

BOUTIQUE & LIFESTYLE HOTELS / FILM, FASHION & ENTERTAINMENT PROGRAM OF WORK 2016/2017

OCTOBER 2016

Produced By NY, New York, NY / October 29, 2016

This one-day event will showcase the vibrant and diverse New York creative community working in film, television and new media. Produced By is the signature event where the most influential decision makers in the entertainment industry gather as peers to educate, illuminate and share new technological and economic innovations. (In conjunction with Film Office Partners).

The NYC Trade Show / New York, New York, October 4-6, 2016

The GMCVB will participate in the NYC Trade Show – this event brings together independent hotel properties and the leading entertainment agents over the course of 3 days.

DECEMBER 2016

FOCUS, the Location Event, London, UK / December 6-7, 2016

Brought to you by The Location Guide, FOCUS is London's first international trade show, summit and networking event for film, television and commercials. This event provides a lively program of networking opportunities and information to assist industry professionals in funding their next project, including the inaugural FOCUS Summit, aimed at producers and executive producers from around the globe. (In conjunction with Film Office Partners).

Boutique & Lifestyle Hotels Taskforce Meeting, Miami, FL / TBD

Every quarter on an ongoing basis, the GMCVB convenes the Boutique & Lifestyle Hotel Task Force Meeting. These quarterly discussions bring together Miami's Lifestyle/Boutique hotels and GMCVB's key Marketing & Tourism staff to discuss key issues, as well as sharing upcoming Sales & Marketing efforts. These task force meetings also allow the GMCVB to gain first-hand insights and trends from our hotel partners. These insights and discussions help the GMCVB to develop programs that are valuable to our independent hotel partners.

JANUARY 2017

The National Association of Television Programming Executives (NATPE), Miami Beach, FL / January 16, 2017

The 54th Anniversary of the National Association of Television Programming Executives Conference & Exhibition will be held in Miami, January 19-21, 2016. NATPE is the only American program market serving the worldwide television community. This three day market and conference is recognized throughout the world as a key media event. The GMCVB Boutique /Lifestyle Hotels will host a networking event for key NATPE executives and conference participants. (In conjunction with Film Office Partners).

Sundance Film Festival, Park City, Utah / "It's So Miami" Lounge / Jan 19-29, 2017

The GMCVB promotions team brings the "It's So Miami" lounge to the Sundance Film Festival. The lounge will provide a taste of Miami's rich flavor to film-makers, celebrities, industry professionals and also offer an opportunity to learn about exciting film events in Miami, such as, The Miami International Film Festival, and exciting lifestyle/boutique hotel properties. (In conjunction with our Film Office Partners).

RealScreen Summit, Washington, DC / January 23-26, 2017

The RealScreen Summit is the world's foremost conference and market for the non-fiction and unscripted content industry, and the place to get deals done. The event, now in its 17th year, has experienced significant growth over the last few years and will attract in the order of 2,500 buyers, creators, and distributors of factual content from all corners of the globe. Well over 200 global commissioning editors running the gamut of non-fiction content will be in attendance and delegates are afforded unique opportunities to pitch their program ideas, industry services and negotiate co-productions. GMCVB Lifestyle/Boutique Hotels Program and the Film Offices will promote the destination in this top market. (In conjunction with our Film Office Partners).

MARCH 2017

Boutique & Lifestyle Hotels Taskforce Meeting, Miami, FL TBD

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Winter Music Conference, Miami Beach, FL / March 2017

Winter Music Conference is one of the most anticipated and publicized global gatherings for pioneering artists, innovators and professionals. Celebrating its 32th anniversary with over 500 events throughout the 10 days, the Boutique/Lifestyle Hotels will have numerous opportunities to showcase the destination to the over 70,000 attendees and the *Miami Boutique/Lifestyle Hotels* brochures will be included in all delegate bags.

The LA Trade Show / Los Angeles, California / March 2017

The GMCVB will participate in the LA Trade Show – this event brings together independent hotel properties and the leading entertainment agents over the course of 3 days.

Lollapalooza Chile / "It's So Miami" Lounge / Santiago, Chile / March 1-2, 2017

The GMCVB "It's So Miami" Lounge will promote Miami's live music scene and events during Lollapalooza Chile. The Lounge will provide a taste of Miami's rich flavor to Chile's music industry professionals who will receive the *Butik: Miami's Boutique Lifestyle Magazine*.

South by Southwest (SXSW), Austin, Texas / March 10-19, 2017

SXSW is a set of film, interactive, and music festivals and conferences that take place early each year in mid-March in Austin, Texas, United States. It began in 1987, and has continued to grow in both scope and size every year. Our Film Office Partners will attend the film and interactive portion with a booth and event, basing it on Florida content selection. (In conjunction with our Film Office Partners)

APRIL 2017

Tribeca Film Festival, New York, NY / April 19-30, 2017

The Tribeca Film Festival program line-up offers moviegoers a wide variety of independent films and also features panel discussions with personalities in the entertainment world offering excellent networking

opportunities to promote our destination as the ideal locations for filming independent films. The *Miami Boutique/Lifestyle Hotels* brochures will be distributed to attendees of a reception co-sponsored with our Film Office Partners. (In conjunction with Film Office Partners).

