



Huntington's Disease
Society of America



26th Annual Convention
Bloomington, MN - Home of Mall of America
June 9 – 12, 2011





Bloomington, MN

- Centrally Located
- Popular Attractions
 - Mall of America®
- Affordable Accommodations
- Easy Access via car and plane
- Excellent Track Record
- Complimentary Services





Location Location Location

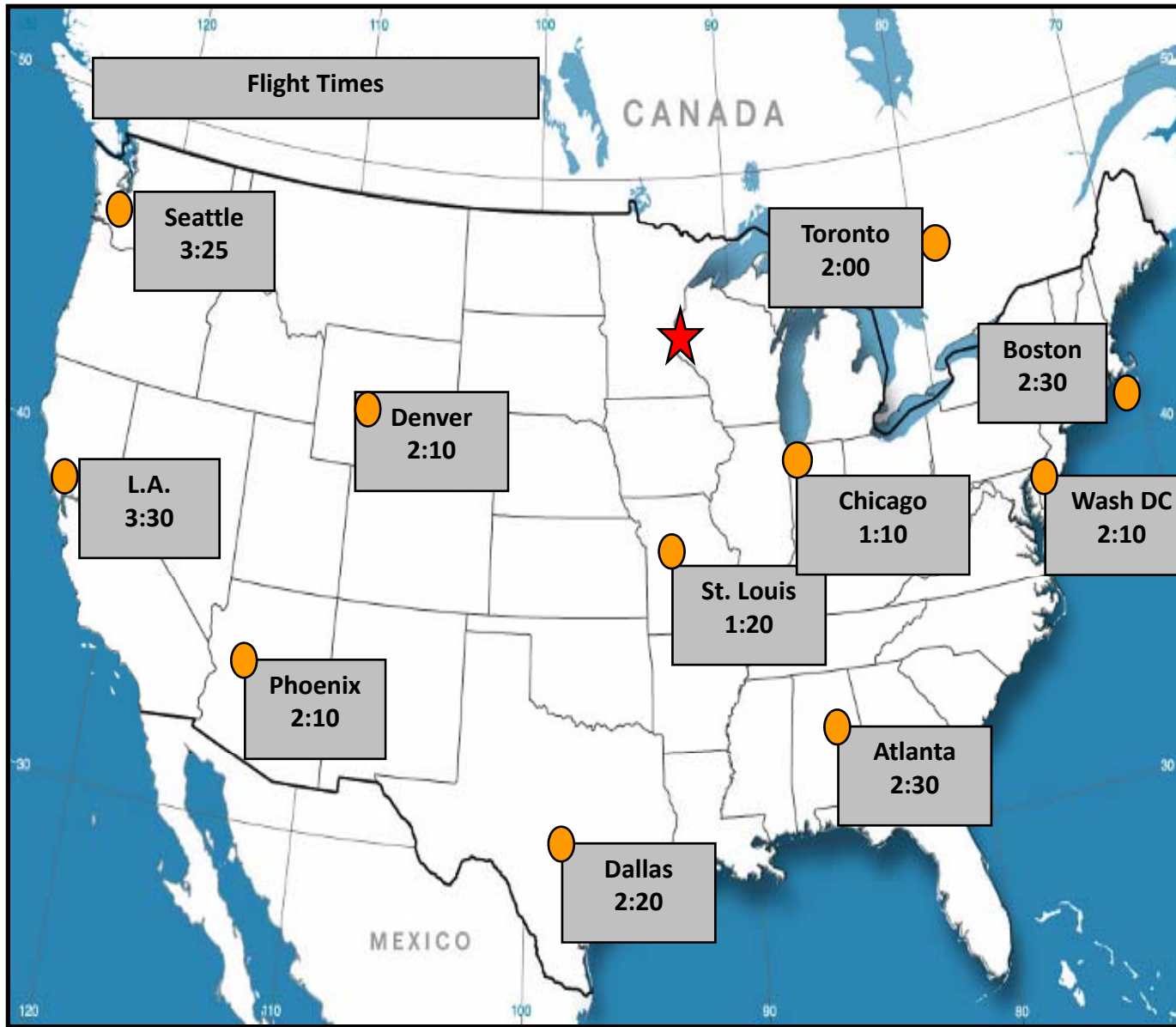
With a beautiful location on the banks of the Minnesota River, the city of Bloomington has much to offer travelers. Not only is it home to the world-famous Mall of America®, but this city of 85,000 also houses the stunning Minnesota Valley National Wildlife Refuge, Water Park of America, an extensive system of hiking and biking trails and much more.



