



Registration Form

Take advantage of early bird registration rates!
 This special pricing has been extended to September 27, 2011.

Registration fee includes all scheduled sessions and meals, excluding dine arounds (see page 2). Due to its popularity, seating is limited for Monday morning's Electronic Marketing Workshop (optional). An additional fee of \$50 per person is required for this session.

Please return payment payable to:

VHTA/VA1
 2101 Libbie Ave
 Richmond, VA 23230
 Fax: 804-285-3093
 Email: va1@vhta.org

Registration Item	Cost (per person)	Qty	Total
Early Bird Registration Fee <i>before Sept. 27, 2011</i>	\$125		
Standard Registration Fee <i>after Sept. 27, 2011</i>	\$145		
Electronic Marketing Workshop Fee - <i>Optional</i> <input type="checkbox"/> Introduction to Social Media Marketing <input type="checkbox"/> Advanced Social Media Marketing <i>(please check one)</i>	\$50		
TOTAL			\$

Main Registrant:

Company Name: _____
 Primary Registrants name: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Email: _____

Additional Registrants:

Name: _____
 Title: _____ Email: _____

Additional Registrants:

Name: _____
 Title: _____ Email: _____

Additional Registrants:

Name: _____
 Title: _____ Email: _____

*** Required field.** Please mark what sessions and/or breakouts you plan to attend during the VA-1 Tourism Summit. All sessions and breakouts are included in the registration fee. The Electronic Marketing Workshop (optional) requires separate registration and an additional fee of \$50 per person. If you would like to attend the Electronic Marketing Workshop, please refer to the previous page.

Session/Breakout Item	Attending <input checked="" type="checkbox"/>	Qty
Monday, October 17, 2011		
VA-1 Tourism Summit Kick-Off Lunch	<input type="checkbox"/>	
General Session: News Feed – VTC Marketing	<input type="checkbox"/>	
Breakouts: (choose one) 3:00pm - 4:00pm		
Breakout: Statewide Tourism Plan	<input type="checkbox"/>	
Breakout: How to Leverage Funds in Tight Economic Times	<input type="checkbox"/>	
Breakout: Advance Virginia Tourism: The Importance of Knowing Your Legislators and the Top Issues Facing Hospitality and Travel	<input type="checkbox"/>	
Tuesday, October 18, 2011		
Breakouts: (choose one) 9:00am - 10:15am		
Breakout: Tourism Survival Workshop	<input type="checkbox"/>	
Breakout: PR Value of Value	<input type="checkbox"/>	
Breakout: LOVE at First Sight	<input type="checkbox"/>	
Breakouts: (choose one) 10:45am - 12:00pm		
Breakout: Tourism Development Fund	<input type="checkbox"/>	
Breakout: Innovation by Destination	<input type="checkbox"/>	
Breakout: Five Ways to Win Travelers' Love and Money	<input type="checkbox"/>	
Like to LOVE Awards Luncheon - VTC Sterling Heart Award - VHTA Outstanding Industry Awards	<input type="checkbox"/>	

Method of Payment: Check MasterCard VISA American Express Discover

Credit Card #: _____

Exp. Date: _____ CID # (last 3 digits on back of card): _____

Billing Address: _____

Signature: _____ Date: _____

VA-1 Tourism Summit Cancellation Policy: A refund (less a \$75 administrative processing fee) will be issued for written cancellations received by September 27, 2011. No refunds will be issued for cancellations received after that date.