

INTEGRATED CAMPAIGN
MEETING PLANNER SURVIVAL KIT

THE CONTENTS OF THIS BOX WILL MAKE YOUR LIFE EASIER
SPECIAL DELIVERY
**MEETING PLANNER
SURVIVAL KIT**

From finding the perfect venue, dealing with catering,
or trying to come up with activities to keep your guests
entertained, planning an event can be brutal.
We are here to help.

EMPOR!A
CONVENTION & VISITORS BUREAU

THE BOX

Through extensive research, the Emporia CVB realized there is market potential for small and medium-sized meetings to take place in Emporia. To target these meeting planners, something unconventional was proposed. Instead of a sales call or a mailer that would likely be considered junk mail and be thrown away, the Emporia CVB would send the planners a “Survival Kit.”

This kit acknowledges how hard it is to plan a successful meeting and contains items to help the planner while showcasing Emporia and its local businesses. The “Survival Kit” also features a personalized letter that contains a call to action, that lets planners know the Emporia CVB is there to help them.



EMPORIA

MEETING PLANNER GUIDE

MUST SEE
EMPORIA

MEETING PLANNER SURVIVAL KIT

Planning a meeting is stressful, but we are your resource. We can help with planning location, lodging, breakfasts and team building activities. This kit contains everything you need to get started planning your event in Emporia.

EMPORIA

visitemporia.com

EMPORIA
VISITORS BUREAU

FOOD! ATTRACTIONS! ADVENTURE! AND MORE!
A FEW OF OUR
REGIONAL
FAVORITE
THINGS

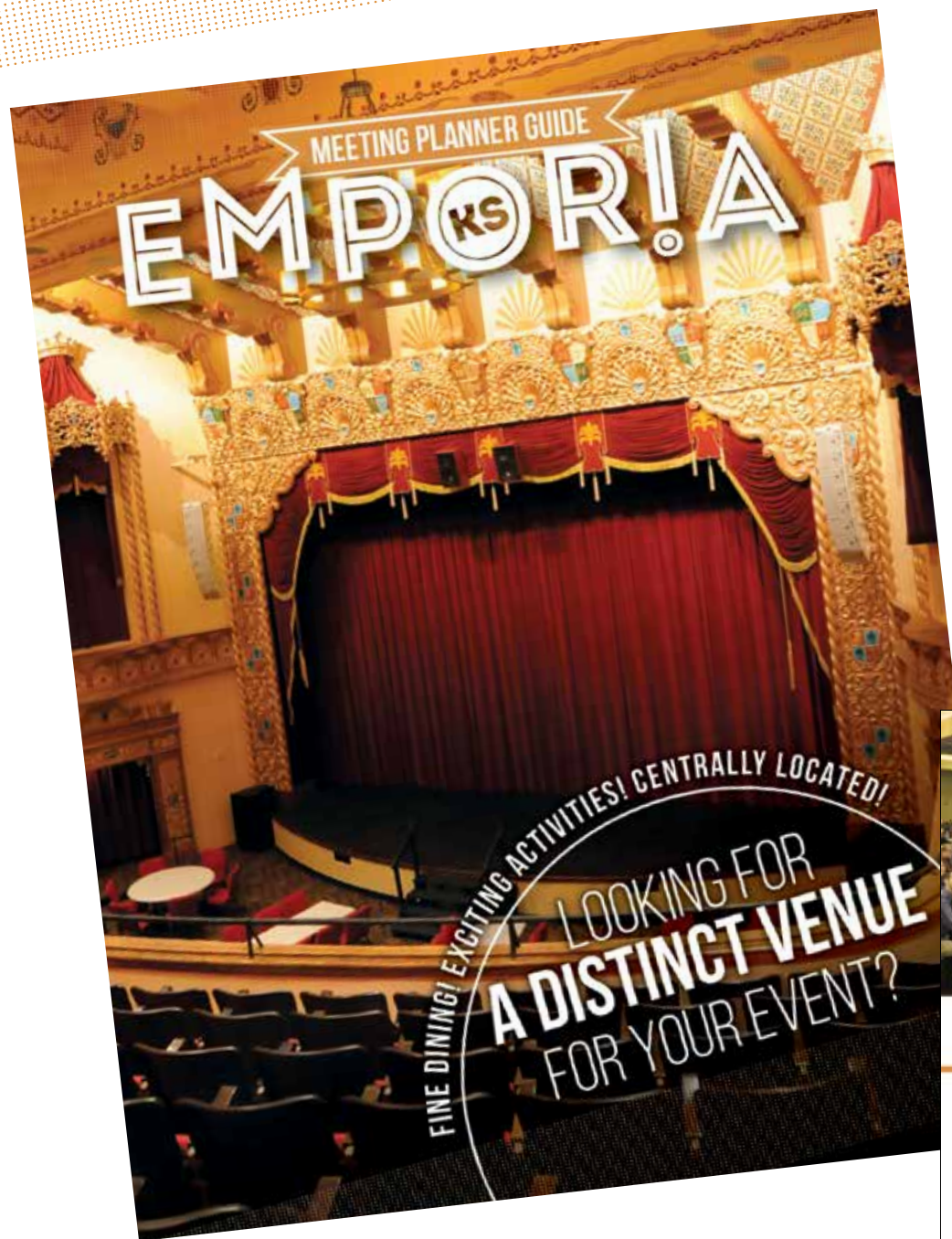
CENTRALLY LOCATED!
LOOKING FOR
THE PERFECT VENUE
FOR YOUR EVENT?