Twin Cities visitors also enjoy Bloomington's many travel conveniences, including its central location, proximity to the airport, and easy freeway access to Interstates 35W and 494. In addition, Bloomington offers free parking, free hotel shuttles to the airport and Mall of America, and the Hiawatha light rail line, which runs from the MOA, to Minneapolis-St. Paul International Airport and downtown Minneapolis.







Airport

Doorstep to the busy MSP International Airport and free shuttle to/from airport



Delta & Minneapolis/St. Paul: By The Numbers

**\$17.2
billion**

- Estimated impact of MSP airport¹
 - \$10.7B business revenues
 - \$5.9B personal income
 - \$0.6B state/local taxes

9

- Delta at MSP is the 9th largest airline hub in the world

486

- Delta peak-day departures from MSP airport

10,000

- Delta employment commitment in Minnesota through 2016

148

- Total nonstop Delta destinations served from MSP
 - Single-airline options to 225 other destinations

16

- Minneapolis/St. Paul community organizations with a Delta leader on the board

23

- Nonstop International Delta destinations served from MSP
 - 9 countries, 3 continents
 - Single-airline options to 100 other destinations

26

- Partnerships and memberships with local Minneapolis/St. Paul organizations

136

- New destinations connected on MSP's hometown airline because of the merger
 - Includes 78 International

14

- Percentage increase in Delta's 2010 contributions to Minneapolis/St. Paul community organizations versus 2009

