

# Associate Venue Membership 2020







Meet Cambridge has an extensive portfolio of venues in and around Cambridge – so, if you represent a venue in or near Cambridge that would be a good fit for our clients, we'd be delighted to talk to you about membership.

As the official bureau for meetings and events in Cambridge, we take thousands of enquiries each year for events of all types. Most of our clients are looking for venues that are relatively close to the city, or larger unusual venues slightly further afield.

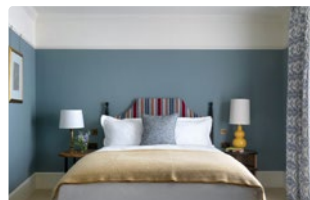
Whether you're an academic venue looking to maximise the use of your free space; a unique venue looking for

new business leads or a wedding, dining or party venue keen to attract a new audience, being a member of Meet Cambridge could help you achieve that.

- ✓ Win business and new clients
- ✓ Promote your venue to new audiences
- ✓ Collaborate, network & benchmark with industry peers

## Our Associate Venue Membership options are as follows:

	Distance from Great St Mary's, Cambridge	Simpleview Access	Venue page on website	Supplier listing website	Marketing	Fee (All prices stated are + VAT)
Associate Venues (Cambridge)	< 1 mile	✓	✓	N/A	✓	<ul style="list-style-type: none"> <li>Accommodation &gt;100 - £1650</li> <li>Accommodation &lt;100 - £1100</li> <li>Non-residential with catering - £850</li> <li>Non-residential without catering or private dining rooms in restaurants - £350</li> </ul> Commission: 10% of placed business
Associate Venues (Cambridge)	> 1 mile but < 5 miles	✓	✓	N/A	✓	<ul style="list-style-type: none"> <li>Accommodation &gt;100 - £850</li> <li>Accommodation &lt;100 - £600</li> <li>Non-residential with or without catering or private dining rooms in restaurants - £350</li> </ul> Commission: 10% of placed business
Associate Venues (Regional)  For venues that have: capacity of >200 or on-site accommodation (>10 beds)  Venues which don't meet the above criteria, but which offer unique and interesting features will also be considered for membership if they enhance or complement our current portfolio of properties.	> 5 miles	✓	✓	N/A	✓	<ul style="list-style-type: none"> <li>£300</li> </ul> Commission: 10% of placed business
Supplier Venues	Any	x	x	✓	x	<ul style="list-style-type: none"> <li>£100</li> </ul>



# Benefits for Associate Venues

## Win business and new clients

Gain access to our venues' extranet, Simpleview, where you can:

- ✓ Receive and respond to RFP opportunities
- ✓ Run reports to analyse your business results
- ✓ View reports detailing our levels of business
- ✓ Access Partner Bulletins to keeping you up to date with new developments and policies
- ✓ Discuss and network with your peers in other member venues via the Post Board.

## Promote your venue to new audiences\*

Our marketing communications strategy includes:

- ✓ An engaging, comprehensive profile of your venue on our website
- ✓ A two-page profile of your venue in our Bid Book
- ✓ Representation at exclusive University events
- ✓ Coverage through our public relations activity
- ✓ Occasional advertising opportunities
- ✓ Exposure through our social networks
- ✓ Promotion through our digital marketing campaigns
- ✓ Hosting opportunities for press and FAM trips
- ✓ Extend the reach of your venue events with an option to invite Meet Cambridge's clients
- ✓ Meet Cambridge representation at your events
- ✓ Collaborative opportunities to host large events, where more than one venue is required and
- ✓ The option to participate in bids for international association conferences
- ✓ The option to sign up to 'Meet Up and Make a Difference' – our offer to UK registered charities of 10 % discount and a prize contribution for charity auction or raffles at appropriate fundraising events.

\*where appropriate and terms apply.

## Collaborate, network & benchmark with industry peers

You get out what you put in!

- ✓ A members' newsletter to keep you up to date with Meet Cambridge activity
- ✓ Members' meetings, networking opportunities as well as the option to join the Marketing Advisory Group
- ✓ The opportunity to participate in benchmarking industry research to report on the city's business events activity
- ✓ Discounted mia Membership.



Working in partnership with  
Visit Cambridge and Beyond.

Meet Cambridge  
12c King's Parade  
Cambridge, CB2 1SJ

T: +44 (0) 1223 768740  
E: [enquiries@meet-cambridge.com](mailto:enquiries@meet-cambridge.com)  
W: [meet-cambridge.com](http://meet-cambridge.com)