INSIDE

Pains were taken to make opening the “Survival Kit” an experience. Upon opening the box, meeting planners saw the personalized letter (not pictured), and the Emporia CVB’s meeting planning collateral. This includes the Emporia Visitors Guide, the Meeting Planner Guide, and the Must See brochure.

All the items in the box were packaged with a wrapper that was printed with a light hearted explanation of why that item is in the box. From the craft paper wrappers to the natural excelsior packaging, the kit is reminiscent of the many artisan stores in Emporia.





MEETING PLANNER GUIDE

The Meeting Planner Guide was created with the “Survival Kit” in mind. This piece gives meeting planners the information they need to plan a successful meeting in Emporia. It lists unique venues, capacities and amenities, accommodations, and ideas for activities after the meeting.

This is a sales piece that can be given to anybody planning a meeting or conference in Emporia.

LET'S BE REAL

Being a meeting planner can be a challenge. You need a mix of ideas and facilities that give you a sense of style and budget. You need a venue that you can be confident in, not to mention the ability to attract attendees. It's important that after a meeting, attendees have a great time.

For the Emporia, KS, the Meeting Planner Guide is the ideal choice. It lists unique venues, capacities and amenities, accommodations, and ideas for activities after the meeting. It's a survival kit for meeting planners.

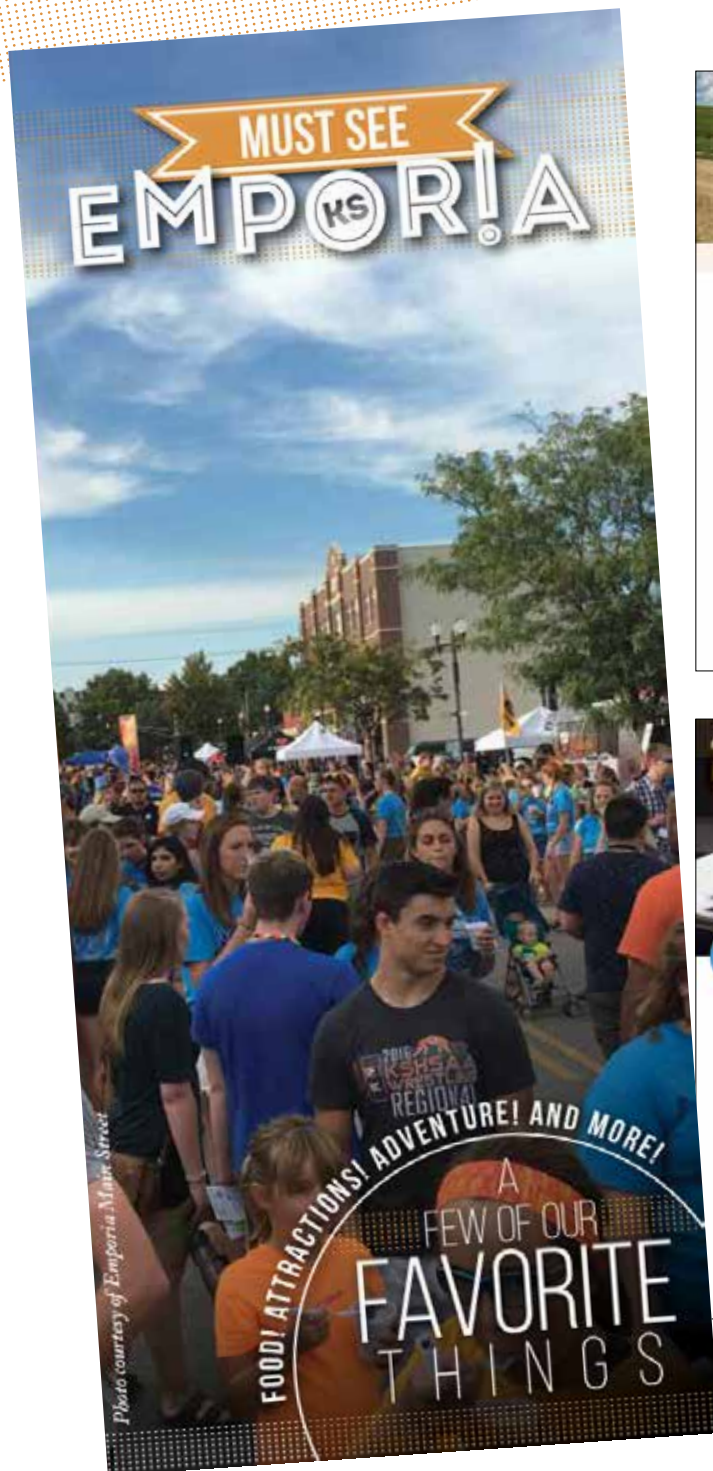
ALL ABOUT THE MEETING

There are many options for meeting venues in Emporia. Each venue has its own unique amenities and facilities. The Meeting Planner Guide provides a comprehensive list of all the venues in Emporia, along with their capacities and amenities. It's a great resource for meeting planners.

VENUE LIST

Below is a list of all the venues in Emporia, along with their capacities and amenities. This list is intended to provide a general overview of the venues available in Emporia. For more information, please contact the Emporia Convention Center.

Venue	Capacity	Amenities
AMERICAN COMMUNITY CENTER	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 101	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 102	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 103	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 104	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 105	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 106	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 107	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 108	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 109	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 110	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 111	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 112	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 113	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 114	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 115	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 116	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 117	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 118	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 119	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 120	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 121	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 122	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 123	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 124	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 125	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 126	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 127	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 128	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 129	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 130	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 131	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 132	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 133	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 134	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 135	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 136	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 137	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 138	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 139	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 140	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 