¹ Based on a study by John C Martin Associates in 2004

Delta Is Fulfilling Its Commitment To Minneapolis/St. Paul

Jobs

- Commitment to maintain at least 10,000 jobs in Minnesota

Flight Schedule

- Commitment to maintain at least 400 departures per day at MSP during the year

Delta North Headquarters

- Commitment to complete new headquarters facility by June 2010

Community Involvement

- Commitment to maintain same level of civic involvement

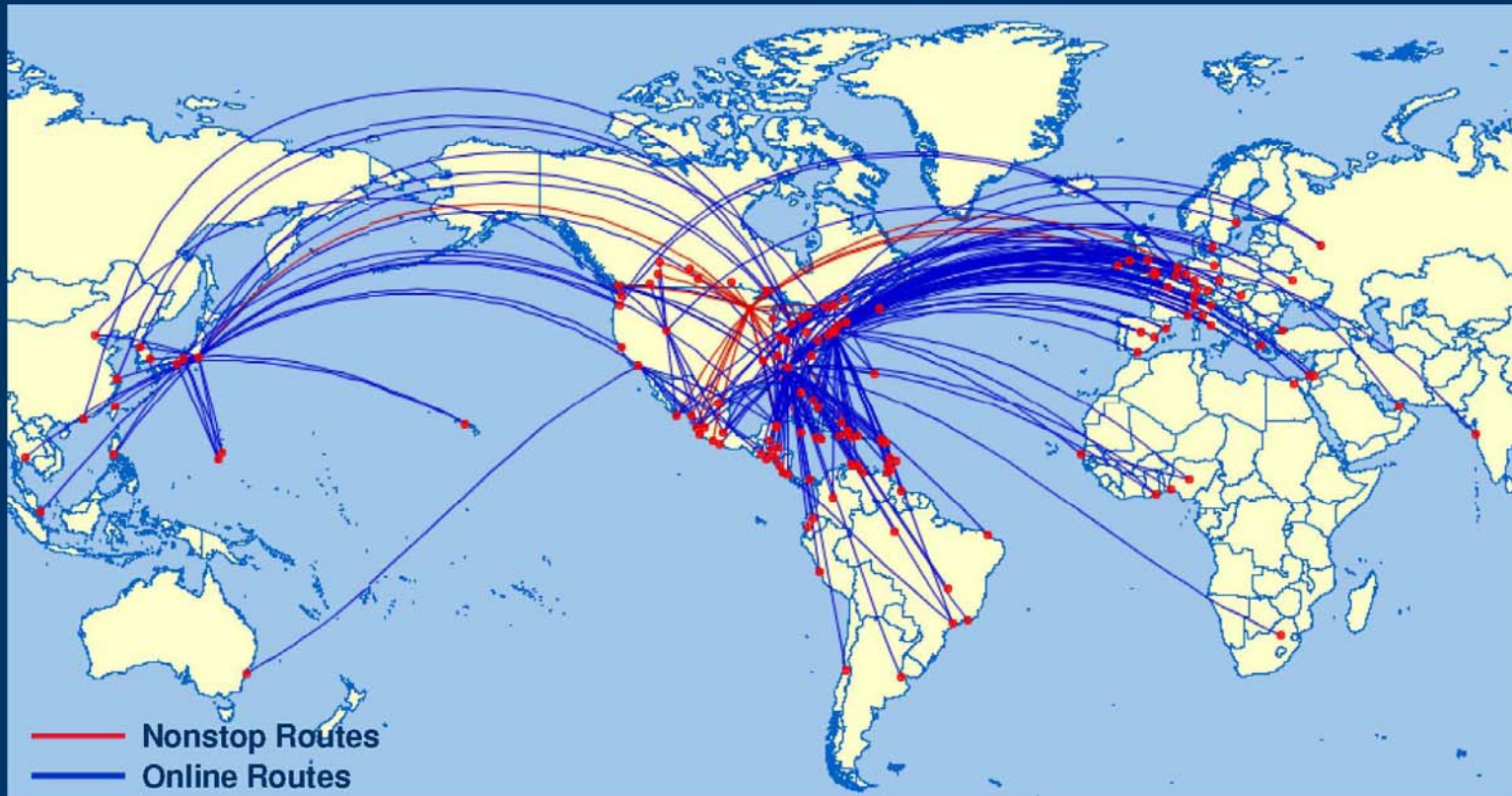
The Delta Merger Improved Global Access To And From MSP

136 New Destinations Connected On Delta¹



¹ Includes global destinations in Delta's current schedule that were not in the Northwest schedule in the last twelve months ended October 2008

In Addition to Extensive Domestic Service, Delta Provides Minneapolis/St. Paul With Single-Airline Access To The World





Transportation

- The Hiawatha Light Rail Transit travels between Bloomington and Minneapolis
- Stops include Mall of America, MSP Airport and Downtown Minneapolis
- Several Bloomington hotels are conveniently located within walking distance to the stations





[Mall of America](#)

The city of Bloomington's #1 attraction by far, is Mall of America, the largest shopping center in the United States, welcoming over 40 million visitors annually. This shopping Mecca boasts 2.5 million square feet of retail space, over 500 stores and countless entertainment options that range from nightclubs to the Nickelodeon Universe® amusement park to a 14-screen cinema.

[Group Activities](#), such as the MallQuest Scavenger Hunt Program, offer fun team building opportunities.





Nickelodeon Universe[®]

Located in the center of Mall of America, this is the only exclusive Nickelodeon theme park in the world. Escape on 24 rides including the SpongeBob SquarePants Rock Bottom Plunge. Group discounts and reception space are also available for your Youth Alliance.



[Underwater Adventures Aquarium®](#)

Located in Mall of America, take a journey to the bottom of the ocean to meet sharks, sting rays, sea turtles, moray eels and more than 3,000 exotic sea creatures up close. They just opened a new feature showcasing the largest jellyfish exhibit ever.





