



# Leisure Travel Sales Opportunities January 1-March 31, 2008

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## ■ **RSAA Annual Summit, St. Pete Beach, FL** **January 10-11, 2008**

**Description:** This year's Summit will be held at the TradeWinds Island Grand. Receptive Tour Operators and suppliers from around the country attend. In addition to educational sessions the Summit features the ever popular Marketplace appointment sessions.

**Attendance:** Approx 30 Receptive companies

**Show Type:** Wholesale/Receptive

**Sales Manager:** Rosemarie Payne

**Participation:** Please register directly with RSAA

**Brochure Dist:** N/A

**Collateral Due:** N/A

## ■ **Chicago Boat Show-Chicago, IL** **January 16-20, 2008**

**Description:** Join as we attend this large consumer show for our second year. This is a perfect time to promote sunshine and the beaches to the Midwest market in the middle of their winter. This show attracts mid and upper class families who are a great fit for our area.

**Attendance:** 54,000

**Show Type:** Consumer

**Sales Manager:** Rob Price

**Participation:** \$200 for shared booth

**Brochure Dist:** \$200 for 200 pieces

**Collateral Due:** January 2, 2008

## ■ **Senior Fun Fest -Tampa, FL** **January 23-24, 2008**

**Description:** **New!** Showcase your property or attraction during the Senior Fun Fest at the Florida State Fairgrounds Expo Hall. Join us for our first appearance in the Travel and Attraction section of the expo.

**Attendance:** 13,000

**Show Type:** Consumer

**Sales Manager:** Gail Yeager

**Participation:** \$100 for shared booth **(Limit 2 partners)**

**Brochure Dist:** \$100 for 100 pieces

**Collateral Due:** January 9, 2008

■ **Florida Huddle, Tampa, FL** **January 27-29, 2008**

**Description:** Florida Huddle appointment show – international, domestic and .com travel partners. Perfect time for contracting and discussing the state of the industry and market trends. Details on booth décor for all participating partners will be sent out in November.

**Attendance:** Approx 300

**Show Type:** Wholesale

**Sales Manager:** Rosemarie Payne & Rob Price

**Participation:** Please register directly with Florida Huddle at [www.floridahuddle.com](http://www.floridahuddle.com) and request to be in the St. Petersburg/Clearwater area

**Brochure Dist:** N/A

**Collateral Due:** N/A

■ **Snowbird Extravaganza- Lakeland, FL** **January 29-30, 2008**

**Description:** Join us in our third year of participation in the Snowbird Extravaganza! This is a great way meet our Canadian Snowbird friends while that are here for the season. Great audience for week-day excursions and nightly stays!

**Attendance:** 30,000+

**Show Type:** Consumer

**Sales Manager:** Gail Yeager

**Participation:** \$100 for shared booth **(Limit 3 partners)**

**Brochure Dist:** \$100 for 100 pieces

**Collateral Due:** January 15, 2008

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■ **National Trade Shows-Wisconsin/Illinois** **February 19-22, 2008**

**Description:** This is a great event to solicit to the greater Chicago land area and Milwaukee. Each evening consists of a travel agent trade show followed by a dinner presentation in which we have an opportunity to address the entire group. This series focuses on store front and home based travel agents. **Please note early due date for collateral!**

**Cities/Dates:** 2/19-Schaumburg, IL  
2/20-Milwaukee, WI  
2/21-North Brook, IL  
2/22-Oak Lawn, IL

**Attendance:** 100-120 travel agents per city

**Show Type:** Retail

**Sales Manager:** Rob Price

**Participation:** \$250 for shared booth per city **(Limit 2 partners)**

**Brochure Dist:** \$100 for 100 pieces per city

**Collateral Due:** January 7, 2008

■ **Boston Globe Travel Show-Boston, MA** **February 22-24, 2008**

**Description:** Join us for the 3rd annual Boston Globe Travel Show. Together with Visit Florida we will showcase Pinellas County! Some of the attendee demographics from 2007 are 65% having an HHI between \$75K-150K, 74% of attendees spend \$2,000.00 per person on vacation and 60% came to the show as direct result of print advertising.

