

# The Quest for Relevance

Moderator: Loren Gold, Greater Raleigh CVB

Panelists: Shelly Green, Durham CVB

Kelly Miller, Asheville CVB

Rick Guttenberger, Shell Island Resort

Sam Hobgood, Big Ed's City Market Restaurant

# Greater Raleigh *SmartCard*

*This card entitles the bearer to all discounts and special values made available through the Greater Raleigh SmartCard promotion. Courtesy of visitRaleigh.com and Zspotcard. Expires: September 30, 2009*



# Greater Raleigh *Smart*Card

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 ([ctoadd@visitRaleigh.com](mailto:ctoadd@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 *Smart*Card program marketing materials in the mail shortly. Please feel free to contact us if you have any questions. Thank you very much!*



# Greater Raleigh SmartCard

THE GREATER RALEIGH SMARTCARD IS BROUGHT TO YOU BY:



The **SmartCard** is the thinking person's way to visit Raleigh. Courtesy of ZSpotlight.com and visitRaleigh.com, the **SmartCard** is our way of welcoming you to the Greater Raleigh area, helping you make the most of your visit and at the same time, saving you money.

Present the **SmartCard** to participating area merchants for discounts and special offers not available to the general public.

How smart is that?!

#### THIS MONTH'S FEATURES:



20% off admission to the North Carolina State Fair  
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10% off admission to the Dead Sea Scrolls  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. ng elit eu erosad.



20% off admission to a Carolina Hurricanes game  
Lorem ipsum dolor consectetur adipiscing elit eu erosad.



20% off admission  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce adipiscing elit eu erosad.

Greater Raleigh  
SmartCard



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To learn more about events in the Greater Raleigh area, go to [visitRaleigh.com](http://visitRaleigh.com)



Save 50% on dining and area attractions. For details, go to [ZSpotlight.com](http://ZSpotlight.com)