141	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 142	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 143	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 144	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 145	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 146	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 147	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 148	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 149	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 150	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 151	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 152	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 153	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 154	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 155	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 156	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 157	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 158	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 159	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 160	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 161	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 162	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 163	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 164	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 165	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 166	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 167	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 168	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 169	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 170	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 171	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 172	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 173	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 174	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 175	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 176	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 177	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 178	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 179	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 180	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 181	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 182	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 183	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 184	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 185	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 186	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 187	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 188	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 189	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 190	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 191	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 192	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 193	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 194	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 195	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 196	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 197	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 198	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 199	100	Full kitchen, full bar, full restrooms
AMERICAN LEGION POST 200	100	Full kitchen, full bar, full restrooms



ADVENTURE

Why should the pros have all the fun? Come test yourself on the same courses and trails used in epic events like the Glass River Open or the Dirty Kanza.

CYCLE THE FLINT HILLS

Explore hundreds of miles of trails and roads in the great cycling capital of the world. Pledge into one of the last remaining Telegraph Routes in North America and enjoy the breathtaking scenery, wildlife and pure freedom. You can ride the trails of the Dirty Kanza 200 - the world's greatest volunteer group road race. Pledge to be amazed.

HITTING THE CHIRING

Experience yourself in the dirt golf experience. Chasing from across and growing into the golf courses, several of which were designed by master Emporian Eric McCabe, the 2011 PGA World Champion. Play where the pros play. Emporia is the home of Dynamic Dots and the Glass River Open - the largest dirt golf tournament in the world, and hosted the 2014 Professional Dirt Golf World Championships. Two holes have been named in Sports Center Top 10. Emporia knows the golf!