**Attendance:** 13,000+

**Show Type:** Consumer

**Sales Manager:** Gail Yeager

**Participation:** \$1,250 for ½ booth

**Brochure Dist:** \$100 for 100 pieces

**Collateral Due:** February 8, 2007

■ **National Trade Shows -Southeast** **February 25-28, 2008**

**Description:** This week of shows are scheduled as a travel agent trade show followed by a dinner presentation in which we can speak to the entire group. This series focuses on the major cities in the Southeast. **Please note early due date for collateral!**

**Cities/Dates:** 2/25-Nashville, TN  
2/26-Knoxville, TN  
2/27-Birmingham, AL  
2/28-Atlanta, GA

**Attendance:** 100-120 travel agents per city

**Show Type:** Retail

**Sales Manager:** Gail Yeager

**Participation:** \$250 for shared booth per city (Limit 2 partners)

**Brochure Dist:** \$100 for 100 pieces per city

**Collateral Due:** December 26, 2007

■ **New York Times Travel Show -New York City, NY** **February 29-March 2, 2008**

**Description:** Reach 30,000+ active travelers and trade professionals at The Ultimate Travel Experience – The New York Times Travel Show. This 5<sup>th</sup> annual show features the travel trade on Thursday, and is open to consumers during the weekend. This event is another great way to promote your business to the northeast market during the winter.

**Attendance:** 30,000 consumers /7000 travel trade

**Show Type:** Retail/Consumer

**Sales Manager:** Rob Price

**Participation:** \$1000 for shared booth (Limit 2 partners)

**Brochure Dist:** \$200 for 200 pieces

**Collateral Due:** February 15, 2008

■ **Travel South-Gulfcoast, MS** **March 1-5, 2008**

Description: Travel South is an appointment show to meet and contract with Motorcoach operators who bring tours throughout the Southeast.

Attendance: Approx 150 operators

Show Type: Motorcoach

Sales Manager: Rosemarie Payne

Participation: Register directly with Travel South at [www.travelsouthusa.com](http://www.travelsouthusa.com)

Brochure Dist: N/A

Collateral Due: N/A

■ **National Trade Shows-Florida** **March 3-6, 2008**

Description: We are expanding our cities for the NTS Florida week. Share a booth to showcase your property or attraction with Travel Agents, Travel Managers and owners. This evening offers a dinner and a short presentation time with the audience.  
**Please note early due date for collateral!**

Cities/Dates: 3/3 Cocoa Beach, FL  
3/4 West Palm, FL  
3/5 Ft. Myers, FL  
3/6 St. Petersburg, FL

Attendance: 150 travel agents per city

Show Type: Retail

Sales Manager: Gail Yeager & Cindy Powell

Participation: \$250 for shared booth per city (Limit 2 partners)

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: January 7, 2008

■ **AAA Marketplace- Providence RI** **March 7-9, 2008**

Description: This is our third year of participation and we will partner with Visit Florida to create a grand showcase for our Florida destination. We will capture vacation-seeking consumers from Boston, Providence, Worcester and Cape Cod.

Attendance: 12,000

Show type: Consumer

Sales Manager: Gail Yeager

Participation: \$750 for ½ booth

Brochure Dist: \$100 for 100 pieces  
\$250 for 250 pieces

Collateral Due: February 22, 2008

■ ***Funjet Vacations Trade Show Texas*** ***March 17-20, 2008***

Description: This is an inexpensive opportunity to reach the Texas market in which over 1500 travel agents attend throughout the week. \*Open only to those properties contracted with Funjet Vacations as well as attractions and chambers\*

Cities/Dates: 3/17 Dallas  
3/18 Houston  
3/19 San Antonio  
3/20 Austin

Attendance: Approx 1500 agents per city

Show Type: Retail/Wholesale

Sales Manager: Gail Yeager

Participation: **FREE!** Per city

Brochure Dist: \$50 for 100 pieces per city

Collateral Due: March 3, 2008

■ ***Adventures in Travel Expo-Washington, DC*** ***March 29-30, 2008***

Description: Close to 14,000 are expected to attend the Adventures in Travel Expo including 500+ travel agents and industry professionals. This will be our first year attending this prominent travel show in DC. The show opens first to the travel trade and the weekend is open to the general public.

Attendance: 14,500

Show Type: Consumer

Sales Manager: Rob Price

Participation: \$1000 for ½ booth

Brochure Dist: \$200 for 200 pieces

Collateral Due: March 15, 2008

■ ***US Airways Vacations Trade Shows-MD/DC*** ***March 2008 (Dates TBD)***

Description: These trade shows attract US Airways key travel agencies from the regional DC metro area. \* Open only to those properties contracted with USAV as well as attractions and chambers\*

