

Host Venue Proposal (RFP) **For Attractions**

Since 1989 **Travel Trade Shows** has been conducting a national program that promotes travel. Through a series of small, evening, tabletop **mini-trade show/receptions** we promote the elements that comprise our travel industry. Our educational programs are **exclusively for travel professionals** who have proven that they are able to generate business. This is a very difficult time in our industry. We would welcome the opportunity to partner with you and have you host this program and showcase your facility those that will produce business for you.

Travel Professional Attendees -- We invite **event & meeting planners** and **travel agents** to attend at no charge. We specifically target **prime decision makers** as well as **group, incentive, tour, conference and leisure specialists**. We also make a special effort to include the increasing number of independent and home-based buyers since they don't have the same access to suppliers' information. Generally about 40-75 travel professionals are expected at the event.

Trade Show Exhibitors -- We usually have about 20 industry exhibitors. The attending exhibitors are suppliers to the travel community (hotels & resorts, cruise lines, tour operators, airlines, CVBs & foreign tourist boards, etc.). Generally the exhibitor/suppliers represent upscale companies.

Function Space -- The complete function is usually held in one area of approx. 2,500+ sq ft. The normal mini-trade show/reception setup is 6ft skirted tables with 1 chair situated on the perimeter of the room facing inward for the exhibitors. Usually we have a buffet setup in center of room with a bar in one corner and table seating (rounds, squares, etc.) for all the attendees and a microphone. One registration table outside the room with a waist basket and one chair. We also try to be extremely flexible. If you have an idea for a better setup we're open to suggestions.

Food & Bar -- Food service consists of hors d'oeuvres and regional specialty appetizers to a more complex setup with a carving station, etc. For the bar we usually do an open bar (5pm-7:30pm). Water station(s).

Typical Show Schedule

4:00 - 5:00 pm Exhibitor setup

4:15 - 5:30 pm Breakout room (or area) for a seminar (only applies occasionally)

5:00 pm Partial buffet open exclusively for exhibitors (bar too)

5:30 pm Travel Professionals allowed into exhibit/reception area (additional buffet items added)

5:30 - 7:45 pm Trade Show

7:45 pm Exhibitors may dismantle their exhibits

Cost/Payment -- We are happy to work with you as a regular client would and pay the going rate for the reception/trade show. However, **We have a much better "win-win" proposal** ---

Become Host Attraction & Sponsor -- Since the attendees are also your clients we would like to get you more involved. In exchange for your covering the facility rental and F&B costs of the show, we would make you an **official sponsor** and would be so listed on all the information for that show. In addition to your hosted show we would also provide your attraction with up to eight complimentary exhibitor tables (a \$6000+ value). This credit may be used at any of our shows this year or next -- see list below. This gives you a **great marketing opportunity to showcase your attraction** to travel agents and meeting & event planners in other markets. And it allows you to make a big splash with the local agents and planners. Examples: The **Aerospace Museum of California** in Sacramento and the **Tulsa Zoo** did this and brought in the closest hotel to provide the catering. The **Pacific Science Center** in Seattle brought in sister attractions to "co-host" their event. **The Downtown Denver Aquarium** provided admission tickets to all the attendees. Other attractions have called the event their "**Travel Industry Appreciation Night**". As the **Sponsoring Host Attraction** you can be creative. Some have had a nearby hotel help sponsor (we need sleeping rooms for some of the exhibitors). We've had host attractions bring in entertainment, cajole their CVB into splitting the cost, etc. Other locations have provided a partial trade -- an open bar, F&B discounts, complimentary facility rental, etc. We are happy to consider other trades as well -- large or small.

Additional benefits to being a *Host Attraction Sponsor*. You may **invite event & meeting planners and travel agents** to the function. This is an excellent way to include and reward your local producers (including the travel departments of your better accounts). We can set times for the attendees to do a site inspection.

Name of show/time to be posted: **Travel Professionals' Reception & Trade Show** Hours: **5:30-7:30pm**

Please go to <http://www.travel-trade-shows.com/Host.html> for more information and pictures.

