planners that Northstar brings together is a good fit and recommend we continue to attend if it is in the western half of the U.S.

#### **Appointments and projected ROI:**

Most of the planners were looking for smaller corporate incentives or retreat locations. I connected with them on their corporate incentive needs with our luxury guest ranches and our other boutique hotels for retreats. Several appointments had regional meetings in the 50-100 people range, which is perfect for most of our convention hotels in our three hub cities. This show has great networking outside of the appointments. I have followed up with all the planners via email with a great response rate and hope the RFPs will follow.

#### **Recommendations for 2026:**

I liked this show and the quality of the planners that attended. It takes consistency and continued exposure to build relationships with meeting planners; I feel this happened at this show. It gave Western Montana great exposure to quality meeting planners who are looking for our unique properties.