

From: [Ly, Vinette](#)
To: [Christine Jung](#)
Cc: [Deanna Santana](#)
Subject: RE: IMEX Conference
Date: Friday, November 5, 2021 3:59:36 PM
Attachments: [image001.png](#)
[image002.png](#)
[image006.png](#)
[image003.png](#)

Hi Christine,

I confirm that all travel and expense costs related to the IMEX conference will follow the Business Expense Reimbursement Policy that was sent to the Stadium Authority.

Thank you,
V.L. on behalf of
Larry MacNeil

VINETTE LY
Executive Assistant to the CFO
San Francisco 49ers
T 408.673.2034 | M 408.315.9736
SAP Performance Facility
4949 Marie P. DeBartolo Way
Santa Clara, CA 95054



#FTTB
[49ers.com](#)

From: Christine Jung <CJung@SantaClaraCA.gov>
Sent: Wednesday, November 3, 2021 3:11 PM
To: Ly, Vinette <Vinette.Ly@49ers.com>
Cc: Deanna Santana <DSantana@SantaClaraCA.gov>
Subject: RE: IMEX Conference

Hi Vinette,

Executive Director Santana forwarded me the Stadium Manager's request regarding the IMEX Conference. Can you confirm that all travel and expense costs related to the IMEX Conference request will follow the Business Expense Reimbursement Policy that was recently shared with the Stadium Authority for a separate conferences and meetings request?

Pending your response, we will place this request for retroactive Board approval on the December 7 agenda.

Sincerely,
Christine Jung | Assistant to the Executive Director
1500 Warburton Avenue | Santa Clara, CA 95050
D: 408.615.2218 | www.santaclaraca.gov/scsa

From: "Ly, Vinette" <Vinette.Ly@49ers.com>
Date: November 2, 2021 at 4:55:56 PM PDT
To: Deanna Santana <DSantana@santaclaraca.gov>
Subject: IMEX Conference

Dear Deanna,

I write to request SCSA approval for the Special Events Sales Team to attend IMEX America, a global conference for the events business community. By attending this conference, we plan to reconnect with past clients and obtain new leads both locally and nationally.

During our attendance at recent local sales events, we have learned that many of our industry partners will be attending this event as the industry begins to re-open and clients are eager to discuss event opportunities for 2022 and beyond.

IMEX America – Las Vegas (November 9 – 11, 2021)

IMEX America brings together a large cross-section of the global and US business events community, providing the traditional exhibition hall, networking events and educational courses along with the hosted buyer program. IMEX America is the first international event to open once the US travel ban lifts on November 8th. The special events, meetings and incentive industry is looking forward to returning to IMEX for a week of education, networking and reconnecting. As the industry begins to return to in-person events, sales conferences like IMEX are paramount to the rebuilding process and being able to meet with industry peers and buyers in person to understand new trends in events.

Education: With over 180 educational events provided for attendees, the conference provides an in-depth learning experience for industry professionals of all levels. Examples of some topics include: trends related to booking and executing events, understanding what clients are looking for in a post-pandemic recovery world, and how to manage new health and safety concerns. With an industry that changes based on health statistics and local/state guidelines, education is the first step towards understanding our business and how to remain flexible while also keeping health and safety as a top priority.

Networking: The opportunity to network with regional and national buyers, as well as

suppliers, is our number one reason for attending this event. Visiting tradeshow booths of local CVB partners and DMCs is vital to rebuilding partnerships and reintroducing Levi's Stadium Special Events. Many industry professionals on both the planning side as well as trusted suppliers (vendor partners) have moved companies and started new jobs, which opens the door to potential new business and access to new companies. After so many virtual meetings and events, being face to face with our business partners is important for future growth and development.

IMEX conference is one of the largest conferences in the meetings and events industry. While attending each year is important, this year's event promises to bring together an industry looking for peer support and provide an opportunity for suppliers to secure new business.

One of the many perks of this conference is there is no registration fee to attend the event. However, we would like to attend a few of the networking events and be able to host clients for one on one meetings. We are requesting approval to spend up to \$2,030 including the following: opening night reception (\$180), closing night reception (\$100), T&E (\$1,750). This expense would fall under the "Event Expenses/Advertising" line item in the non-NFL Event Marketing Budget, and we have ample room in the budget to cover this cost.

In order to capitalize on this opportunity, we will need to book travel and expenses immediately. Given the recent feedback from the SCSA on the desire to drive Non-NFL Event revenue, we would expect that this minor expense will be approved by the Board. Accordingly, we will proceed to book the flights now and respectfully request that you seek Board approval at your earliest opportunity.

Thanks for your attention to this matter.

V.L. on behalf of
Larry MacNeil

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