A SHORT DRIVE FROM EVERYWHERE.

FOOD | LODGING | ATTRACTIONS
visitemporia.com

EMPORIA KS

CONVENTION & VISITOR BUREAU
visitemporia.com | 800-279-1234
729 Commercial Street, Emporia, KS 66801

MUST SEE EMPORIA

FOOD! ATTRACTIONS! ADVENTURE! AND MORE!
A FEW OF OUR FAVORITE THINGS

BEST MAIN STREET

Rated the best Main Street in America, Commercial Street is more than Emporia's downtown, it is the city's heart and soul. Find unique shopping, inspiring cuisine, craft beer and wine, and a happening nightlife.

HISTORIC DOWNTOWN

Our downtown who comes from quirky and big "lower prices" businesses found only in the #1 rated Best Main Street in America. Whether you want to chill out in our winey or history, shop at the boutique, lounge yourself in history, or sip your way through 70 craft beer and 150+ whiskey and bourbon, downtown is the place to be.

GRANADA THEATRE

With Kansas's longest running
The glow and glamour of the historic Granada Theatre make every event extra special. Whether you attend a concert, meeting, reception or private function, you will enjoy the charm created by this restored 1929 Spanish Colonial Revival theatre.

FANTASTIC FOOD

You'll find right at home when you pop into a family-owned restaurant. Our locals and up-awake BBQ, authentic Mexican, outstanding burgers and Philly, chicken and everything in between. There are just a few favorites.

RADIUS BREWING CO.

2015 Best in Class - 1st place
A favorite among visiting the golfers and cyclists, Radius Brewing Co. is Emporia's first brewery since prohibition. You can watch beer brewing in the middle of the dining room! In addition to the regular food and beer menu, enjoy a rotating chef's menu and live music to take your mouth to adventure. It's tough to decide which is more delicious, the urban food or the craft beer. Try them for yourself!

CASA RAMOS

1st place
Gourmet portions of the Ramos family collection of delicious authentic Mexican cuisine will delight your mouth. Their warm hospitality and village-themed interior with wooden tables and chairs hand-carved in Mexico guarantee a better atmosphere for all to enjoy.

SWEET GRANADA

1st place
It's a family affair and the sweetest place in town. The handmade truffles will blow your mind. The fudge is delicious. Sweet 13 candy begins with the finest chocolate, old quality ingredients, and top to with the love and passion of the owners and employees and you have the best chocolate creation in the region.

A DAY OUT

DAVID TRAYLOR ZOO

1st place
A feeling of wonder will surround you as you stroll through our quiet zoo nestled in lush botanicals. The horses in our nature exhibit, Mexican Monkeys, will steal your heart. Admission is FREE.

ALL VETERANS MEMORIAL

1st place
You will be interested in history and patriotism when you visit the All Veterans Memorial in the beautiful city of Veterans Day, Emporia. All Veterans Memorial was the first in the nation to honor all Veterans from the Civil War through the Gulf War.

COWBOY UP

BLUESTEM FARM AND RANCH

1st place
Bluestem Farm and Ranch Supply is an Emporia tradition. You can spend hours browsing the miles of this family-owned store that has just about anything you may need for your farm or home. Check out the wall of pens (5,000 pens), visit with area horses and members and enjoy complimentary coffee and tea daily and popcorn on Saturdays.

MUST SEE BROCHURE

While this brochure wasn't created specifically for the "Survival Kit," it was included along with the Visitors Guide to give meeting planners a feel of what Emporia is like outside of the meeting venue.

Emporia's strength is its unique businesses and events, and they are the cornerstone of drawing people to town. People can meet anywhere, but they can only have certain experiences in Emporia.





THE KIT

Beneath the print collateral are the items to help survive planning a meeting. These items are all branded with the Emporia CVB logo and represent the city's tentpole tourist destinations.

Artisan shops are represented with locally roasted coffee and a handmade chocolate, and the coaster and cork screw represent Emporia's brewery and winery. The throwing disc lets planners blow off steam and lets them know that their guests can enjoy some of the best disc golf courses in the world in Emporia.

The aspirin is included to remind planners that the Emporia CVB can eliminate the headaches of planning a meeting.