



ACVB President Named Corporate Marketer of the Year

ATLANTA (March 16, 2010) – The Atlanta Chapter of the American Marketing Association has named William Pate, president and CEO of the Atlanta Convention and Visitors Bureau (ACVB), the 2010 Corporate Marketer of the Year. The award recognizes results-driven marketing programs and the leaders that drive and inspire their teams to excellence and achievement.

Pate joined ACVB in late 2008 and assumed the role of president and CEO in 2009. At that time, Pate retooled ACVB's marketing programs to meet the challenges of unprecedented economic conditions.

"During the past year William has applied his 25 years of corporate marketing experience to help ACVB successfully navigate through a tough environment," said Ken Bernhardt, ACVB Chairman of the Board of Directors and Professor of Marketing at Georgia State University, Robinson College of Business. "The creation of several innovative marketing programs has produced valuable economic impact for Atlanta at an important time for the city's economy."

Highlights of ACVB's 2009 marketing programs include:

- Hosted annual meetings for four key travel groups to generate a potential \$250 million in business for the city in future years. At the start of 2010, Atlanta is outpacing every major competitive city in tradeshow convention booking pace over the next eight years and will host more citywide conventions than any year in the history of the city.
- Keep Your Meetings in Georgia campaign drove short term business by appealing to Atlanta's Fortune 500 companies to keep their meetings local. Three Fortune 500 companies decided to keep their meetings local in 2009.
- The I.R.S. (Intown Restaurant Stimulus) program stimulated activity for restaurant members. Participating restaurants offered 15 percent off diner's tabs during the two weeks following tax day. During the first two days of the promotion alone, nearly 10,000 visitors viewed the promotional page of Atlanta.net.
- The Backyard Adventure program appealed to Georgians to seek an affordable family getaway in Atlanta. The program generated an additional 2,093 occupied room nights in 2009.

Pate has previously been honored for his work from both *Advertising Age* and the American Marketing Association for his work at BellSouth, MCI and the Southeast Dairy Association.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

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