



Skål Club Information

Doing Business Among Friends at a Trade Show

Each year we produce around 45 evening, **mini-trade show/receptions for professional travel arrangers** throughout the country. In the past many of our exhibitors have been Skål members and once again this year we are **partnering with Skål International** to try to use these travel trade shows as a means to promote Skål and excite some prospective members. Skål International is providing promotional material and a display for every show this year. Here's the concept for **Your Club** and an opportunity for some of your supplier members.

- 1) Your Club gets a **complimentary** table (it's a table-top show—and a \$695 per show value) at each **show that is in your area**. This will give your Club the opportunity to give out Skål information and talk to prospective travel industry members about joining your Club. Here's form for your club's free table: http://www.travel-trade-shows.com/f/Skal_signup.pdf
- 2) For those Skål Club Members that work with travel agents and other travel arrangers (group & incentive organizers, event & meeting planners, etc.) we would offer them very **special exhibitor rate** for any of our shows throughout the country—**Only \$449** or less per show (a 35% discount from the regular rate of \$695). The special Skål Exhibitor Application that you can distribute to your members that might wish to take advantage of this opportunity may be found at http://www.travel-trade-shows.com/f/Skal_AP.pdf. For more information send them to <http://www.travel-trade-shows.com/Skal.html>.

We hope that you would help us in getting the word out to the agents and planners about attending the event. And do some **friendly arm-twisting to get us a few extra exhibitors** at the show(s). We need a great Skål presence.

Here are some helpful links to our shows:

General exhibitor information: <http://www.travel-trade-shows.com/Skal.html>

And Skål pictures : <http://www.travel-trade-shows.com/SkalPhotos.html>

Special Skål exhibitor application: http://www.travel-trade-shows.com/f/Skal_AP.pdf

Travel agent (and other buyer) information and invitation to the shows: www.travel-shows.com

Read about us in the *Skål International Newsletter*

[Click here for the article](#)

Hopefully your Club finds this idea as a win-win deal. Please let me know if you have any questions or suggestions. I look forward to hearing from you.

Yours in Skål,
Buck



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PS. If one of your members might be interested in hosting the show, please have them give me a call. More information on sponsoring or hosting our shows can be found at <http://www.travel-trade-shows.com/Host.html>