2012 Show Schedule:

January '12

- 24th – Vancouver, BC
- 25th – Seattle/TAC, WA
- 26th – Portland, OR
- 31st – Reno, NV

February '12

- 1st – Sacramento, CA
- 2nd – Sonoma County, CA
- 7th – Concord/Walnut Creek, CA
- 8th – Palo Alto CA
- 9th – SFO/San Jose, CA

March '12

- 13th – Memphis, TN
- 14th – Birmingham, AL
- 15th – Atlanta, GA
- 20th – Charlotte, NC
- 21st – Greensboro, NC
- 22nd – Raleigh/Durham, NC

April '12

- 16th – Albuquerque, NM
- 18th – Colorado Springs, CO
- 19th – Denver, CO

May '12

- 7th – Carmel/Indianapolis
- 9th – Grand Rapids, MI
- 10th – Detroit/Livonia, MI

- 15th – Albany, NY
- 16th – Rochester, NY
- 17th – Buffalo, NY
- 21st – Orland Park, IL
- 22nd – Oakbrook, IL
- 24th – MSP/St Paul, MN

June '12

- 25th -- Honolulu, HI

September '12

- 11th – San Diego, CA,
- 12th – San Clemente, CA
- 13th – Huntington Beach, CA
- 17th – Santa Monica, CA
- 18th – Anaheim, CA
- 19th – Riverside, CA

- 20th – Las Vegas, NV

October '12

- 9th – Phoenix/Scottsdale, AZ
- 10th – Mesa/Chandler, AZ
- 11th – Tucson, AZ
- 15th – Houston, TX
- 16th – San Antonio, TX
- 17th – Austin, TX
- 18th – Dallas, TX

November '12

- 5th – Salt Lake City
- 7th – Boulder, CO
- 8th – Denver, CO

The regular cost to exhibit is \$695 per show



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You will be in good company... Here are some of our recent Host-Sponsors Including 4 & 5-Diamond Resorts, Boutique Hotels, Yachts, Dude Ranches, Casinos, Attractions & CVBs

The Broadmoor ~ Colorado Springs... The Brown Hotel ~ Louisville... JW Marriott Desert Ridge Resort & Spa ~ Phoenix
 Hilton ~ Raleigh-Durham... The Hotel Albuquerque Old Town ~ Albuquerque... Sheraton ~ Tacoma... Hilton ~ Sonoma
 Hotel Preston ~ Nashville ... The Jerome ~ Aspen... Mirabeau Park Hotel ~ Spokane... The Denver Zoo ~ Denver
 Holiday Inn Hotel & Suites ~ Oklahoma City... Embassy Suites ~ Austin... JW Marriott Starr Pass ~ Tucson
 Aladdin Holiday Inn ~ Kansas City... The Lodge at Vail ~ Vail... Magnolia Hotel ~ Omaha... Portola Plaza Hotel ~ Monterey Bay
 The Tanque Verde Ranch ~ Tucson... The CVB ~ Kansas City... The Coast Casino ~ Las Vegas... Inn Marin ~ Novato
 The Omni ~ Newport News... The Vinton War Memorial ~ Roanoke... The Aquarium ~ Denver... The Crowne Plaza ~ Little Rock
 The Tulsa Zoo ~ Tulsa... Pacific Science Center ~ Seattle... The Jefferson ~ Richmond... Hilton ~ Baton Rouge... Manor Vail ~ Vail
 Aerospace Museum of California ~ McClellan... Lions Gate Hotel ~ Sacramento... Casa Munras ~ Monterey
 Nativo Lodge ~ Albuquerque... Desert Diamond Casino & Hotel ~ Tucson... Dave & Buster's ~ All Over... Royal Palms ~ Scottsdale
 The Riviera Resort & Spa ~ Palm Springs... Lodge on the Desert ~ Tucson... The Mayo Hotel ~ Tulsa... Cucina Nassi ~ Salt Lake
 Hornblower Cruises ~ Sacramento & San Diego... Paragon Casino Resort Hotel & Spa ~ Marksville... Hilton Garden Inn ~ Milwaukee
 InterContinental Harbor Court ~ Baltimore... Garden Court Hotel ~ Palo Alto... The Duke Mansion ~ Charlotte
 The Mission Inn Hotel & Spa ~ Riverside... Millennium Harvest House ~ Boulder... The CVB ~ Baton Rouge
 The Ritz-Carlton, Dove Mountain ~ Tucson... Hotel Andaluz ~ Albuquerque... JW Marriott Hill Country ~ San Antonio



Useful links with more information about the program

- Exhibitors' Testimonials** - <http://www.travel-trade-shows.com/comments.html>
- List of Past Exhibitors** - <http://www.travel-trade-shows.com/PastExhibitors.html>
- Exhibitor Application** - http://www.travel-trade-shows.com/f/Application_Ind.pdf
- Great Photos from Past shows** - <http://www.travel-trade-shows.com/pictures.html>
- General Information** - <http://www.travel-trade-shows.com>