[Water Park of America](#)

Located near Mall of America, this is the nation's biggest indoor water park which includes Minnesota's only Flow Rider Surf Simulator and a 10-story family raft water slide!





The Big Ticket™ bundles admissions into a three-day pass to the Twin Cities most popular attractions, providing you with up to 30% off regular prices. Plus, as an added value we've included extra discount offers making the total value of The Big Ticket more than \$110!

You can enjoy:

- Unlimited ride wristband to The Park at MOA™

Group Attractions Pass

The Big Ticket™ is a 3-day bundled attractions pass that gives attendees up to a 30% savings on five top Twin Cities attractions, with added values and discounts.

Total Value = \$160.00

Adult Price: \$67.00 Child Price: \$57.00

- Nickelodeon Universe®
- Science Museum of Minnesota®
- Underwater Adventures® Aquarium
- Minnesota Zoo
- Great Clips® IMAX® Theatre
- Other value added





Guthrie Theatre

One of the many theatres that contribute to more theatre seats per capita than any other U.S. metro area except New York City



Mississippi River

Cities and activities surrounding a river – experience paddle boat cruises, pristine nature, and the start to a powerful river



Sports

Home to every major league sports team in the state, including the Minnesota Twins, who open their new ballpark in April 2010 (Bloomington is connected via Light Rail). We can connect you with their group sales department to arrange possible discounted ticket packages.



Mystic Lake Casino

15 minutes from Bloomington, Mystic Lake Casino offers free shuttles from Mall of America to the Midwest's largest casino



Hotels

With all these great attractions, fine restaurants, and convenient location, it's easy to see why the city of Bloomington is home to more hotels than Minneapolis and St. Paul combined - over 35 total, ranging from luxury to economy to suit families, tourist groups and business travelers alike.

- Over 7500 Hotel Rooms
- 20,000 hospitality industry employees
- Meeting space for groups of 10 -2000
- Complimentary transportation to/from MSP Airport and Mall of America
- City of hospitality





[Sheraton Bloomington Hotel](#)

- Only \$109/night for single – quad occupancy
- 70,000 sq. ft. of meeting space
- 15,500 sq. ft. ballroom (16' 6" ceilings)
- 560+ guest rooms
- 1,500 free parking spaces
- Free shuttles to MOA (6 miles)
- Free shuttles to the MSP Airport (9 miles)
- Affordable restaurants on-site
- Dining options within walking distance (TGI Friday's, DQ Grill & Chill, Burger King, Subway, Cheetah Pizza)
- Stevie Ray's Comedy Club on-site



Sheraton

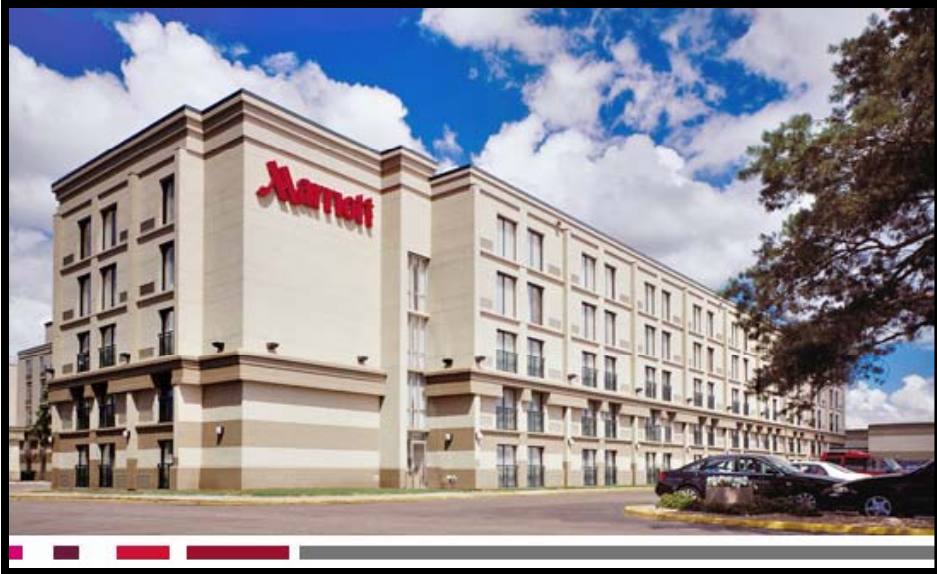
- 50% discount on A/V
- 10% discount on food & beverage
- Transportation support of \$1,000 to be applied to the master account if outside transportation is needed
- Double Starwood Preferred Planner Points
- 2 complimentary 3-night Gift Certificates for 2011 conference
- Complimentary meeting space

