



The Greater Raleigh *Smart*Card is a Smart way to attract more customers to your business.

The Greater Raleigh Convention and Visitors Bureau (GRCVB) and ZSpotlight.com have developed a new program to help your business attract the estimated 150,000 convention attendees (*who will visit our area over the next twelve months*) and provide them with incentive to get out and experience all that Greater Raleigh has to offer.

What is the Greater Raleigh *Smart*Card?

The *Smart*Card, developed through a relationship between ZSpotlight.com's Zspotcard and the GRCVB is designed to allow area businesses an opportunity to showcase their establishment to thousands of business travelers each month.

Why participate?

1. *Smart*Card is designed as a way to encourage visitors to do more and spend more
2. Your offer and contact information are seen by thousands of visitors each month
3. You will be one of our preferred partners and receive a monthly convention calendar and "Convention Alerts" prior to each group's arrival.
4. Your establishment receives increased exposure on both www.visitRaleigh.com and www.Zspotlight.com.
5. Meeting planners have the ability to promote the *Smart*Card program on the pre-registration website of the respective incoming convention.
6. *Smart*Card program is Greater Raleigh's way of "rolling out the red carpet" and we would like to be part of it.

As our community continues to grow, we hope this program will mature to become an exceptional resource to all Wake County visitors; helping to showcase our area's exceptional quality-of-life, its numerous dining and nightlife options, as well as promoting our attractions and events which help make Greater Raleigh a premiere business and leisure destination.

Why has the GRCVB partnered with Zspotlight.com?

With their commitment to promoting Wake County, and known reputation for providing exceptional savings that help stimulate our local economy, we feel that ZSpotlight is the perfect local organization to partner with to implement the "Greater Raleigh *Smart*Card" program and promote all there is to offer convention attendees. We offer ZSpotlight.com our support as they help us execute this important project for Wake County.

Please help us welcome our new convention attendees in style by
providing them with an attractive discounted offer.

Greater Raleigh SmartCard

It's called the **Smart Card** for a reason. Not only is Greater Raleigh a smart destination, but also participating is smart for your bottom line. Here's how the **Smart Card** works:



You submit an offer **Free of any cost to you** (for a limited time)



Your offer is added to **Smart Card** promotional materials (print and Web) **Free of any cost to you** (thanks to the GRCVB)

The **Smart Card** is distributed to thousands of convention attendees **Free of any cost to you or to them** (thanks to ZSpotlight)

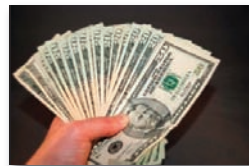


Convention attendees go out following daily sessions **With money to spend**



Attendees see your **Smart Card** offer, plus signage on your establishment, and come in **With money to spend**

Smart Card is presented to obtain offer = **Money in your pocket!**



Submit a **Smart Card** Offer

If you would like to participate in the **Greater Raleigh Smart Card**, please take a few minutes to fill out the form below. Upon completion, you may save and email it to the Greater Raleigh Convention and Visitors Bureau (ctodd@visitRaleigh.com). Or print and send to:

Greater Raleigh Convention and Visitors Bureau

Attn: Charissa Todd

PO Box 1879

Raleigh NC 27602-1879

BUSINESS NAME _____

BUSINESS ADDRESS _____

BUSINESS PHONE _____

BUSINESS WEBSITE _____

NAME _____

TITLE _____

CONTACT PHONE _____

Please provide us with the details of your offer:

Restrictions of offer:

Comments:

We look forward to sending many Greater Raleigh visitors through your doors. You will receive your SmartCard program marketing materials in the mail shortly. Please feel free to contact us if you have any questions. Thank you very much!