Cities: Baltimore, MD  
Washington, DC

Attendance: 100-110 travel agents per city

Show Type: Retail/Wholesale

Sales Manager: Rob Price

Participation: \$200 for shared booth per city

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: TBD



**LEISURE TRAVEL DEPARTMENT  
PARTICIPATION SIGN-UP SHEET FOR JANUARY 1-MARCH 31, 2008**

Please circle those you wish to participate in. You will be invoiced. All brochure distribution is limited to one piece per participant per quantity indicated and must be delivered to the CVB services building **no later than two weeks prior to show time.** Brochures must be bundled, with your Property Name on the outside and clearly marked with the show it is to be used for and must be delivered to the Services Building at the following address: **St. Petersburg/Clearwater Area CVB/Attn: Lance Becker and the CVB rep's name c/o St. Petersburg College/14025 58<sup>th</sup> St. North/Clearwater, FL 33760-3768**

Actual participation is limited to one attendee per company. Space is limited so we request you limit your distribution to one brochure, special flyer (if desired) and business card per quantity indicated. Space in many instances is limited, so first come-first served.

Payments must be received **PRIOR TO EVENT** and are non-refundable. (Usually 3 weeks in advance unless otherwise directed). If additional time is needed, please contact us to make other arrangements We must do this because we commit to show producers how many booths are needed, and we will be billed ourselves if we have no-shows. You must inform us in writing if you will not be attending or sending brochures. Because we ship early, we must know two weeks in advance or you will be responsible for payment. In the event a show cancels, you will be issued a complete refund or if you prefer credit for a LT event.

PLEASE CIRCLE YOUR PREFERENCES BELOW AND E-MAIL TO CINDY POWELL IN THE LEISURE TRAVEL DEPT. AT [Cindy@floridasbeach.com](mailto:Cindy@floridasbeach.com) or FAX: 727-533-2163 OR 727-464-7260!

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

	Participation	Brochure Distribution
<b>JANUARY</b>		
<u>Chicago Boat Show</u>	<u>\$200 for shared booth</u>	<u>\$200 for 200</u>
<u>Senior Fun Fest-Tampa, FL</u>	<u>\$100 for shared booth</u>	<u>\$100 for 100</u>
<u>Snowbird Extravaganza-Lakeland, FL</u>	<u>\$100 for shared booth</u>	<u>\$100 for 100</u>
<b>FEBRUARY</b>		
<u>NTS-Schaumburg, IL</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>NTS-Milwaukee, WI</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>NTS-North Brook, IL</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>NTS-Oak Lawn, IL</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>Boston Globe Travel Show-Boston, MA</u>	<u>\$1250 for 1/2 booth</u>	<u>\$100 for 100</u>
<u>NTS-Nashville, TN</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>NTS-Knoxville, TN</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>NTS-Birmingham, AL</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>NTS-Atlanta, GA</u>	<u>\$250 for shared booth</u>	<u>\$100 for 100</u>
<u>New York Times Travel Show-NYC, NY</u>	<u>\$1000 for shared booth</u>	<u>\$200 for 200</u>



**LEISURE TRAVEL DEPARTMENT**

**PARTICIPATION SIGN-UP SHEET FOR JANUARY 1-MARCH 31, 2008-Continued**

	Participation	Brochure Distribution
<b>MARCH</b>		
<i>NTS-Cocoa Beach, FL</i>	<i>\$250 for shared booth</i>	<i>\$100 for 100</i>
<i>NTS-West Palm, FL</i>	<i>\$250 for shared booth</i>	<i>\$100 for 100</i>
<i>NTS-Ft. Myers, FL</i>	<i>\$250 for shared booth</i>	<i>\$100 for 100</i>
<i>NTS-St. Petersburg, FL</i>	<i>\$250 for shared booth</i>	<i>\$100 for 100</i>
<i>AAA Marketplace-Providence, RI</i>	<i>\$750 for ½ booth</i>	<i>\$100 for 100 or \$250 for 250</i>
<i>Funjet-Dallas</i>	<i>FREE</i>	<i>\$50 for 100</i>
<i>Funjet-Houston</i>	<i>FREE</i>	<i>\$50 for 100</i>
<i>Funjet-San Antonio</i>	<i>FREE</i>	<i>\$50 for 100</i>
<i>Funjet-Austin</i>	<i>FREE</i>	<i>\$50 for 100</i>
<i>Adventures in Travel Expo-Washington, DC</i>	<i>\$1000 for ½ booth</i>	<i>\$200 for 200</i>
<i>US Airways Vacations-MD (DATE NOT CONFIRMED)</i>	<i>\$200 for shared booth</i>	<i>\$100 for 100</i>
<i>US Airways Vacations-DC (DATE NOT CONFIRMED)</i>	<i>\$200 for shared booth</i>	<i>\$100 for 100</i>

***Thank you from you Leisure Travel Team!***