

ENHANCE & ELEVATE 2025



We understand that every Convention and Visitor Bureau (CVB) is unique, with its own set of needs and goals. That's why we've created the "Enhance & Elevate" menu of add-ons, giving you the freedom to tailor your membership to fit your specific requirements. Whether you're looking for enhanced profile features, premium visibility, or tailored research, you now have the power to select only the services that matter most to your destination.

The services below are available as upgrades to your Basic Membership

Let's discuss the exciting possibilities! Below is a list of opportunities we have available for 2025. Please review the options and let us know your preferences as soon as possible, as space is limited for some.

Activity	Content	Price	Checkbox to confirm participation
City Profile Boosters	Event Calendar integration: Showcase your city by featuring key association-related events, such as conferences and fam trips, to attract conferences that align with your destination's strengths and opportunities.	€ 300	<input type="checkbox"/>
	Premium Listing service: Claim a top 20 spot in Conferli's search results with our Premium Listing service, boosting your visibility and giving your destination a competitive edge for attracting high-profile conferences	€ 1.000	<input type="checkbox"/>
	Open tenders: You can view all bids from associations still deciding on a destination. Check if there's one that aligns with your city.	€ 1.000	<input type="checkbox"/>
	Contact us directly button: Direct link in your profile to your CVB or a member of your team.	€ 500	<input type="checkbox"/>
	Succes story & Case study: Enhance your profile by showcasing your city's strengths by highlighting successful case studies or succes stories, which we'll also share on our social channels for maximum visibility.	€ 300	<input type="checkbox"/>
	Dedicated City pitch: Elevate your city's profile by showcasing your top three unique selling points to make a strong, tailored impression for event organizers and set your destination apart from the competition.	€ 300	<input type="checkbox"/>
	Destination video tour: Bring your city to life with this feature. Offering event organizers an immersive virtual experience that showcases what makes your destination unique and helps them confidently choose your city for their next conference.	€ 300	<input type="checkbox"/>
	Hotel booking tool: Boost your destination's appeal by offering associations a tailored hotel booking tool, featuring real-time availability, a detailed event map, and potential revenue kickbacks, enhancing the overall conference experience.	€ 250 per event or € 1500 per year	<input type="checkbox"/>

The Basic Profile is the core of our service, with City Profile Boosters available as add-ons. Membership & add-ons are for 1 year and will end automatically.

Activity	Content	Price	Checkbox to confirm participation
Dedicated Convention Bureau Services	<p>Quarterly research: Receive daily insights on 8 associations, including ecosystem, congress details, board members, and key contacts, to help you secure more conferences and expand your local network.</p>	€ 1.000 per quarter	<input type="checkbox"/>
	<p>Data Analytics Subscription: Unlock powerful insights, tracking your city's views, search appearances, and comparisons with other destinations to refine your strategy and attract more conferences.</p>	€ 300 per year	<input type="checkbox"/>
	<p>Dedicated ecosystem research: Harness your city's potential with our dedicated ecosystem research, identifying key sectors, stakeholders, and targeted conferences to position your destination as a top choice.</p>	Depending on scope	<input type="checkbox"/>
	<p>Dedicated market research/ study for your city: Unseal your city's potential with our dedicated market research/study service, where we uncover and craft compelling narratives about your city's strengths—such as innovation, research and sustainability—to attract more conferences and elevate your profile on the global stage.</p>	Depending on scope	<input type="checkbox"/>
	<p>Strategic Lead Generation: Receive a quarterly list of associations with board members in your city, including details about the association and their events, helping you attract new events and establish a local network.</p>	€ 3.000 per year	<input type="checkbox"/>
Marketing Power-Ups	<p>Co-write knowledge article: Position your city as a thought leader by co-writing a knowledge article with us, showcasing your destination's strengths and gaining maximum visibility through exclusive promotion to over 400 active association users on our platform.</p>	€ 600 per article	<input type="checkbox"/>
	<p>IMEX Mailing: Boost your destination's visibility with our exclusive IMEX Mailing, reaching approximately 2,500 association industry professionals and event organizers, ensuring your city stands out to decision-makers actively seeking new destinations.</p>	€ 600 per mailing	<input type="checkbox"/>
	<p>IBTM Mailing: Boost your destination's visibility with our exclusive IBTM Mailing, reaching approximately 2,500 association industry professionals and event organizers, ensuring your city stands out to decision-makers actively seeking new destinations.</p>	€ 600 per mailing	<input type="checkbox"/>
	<p>Podcast participation: Engage in a meaningful conversation by joining our podcast, where you can discuss a relevant conference industry topic, providing valuable insights while positioning your city as a thought leader.</p>	€ 600 per episode	<input type="checkbox"/>
	<p>Dedicated famtrip invitation: Maximize your reach with a dedicated FamTrip invitation to 400+ associations, connecting with key decision-makers and showcasing your city to boost future bookings.</p>	€ 600 per mailing	<input type="checkbox"/>
	<p>Advertisement opportunities: Promote your city with half-page or full-page ads in our industry studies, reaching a targeted audience of associations and decision-makers for prime visibility.</p>	€ 1.000 full page € 600 half page	<input type="checkbox"/>