



March 13, 2020

TO: Tech Summit Registrants, Speakers and Vendors/Sponsors and all DMA West Members

In the interest of addressing the health and safety concerns of member delegates, speakers and vendor partners related to attending the 2020 Tech Summit & Vendor Showcase, **we have decided not to move forward with the Tech Summit in late March.** We are currently considering a number of potential alternatives and will update you as those decisions are made by the Board of Directors.

This was not an easy decision, especially since we represent the destination marketing profession. However, we know that you are all addressing event cancellations and visitation issues in your respective destinations. We are grateful to those of you who engaged with us as we grappled with the rapidly evolving situation.

As many of you know, the annual Tech Summit is DMA West's most popular educational conference. For nearly 15 years, the Tech Summit has provided superior education value and the best possible experience for attendees and vendors. We knew that if we could not deliver on those expectations, we would not move forward. More important, keeping all participants safe and healthy is DMA West's highest priority; therefore, we are deferring to the developing consensus from public health authorities on the challenges posed by the coronavirus.

The Board of Directors and staff are still weighing the best potential path forward, and we ask you for your patience as we do so. We are committed to exploring all possible alternatives so that we can provide a productive setting where you can engage with the latest technology strategies, hear from industry thought leaders and make the productive connections that drive our profession forward.

It is your passion for the destination marketing profession that makes the Tech Summit a success year after year, and it is that same passion that will drive us into the future as we look ahead to new possibilities.

IMPORTANT NOTES FOR THOSE WHO WERE PLANNING TO ATTEND THE TECH SUMMIT

For those delegates, speakers and vendors who were registered for the Tech Summit:

- Please take immediate steps to **cancel** your hotel reservations directly to ensure you will not be charged. Contact the El Conquistador Tucson at (520) 544-5000 and ask for Reservations.

- However, if you would like to **retain** your existing hotel reservation to spend time later this month at the El Conquistador, the hotel will honor the group rate and **reconfirm** your reservation. However, you **must call** the hotel to reconfirm an existing reservation.
- We also encourage you to contact your airline to determine whether they will provide you with a refund or travel credit.

As noted, we are currently considering a number of potential programming alternatives and will update you as those decisions are made by the Board of Directors.

On behalf of the DMA West Officers and Tech Summit Committee Co-Chairs, thank you for your understanding and for being involved with and supporting DMA West.

Teresa Stephenson
Executive Director
DMA West