Kim Osterhout, Director of Group Sales

952.893.8444

Kimberly.osterhout@sheraton.com

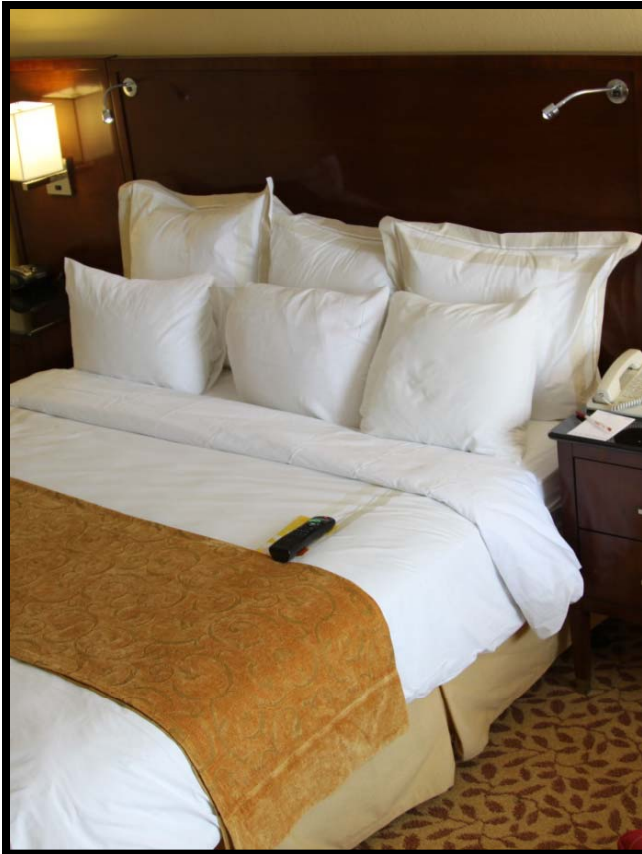




[Minneapolis Airport Marriott \(Bloomington\)](#)

- Only \$94/night, single – quad occupancy
- 19,000 sq. ft. of meeting space
- 472 guest rooms
- 500+ free parking spaces
- Affordable restaurant on-site
- Two outdoor courtyard areas, perfect for receptions
- Just completing a total renovation of the hotel





Marriott

- Free shuttles to MOA (across the street)
- Free shuttles to MSP Airport (3 miles)
- Double Marriott Rewards Points for your event
- Only a \$15,000 f & b minimum
- Complimentary meeting space

BethAnn Wiberg, Director of Sales

952.851.4749

Bethann.wiberg@marriottsales.com





Notable Citywide Events

- Host City for PGA Championship
- Hotel and room block with PGA
- Ticket and Hotel Packages
- Partnerships





Notable Association Event

Holstein Association of America

- 1500 attendees
- Youth Program
- Event Landing Page
- Entertainment Options





2009 Total Meeting Events Handled by the Bloomington CVB

- Handled 65,000 meeting attendees across various market segments
- Handled all hotel and room blocks
- Meeting sizes ranges from 10 people to 2000
- 36 hotels in Bloomington





THE OFFICIAL VISITORS SITE
BLOOMINGTON CONVENTION AND VISITORS BUREAU

ABOUT BLOOMINGTON

MALL OF AMERICA
& SHOPPING

HOTELS

ACTIVITIES &
ATTRACTIONS

NIGHTLIFE

RESTAURANTS

DEALS &
PACKAGES



**PLANNING AN
EVENT?**
INFORMATION FOR
MEETING PLANNERS



GREAT FACILITIES

Over 35 hotels offering meeting space for groups from 10 to 2,000.

