



Convention & Visitors Bureau

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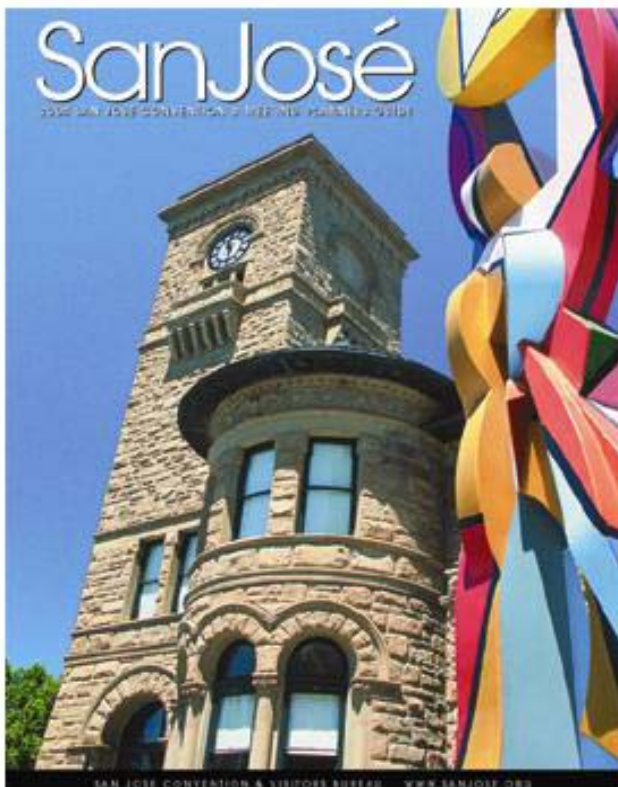
News Release

FOR IMMEDIATE RELEASE

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SAN JOSÉ'S 2004-05 CONVENTION & MEETING PLANNER GUIDE NOW AVAILABLE

**San José Convention & Visitors Bureau Partners with Weaver Official Publications to
Produce a Comprehensive Guide for Meeting Planners**



SAN JOSÉ, CALIF. – July 16, 2004 – The San José Convention & Visitors Bureau (SJCVB) eagerly announced the availability of its *2004-05 Convention & Meeting Planner Guide (MPG)*. After several years of producing its annual guide in-house, the SJCVB for the first time, partnered with Weaver Official Publications, a full-service publisher with more than 17 years experience working with the convention and visitor industry.

With the SJCVB's creative and content direction and Weaver's publishing expertise, the *2004-05 MPG* goes beyond the traditional meeting planner guide. From cover to cover, the *MPG* was designed to resemble a magazine, combining easy-to-read editorial and up-to-date information on attractions, events, accommodations and dining. The photos used are colorful and

alive, illustrating San José's vibrant arts and cultural community, as well as its high caliber meetings and conventions amenities.

The SJCVB will send out 10,000 *MPGs* annually to a targeted distribution list. Meeting professionals interested in receiving a complimentary issue of the SJCVB's *2004-05 MPG*, can make a request online at: <http://www.sanjose.org> or by calling 1.888.SAN.JOSE.

Title, Date

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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