



# The Preferred Post

## *Just for You, Our Preferred Members*

Thank you for being a part of our Preferred Member family at your Regional Visitors Center, where we promote High Point and the surrounding area. *You* help make High Point a go-to destination by providing excellent customer service and community involvement.

[Visit our Website](#)

## Tourism in High Point

Last Month High Point CVB generated \$7,701,506.73 in economic impact. We hosted 24,497 attendees and 8,768 total hotel room nights.

### Groups coming up in the next two months:

Hi-Toms, Iowa Junior College 2/24/2017-2/26/2017  
200 Attendees

High Point Market Authority, PreMarket 3/13/2017-3/14/2017  
500 Attendees

George Mason University Women's Lacrosse 3/12/2017-3/15/2017  
17 Attendees

Groove National Dance Competition 2017 3/17/2017-3/19/2017  
600 Attendees

## Upcoming CVB Events

### [Click Here for our Next PrimeTime on Main Event](#)

High Point Convention & Visitors Bureau Hosts Health and Wellness Event  
Saturday January 14th from 10am to 2pm

### [Click Here for Real Estate Family Certification/Recertification Class](#)

Monday, January 23rd

### [Click Here for More CVB Events](#)

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## Preferred Perks: New Ways to Reach Your Customers

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Would you like for your business to be featured at a Prime Time on Main event? Don't delay because these events fill up fast!

Contact Kimberly Mozingo to reserve your spot.

(336) 884-5255 or [kmozingo@highpoint.org](mailto:kmozingo@highpoint.org)

### Top 5 Benefits of partnering with the CVB

1. Featured on this newsletter In the Spotlight
2. Highlighted at the CVB event you sponsor
3. Special recognition on Social Media
4. Additional advertising opportunities
5. A fresh approach for promoting your business



### It's easy!

1. Provide Food and beverages for events/training/meetings
  2. Donate gift items for participants
  3. Volunteer for events/conventions
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## In the Spotlight

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what matters...every body matters™

Is not just our tagline; it's our mantra. It communicates our focus on helping to make the world healthier, one life at a time. From the time we opened our first store in 1977, our mission has been to help people achieve their health and wellness goals. Though we've changed over the years, our values have remained the same.

<https://www.vitaminshoppe.com/>

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To learn more about the Preferred Member Program contact [kmozingo@highpoint.org](mailto:kmozingo@highpoint.org)

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