[FIND A HOTEL](#)

DISCOVER BLOOMINGTON

Voted one of the Best Value City in the US by Meetings & Conventions Magazine, Bloomington, MN is minutes from MSP International Airport and home to Mall of America®.

SUBMIT AN RFP

Let us save you time and money by helping with your event. Get everything you need from one reliable source.

[SUBMIT AN RFP](#)

EVENTS
CALENDAR

MAPS &
TRANSPORTATION

FIND A HOTEL

[SEARCH HOTELS](#)

Search over 35 hotels just minutes from Minneapolis St. Paul International Airport and Mall of America®.

OVERVIEW

PLANNER RESOURCES

PROMOTE YOUR EVENT

MEET OUR SALES TEAM

FACILITIES

NEW MEETING?

Looking for the perfect place to host your next meeting or event?

[SUBMIT AN RFP](#)

MEETING ALREADY BOOKED?

Need help providing attendees with event details, planning and scheduling tours and pre/post convention activities or gathering free attendance boosters? Call on our Convention Services professionals for

PLANNING A SUCCESSFUL EVENT

MEETING SPACE & SERVICES

Voted the Best Value City in the US by Meetings & Conventions Magazine, Bloomington is one of Minnesota's largest cities, just minutes from downtown Minneapolis, St. Paul and the International Airport. We offer all the advantages of a downtown without the hassle of expensive hotel prices or parking fees. For guest convenience, most Bloomington hotels provide free shuttle service to and from the airport and free transportation to Mall of America®. If your attendees drive, it's even better. Parking is free throughout Bloomington.

You can choose from over 35 hotels with more than 7,500 rooms, making Bloomington the source of the largest concentration of rooms in Minnesota. We can accommodate groups from 10 to 2,000. Bloomington hotels experienced hospitality



**State of the
Industry
EVENT**



**Save
the Date!**

February 2, 2010
Saint Paul
RiverCentre

Lets take a test drive www.blomingtonmn.org/meetings





Free Services

- Web-based RFP Service
- Mobile Messaging to attendees
- Mobile Messaging with MOA coupons
- Website/Conference landing page
- Restaurant information
- Mall of America coupon book
- Bloomington video and photos
- Assistance in finding speakers, entertainment, audiovisual, catering and transportation
- City Tour contacts
- Attraction and venue information



STAY IN THE LOOP AT Closing The Gap

Text **CTG**
to **71297**
to sign up!

