

## Professional Travel Arrangers Evening Reception Proposal (RFP)

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. We would welcome the opportunity to have you host this program for one evening.

**Travel Professional Attendees** -- We invite **meeting & event planners, travel agents and group tour planners** 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 50-100 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 (cruise lines, tour operators, airlines, CVBs & foreign tourist boards, hotels & resorts, attractions etc.). Generally the exhibitor/suppliers represent upscale companies.

**Sleeping Rooms** --- Usually we occupy about 10-15 rooms for the exhibitors and a few out-of-town attendees for the evening of the show (a few may come in a day or two early and/or stay a day or two after). We request a very attractive sleeping room rate. Since the exhibitors are in the travel business and have access to industry rates, the rooms need to be at a great industry price or they'll go elsewhere. They are responsible for their own room charges and will make their reservations on an individual basis and tend to be "last minute".

**Function Space** -- The complete function is usually held in one room of approx. 2,500+ sq ft. The normal mini-trade show/reception setup is 6' skirted tables with one chair situated on the perimeter of the room facing inward for the exhibitors. Buffet setup in center of room with a bar in one corner. Ample seating for the guests (rounds, squares, a few cocktail tables and/or high-tops) and a microphone. A registration table outside the room with waist basket and one chair.

We also try to be extremely flexible. If you have an idea for a better setup or location other than a ballroom we're open to your 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 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 the Host Hotel & Sponsor** -- Since the attendees are also your clients we would like to get you more involved. In exchange for your covering the 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 property 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 property** to travel agents and meeting planners in other markets. And it allows you to make a big splash with the local agents and planners. Examples: The **JW Marriott Desert Ridge Resort & Spa in Phoenix** did this and brought in sister resorts to "co-host" their event. The **Broadmoor** has been doing this for with us for years and calls the event their "**Appreciation Night**". As the *Sponsoring Host Hotel* you can be creative. We've had host hotels bring in entertainment, cajole their CVB into splitting the cost, etc. Other locations have provided a partial trade -- an open bar, F&B discounts, etc. We are happy to consider other trades as well – large or small. *The exhibitors will still pay for their own sleeping rooms.*

**Other benefits** to being a *Host Hotel Sponsor*: You may **invite 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**. After the event we provide you with the attendee list.

**Posting** -- 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**

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

**February '12**

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

**March '12**

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

**April '12**

- 16<sup>th</sup> – Albuquerque, NM
- 18<sup>th</sup> – Colorado Springs, CO
- 19<sup>th</sup> – Denver, CO

**May '12**

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

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

**June '12**

- 25<sup>th</sup> -- Honolulu, HI

**September '12**

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

- 20<sup>th</sup> – Las Vegas, NV

**October '12**

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

**November '12**

- 5<sup>th</sup> – Salt Lake City
- 7<sup>th</sup> – Boulder, CO
- 8<sup>th</sup> – 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  
 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  
 Natio 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  
 The Westin Huntsville ~ Huntsville... New Orleans Hotel Collection ~ New Orleans... The Marriott Boulder ~ Boulder  
 Hyatt Denver Tech Center ~ Denver... The Sofitel ~ MSP... The Marriott Waterfront ~ Portland



Useful links with more information about the program

- Exhibitors' Testimonials** - <http://www.travel-trade-shows.com/comments.html>
- Exhibitor Application** - [http://www.travel-trade-shows.com/f/Application\\_Ind.pdf](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>