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FOR IMMEDIATE RELEASE

PASADENA CONVENTION & VISITORS BUREAU SELECTS VISIONNET TO HELP BETTER SERVE MEETING PLANNER COMMUNITY

Pasadena CVB First Visitors Bureau in California to Utilize Online Multimedia System

PASADENA, CA – The Pasadena Convention & Visitors Bureau (PCVB) has chosen VisionNet to offer meeting planner clients the ability to access a user-friendly online bid book system. This multimedia system will make it easy for meeting planners to view online what Pasadena has to offer through its brochures, videos and photos. The PCVB is the first visitors bureau in California to utilize this service to better serve meeting planners.

VisionNet is an online service that provides clients with multimedia web-based applications that are accessible at the click of a mouse. The interactive bid book makes it possible for meeting planners to view tailored bids from Pasadena hotels and facilities interested in hosting their events.

"Meeting planners are looking for convenient methods to access destination information," said PCVB Director of Sales Monica Smith. "With the VisionNet software platform, the PCVB is offering them an interactive service that achieves this goal as well as the ability to share information with board members and attendees. We are pleased to be partnering with VisionNet to offer this important service to the meeting planning community and to attract them to our city."

Information supplied by the PCVB for the bid books will contain materials such as customized hotel and facility proposals, photos, testimonials, press materials and video. With all bid books stored online, the PCVB can access archived bids and modify them to fit individual clients' needs.

"Pasadena is a beautiful city with a lot to offer and I think VisionNet will enable the PCVB to sell their city more effectively using our online system," said VisionNet Founder and CEO Michael Gazetas. "We are looking forward to working with them to showcase Pasadena as unique Southern California meeting and travel destination."

ABOUT PASADENA CONVENTION & VISITORS BUREAU

The Pasadena Convention & Visitors Bureau is a non-profit marketing organization dedicated to promoting Pasadena as a desirable meeting, convention and leisure travel destination. For more information and assistance in planning meetings and special events in Pasadena, contact the Pasadena Convention & Visitors Bureau at (800) 307-7977 or log on to www.visitpasadena.com.

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