Standard Text Message Charges Apply

Opt-out Anytime By Replying STOP
Available On All Major U.S.
Cell Phone Carriers

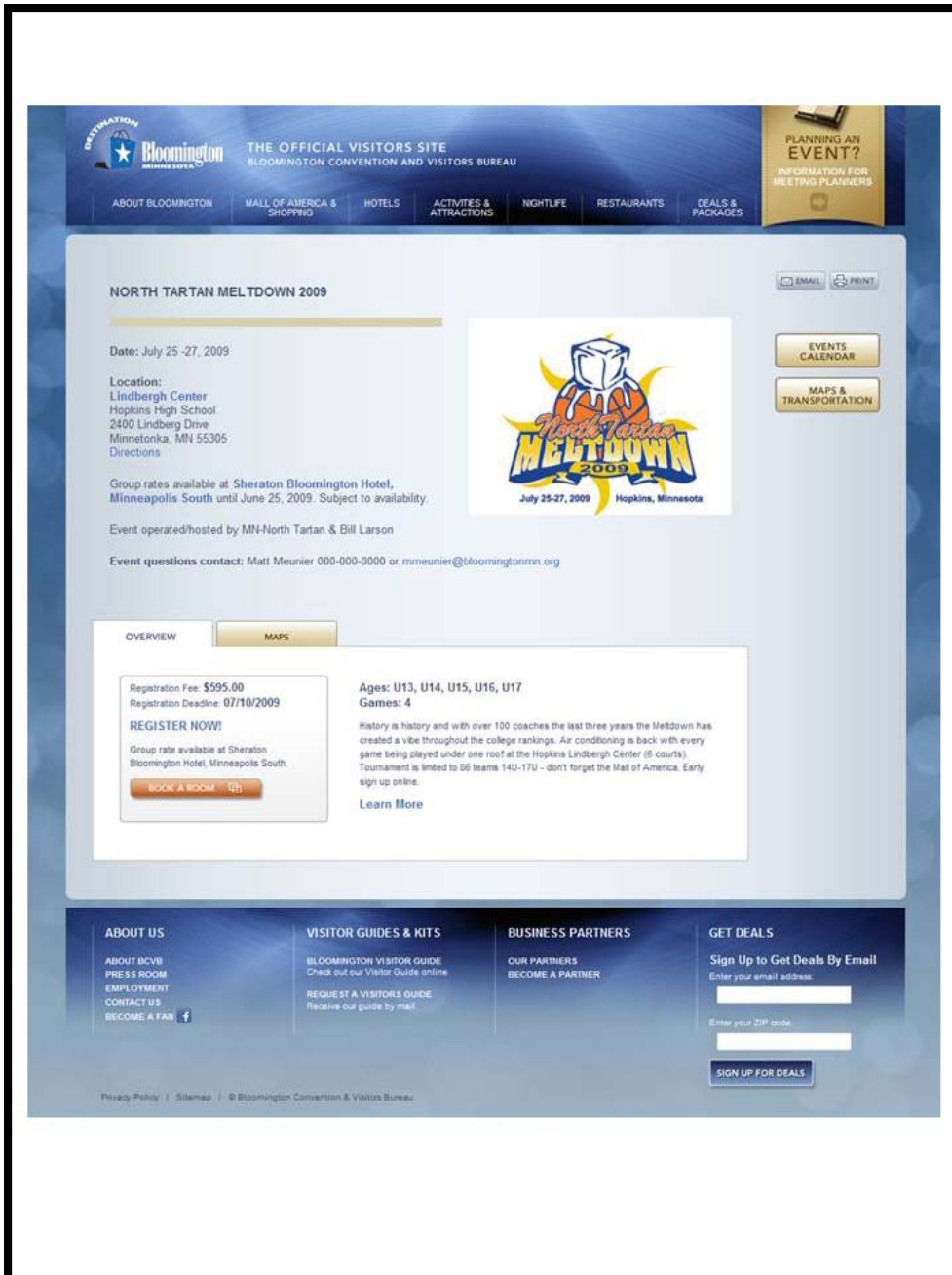
Sign up and be entered into a drawing
to win a \$250 American Express® Card



Mobile Marketing

- Reach meeting attendees instantly with text messaging
- Send updates to the agenda, reminders to events or special offers from local businesses
- Offer an incentive to sign up





Event Landing Page

- Create a event landing page providing location, date, agenda, and special hotel rate information
- Promote the landing page with a dedicated URL for your event





The Bloomington CVB Advantage

- Highly experienced staff with extensive planning and buying experience across a spectrum of hotel brands
- Fast- We help you determine your needs and contact only the hotels you choose. We'll send the details of your meeting via RFP instantly and will turn around your request in 24 hours or less.
- Free- There are no hidden commissions or fees when you use the RFP service
- Detailed – Our dedicated Convention Services department will work with you to customize welcome packets, information and brochures for your group.



We are looking forward to hosting your event!



Matt Meunier
Associate Director, Sports Development
mmeunier@bloomingtonmn.org
952.278.8513

- 2011 meeting planning
 - Consulting role on hotel RFP selection development
 - Presentation at this year's convention, to promote Destination Bloomington, MN for 2011
 - Generate ideas for family friendly activities & discounts
- Creative projects
 - Mobile Messaging discounts & updates
 - Fundraising ideas (water park of America night)