National Association of Broadcasters (NAB), Las Vegas, NV / April 22-27, 2017

The NAB Show consisting has evolved over the last eight decades to continually lead this ever-changing industry. While the solutions have changed to keep pace with consumer habits and technologies, the industry's aspirations to produce and deliver memorable content have remained constant. From reaction to consumption, the NAB Show has proudly served as the incubator for excellence – helping to breathe life into content everywhere. (In conjunction with Film Office Partners).

JUNE 2017

Boutique & Lifestyle Hotels Taskforce Meeting, Miami, FL / TBD

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Produced By Conference, Los Angeles, CA / TBD

The Producers Guild of America presents the only conference FOR PRODUCERS, BY PRODUCERS. Whether you're just starting out or a seasoned pro, you'll want to take advantage of our stellar spectrum of speakers, sessions and workshops, networking and social events, technology demonstrations and related exhibits. This year the conference is joined by our Presenting Sponsor, the International CES, to showcase the future of technology and content. The *Miami Boutique/Lifestyle Hotels* brochures will be distributed to attendees of a reception co-sponsored with our Film Office Partners. (In conjunction with Film Office Partners).

IPW / Washington, DC (Formerly known as International Pow Wow), June 3-7, 2017

This is a show is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. More than 1,000 US travel organizations from every region of the country will be present, representing all industry category components. Close to 1,500 International & Domestic Buyers from more than 70 countries will be conducting business negotiations that result in the generating of more than \$3.5 billion in future Visit USA travel!

LE Miami, Miami Beach, FL / June 19-22, 2017:

The LE Miami show meets in Miami Beach annually for a fiercely business-driven yet passionately festival-like event. Across this four day luxury and lifestyle appointment show, hotel partners have the opportunity to meet with relevant travel industry partners during 42 pre-scheduled appointments. The Greater Miami CVB will provide attendees with updated information on the destination.

JULY 2017

Miami Spa Month Local Promotions / July & August 2017

The GMCVB will develop promotional activities throughout the destination in order to create awareness for the Miami Spa Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

AUGUST 2017

Miami Spa Month Local Promotions / July & August 2017

The GMCVB will develop promotional activities throughout the destination in order to create awareness for the Miami Spa Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

Miami Spice Month Local Promotions / August & September 2017

The GMCVB will develop promotional activities throughout the destination in order to create awareness for the Miami Spice Month promotion and drive traffic to the program's website as well as engage consumers via social media platforms.

Lollapalooza Chicago / "It's So Miami" Lounge / Chicago, IL / August 3-6, 2017

The GMCVB "It's So Miami" Lounge will promote Miami's live music scene and events during Lollapalooza Chicago. The Lounge will provide a taste of Miami's rich flavor to Chicago's music industry professionals who will receive the *Butik: Miami's Boutique Lifestyle Magazine*.

SEPTEMBER 2017

Boutique & Lifestyle Hotels Taskforce Meeting, Miami, FL / TBD

Every quarter on an ongoing basis, the GMCVB convenes the Boutique & Lifestyle Hotel Task Force Meeting. These quarterly discussions bring together Miami's Lifestyle/Boutique hotels and GMCVB's key Marketing & Tourism staff to discuss key issues, as well as sharing upcoming Sales & Marketing efforts. These task force meetings also allow the GMCVB to gain first-hand insights and trends from our hotel partners. These insights and discussions help the GMCVB to develop programs that are valuable to our independent hotel partners.

Florida Governor's Conference / TBD

The Florida Governor's Conference on Tourism is the premier annual educational conference for the Florida tourism industry and is designed and coordinated by VISIT FLORIDA, the Official Tourism Marketing Corporation for the State of Florida. Attendees include representatives from Florida destinations, attractions, hotels, resorts, parks, convention centers, government officials, media representatives, advertising agencies and many more. The conference includes innovative educational sessions by top industry experts, an interactive marketplace and exciting networking events. (In conjunction with Film Office Partners).

Independent Film Week / New York, NY / TBD

Independent Film Week is the oldest forum in the US for the discovery of new projects in development and new voices on the independent film scene. The events offer networking opportunities for the film industry professionals, Boutique/Lifestyle Hotels and the Film Offices. The Miami Boutique/Lifestyle Hotels brochures will be distributed to attendees. (In conjunction with Film Office Partners).

Toronto International Film Festival (TIFF) / Toronto, Ontario, CN / TBD

The GMCVB Boutique & Lifestyle Hotels team will take Miami to Toronto during the Toronto International Film Festival. TIFF ranks among the most prestigious international film festivals in the world. For ten days, film lovers, filmmakers, industry professionals and media watch the best in new cinema from established masters and new talent. The Festival also provides excellent resources and

networking opportunities for film-industry professionals and buyers. The GMCVB will co-sponsor a VIP reception with our Film Office Partners. This invitation only event provides a taste of Miami's rich flavor to celebrities, media and the film industry. (In conjunction with Film Office Partners).

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional opportunistic activities are considered throughout the year and others may be subject to change.

BOUTIQUE & LIFESTYLE HOTELS / FILM, FASHION & ENTERTAINMENT CONTACTS

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