

# 2021 MEMBERSHIP LEVEL BENEFIT OVERVIEW

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING <sup>NEW</sup>	PILLAR <sup>NEW</sup> (Formerly: Regular)
<b>ADVOCACY AND PUBLIC POLICY</b>					
Premier Engagement with Elected Officials	✓				
Board-Specific Communications	✓	✓	✓		
<sup>NEW</sup> Congressional Briefing	✓	✓	✓		
Seat on Wash Reps Group (Dependent on Staff-Level Lobbying Role)	✓	✓	✓		
<sup>NEW</sup> Legislative Power Hours with Members of Congress	✓	✓		✓	
Policy and Advocacy Webinar Series (Quarterly)	✓ (Q1, Q2, Q3, Q4)	✓ (Q1, Q3)	✓ (Q1, Q3)	✓ (Q1, Q3)	
<sup>NEW</sup> Legislative Speaker Series (Monthly)	✓	✓	✓	✓	
Week in Washington (Weekly Communication)	✓	✓	✓	✓	
<sup>NEW</sup> Washington Live - Fall Advocacy Event	✓	✓	✓	Member Rate	Member Rate
Grasstops/Grassroots Engagement	✓	✓	✓	✓	✓
Regular Communications (Policy Updates, Research and Other General Communications)	✓	✓	✓	✓	✓
<b>MEMBER LEADERSHIP AND EDUCATION</b>					
Communications Advisory Committee	✓				
Governing Committees Eligibility	✓ (Includes Executive Committee)	✓	✓		
Board of Directors Seat	✓	✓	✓		
Council Membership (NCSTD, NCAE, Destinations Council)	✓	✓		✓	✓
Marketing and Innovation Webinar Series	✓	✓	✓	✓	✓
Assessing Recovery Webinar Series	✓	✓	✓	✓	✓
Listing in Membership Directory	✓ (Includes Logo)	✓	✓	✓	✓
<b>SIGNATURE EVENTS</b>					
CEO and Destination CEO Roundtables (Held 2-3 Times/Year)	✓ (CVB Members and \$1 Billion Plus Organizations)				
Chairman's Circle Honors (CCH)	✓				
ESTO (DMO/State) <sup>1</sup>	✓	✓		Member Rate	Member Rate
IPW <sup>2</sup>	✓	✓	Member Rate	Member Rate	Member Rate
Board of Directors Meetings (Spring, Summer and Fall)	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Destination Capitol Hill (DCH) <sup>3</sup>	✓	✓	✓	Member Rate	Member Rate
State of the Travel Industry	✓	✓	✓	✓ (Virtual Only)	✓ (Virtual Only)
% Discount (Sponsorship)	TBD	TBD	TBD	TBD	TBD

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<b>DATA INSIGHTS AND ANALYSIS</b>					
<sup>NEW</sup> Data Concierge Service	✓	Member Rate	Member Rate	Member Rate	Member Rate
<sup>NEW</sup> Economic Review and Outlook - Domestic	✓	✓	✓	Executive Summary Only Full Report at Member Rate	Member Rate
<sup>NEW</sup> Economic Review and Outlook - International	✓	✓	✓	Executive Summary Only Full Report at Member Rate	Member Rate
<sup>NEW</sup> COVID Recovery Dashboard	✓	✓	✓	✓	✓
National Parks Dashboard	✓	✓	✓	✓	✓
Playbooks and Industry Toolkits	✓	✓	✓	✓	✓
Special Reports (i.e. Segment-Specific Reports, Travel Behavior and Demographics, etc.)	✓	✓	✓	✓	✓
International Market Profiles	✓	✓	✓	✓	✓
Semi-Annual Forecast (Spring and Fall)	✓	✓	✓	✓	✓
Data and Insights Webinar Series	✓	✓	✓	✓	✓
Monthly Data Newsletter	✓	✓	✓	✓	✓
COVID Monthly State by State Impact Reports	✓	✓	✓	✓	✓
Economic Impact Calculator (City-Level)	✓	✓	✓	✓	✓
National Economic Impact Data and Impact Calculator	✓	✓	✓	✓	✓
Economic Impact Client Studies	Member Rate	Member Rate	Member Rate	Member Rate	Member Rate

## MEMBER BENEFIT DETAILS FOR ESTO, IPW AND DCH:

<sup>1</sup> **ESTO:** Chairman's Circle and Board Circle members eligible for complimentary registration.

<sup>2</sup> **IPW:** Chairman's Circle and Board Circle members eligible for a complimentary single booth, three complimentary individual registrations and access to preview of attendee list if registered.

<sup>3</sup> **DCH:** Chairman's Circle and Board Circle members eligible for complimentary registration.