

Associate Venue Membership

2018-2019

Meet Cambridge has a growing portfolio of venues in the city and in the wider area. Talk to us today about joining.

Associate Venue Membership with the official bureau for meetings and events in Cambridge and the region brings many benefits:

- ✓ Promote your venue to event planners
- ✓ Maximise the use of your venue's free space
- ✓ Receive business leads and attract new audiences.



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www.meet-cambridge.com

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There are five categories of Associate Venue Membership, which are based on the following criteria and benefits.

	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"> Accommodation >100 - £1500 Accommodation <100 - £1000 Non-residential with catering - £750 Non-residential without catering or private dining rooms in restaurants - £300 Commission: 10% of placed business
Associate Venues (Cambridge)	> 1 mile but < 5 miles	✓	✓	N/A	✓	<ul style="list-style-type: none"> Accommodation >100 - £750 Accommodation <100 - £500 Non-residential with or without catering or private dining rooms in restaurants - £300 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"> £300 Commission: 10% of placed business
Associate Venues (On-line only) For venues that don't meet the criteria above but who would like to receive enquiries. Please note, that this level of membership requires you to have a dedicated events person/team who can respond to enquiries daily.	> 5 miles	✓	✓	N/A	x	<ul style="list-style-type: none"> £200 Commission: 10% of placed business
Supplier Venues	Any	x	x	✓	x	<ul style="list-style-type: none"> £100



Associate Venue (Cambridge) & Associate Venue (Regional) Membership

Venues that are either Associate Venues (Cambridge) or Associate Venues (Regional) will benefit from inclusion in our Cambridge & beyond marketing. You may also benefit from further opportunities to promote your venue regionally, nationally and internationally.

Marketing Benefits for Associate Venues (Cambridge) or Associate Venues (Regional)

- ✓ A comprehensive profile of your venue on www.meet-cambridge.com with the ability to post news and special offers
- ✓ A dedicated, relevant, destination landing page (e.g. Newmarket), where there are 3 or more venues within a 5 mile radius
- ✓ Public relations
- ✓ Advertising
- ✓ Social media campaigns
- ✓ Meet Cambridge representing your venue at exclusive University of Cambridge events
- ✓ Meet Cambridge representing your venue at regional B2B exhibitions
- ✓ Opportunity to host press and FAM trips, where relevant
- ✓ Emarketing campaigns to clients who have opted in to relevant communications. (subject to scheduling)
- ✓ Meet Cambridge representatives at your events (2 people at 2 events in a 12 month period)
- ✓ The opportunity to invite Meet Cambridge clients to events at your venue. (Max of 2 events in a 12 month period per venue); for clients who have opted in to relevant communications; subject to scheduling and on a first come, first serve basis.

A Simpleview Account, where you can:

- ✓ Update your venue information for your web page
- ✓ Receive and respond to RFP opportunities
- ✓ Run reports to analyse your business results
- ✓ Access to Partner Bulletins
- ✓ Gain access to the Simpleview Extranet Post Board where you can discuss anything with other venue members.

And much more!

- ✓ Collaborative working on large events, where more than one venue is required and the option to participate in bids for international association conferences
- ✓ Assurance and backing from our Agents' Promise and Code of Conduct
- ✓ Use of the exclusive membership logo to prove your Associate Membership Status
- ✓ Opportunity to sit on the Marketing Advisory Group
- ✓ Use of the Meet Cambridge logo to promote membership
- ✓ Discounted MIA Membership, which we highly recommend!



Associate Venue (On-line) Membership

If your venue, doesn't meet our criteria, but you are able to commit to daily responses for enquiries and have a dedicated person or team to deliver events, you are welcome to join as an Associate Venue with online membership.

What's Included in Associate Venue (On-line) Membership?

- ✓ A comprehensive profile of your venue on www.meet-cambridge.com and shortly, with the ability to post news and special offers.
- ✓ A dedicated, relevant, destination landing page (e.g. Newmarket), where there are 3 or more venues within a 5 mile radius.

A Simpleview Account, where you can:

- ✓ Update your venue information for your web page
- ✓ Receive and respond to RFP opportunities
- ✓ Run reports to analyse your business results
- ✓ Access to Partner Bulletins
- ✓ Gain access to the Simpleview Extranet Post Board where you can discuss anything with other venue members.

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Supplier Venues

Our Supplier Venue Membership is for venues in Cambridge and the region that don't meet the criteria for our Associate Venue Membership but would welcome a presence on our website as a supplier.



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
W: meet-cambridge.com