



Leisure Travel Sales Opportunities April 1-June 30 2008

APRIL 2008

RPD-GLBT Expo- New York, NY April 5-6, 2008

Description: This is the 15th annual GLBT Expo. It's a significant event for the GLBT community. This community is affluent, brand loyal and well educated and indeed the perfect and very powerful niche market.

Attendance: 20,000+

Show Type: Consumer

Sales Manager: Gail Yeager

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

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

Collateral Due: March 21, 2008

Fiesta in the Park-Orlando, FL April 5-6, 2008

Description: This spring consumer show is one of the best ways to meet the drive market for golf and spa lovers, honeymoons and family reunions from Central Florida and beyond.

Attendance: 15,000+

Show Type: Consumer

Sales Manager: Cindy Powell

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

Brochure Dist: \$150 for 200 pieces

Collateral Due: March 21, 2008

National Trade Shows-Michigan and Ohio April 7-10, 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. **Please note collateral will be due 2/22/08.**

Cities/Dates: 4/7-Troy, MI
4/8-Grand Rapids, MI
4/9-Toledo, OH
4/10-Nov, MI

Attendance: 100-120 travel agents per city

Show Type: Retail

Sales Manager: Rob Price

Participation: \$250 for shared booth per city (Limit 1 partner per city)

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: February 22, 2008

HX Media Gay Travel Expo- Boston, MA & New York, NY **April 15 & 17, 2008**

Description: This is our second year of attending the HX Media Travel Expo for the GLBT market. This is a great way to meet with consumers from the New England and New York City areas within this niche market.

Attendance: 750+ per city

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$250 per city

Brochure Dist: \$100 for 100 pieces per city
\$200 for 250 pieces per city

Collateral Due: April 1, 2008

Chicago Sales Mission-Chicago, IL **April 22-24, 2008**

Description: Join us as we target our number one origin market in the country! We will conduct sales calls to the area's top producing travel agencies with Southwest Airlines Vacations. In addition we will host our 10th annual travel agent dinner seminar.

Attendance: 50 sales calls/50 agents seminar

Show Type: Retail

Sales Manager: Rob Price

Participation: \$250

Brochure Dist: \$100 for 100 pieces

Collateral Due: April 14, 2008

Travel Professionals of Color- New Orleans, LA **April 28, 2008**

Description: TOPC is an organization that promotes training, networking and support of minority travel professionals. This table top travel tradeshow is a great opportunity to meet face to face with successful travel agencies managers and agents.

Attendance: 300+

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$100 for shared booth

Brochure Dist: \$100 for 100 pieces
\$200 for 250 pieces

Collateral Due: April 14, 2008

MAY 2008

IGLTA Convention- Las Vegas, NV **May 1-4, 2008**

Description: International Gay & Lesbian Travel Association is the world's leading travel trade association committed to growing and enhancing its member gay and lesbian tourism business through education, promotions and networking.

Attendance: 1500

Show Type: Retail/Consumer

Sales Manager: Gail Yeager

Participation: \$250 for shared booth

Brochure Dist: \$100 for 100 pieces
\$200 for 250 pieces

Collateral Due: April 14, 2008

Kansas City Sales Mission – Kansas City, MO**May 6-8, 2008**

Description: This year we will target the top leisure travel agencies in the greater Kansas City market. In addition to three days of sales calls with a Southwest Airlines Vacations representative, we will again host our famous dinner seminar at the Hereford House restaurant.

Attendance: 50 sales calls/ 50 agents seminar

Show Type: Retail

Sales Manager: Rob Price

Participation: \$250

Brochure Dist: \$100 for 100 pieces

Collateral Due: April 18, 2008

Hotelbeds.com-Orlando, FL**May 13, 2008**

Description: Meet the reservations and group travel staff with one of the fastest growing accommodation and destination service and leading receptive and business to business provider of incoming travel services to wholesale, travel operators and travel agencies. *** Open only to those properties contracted with Hotelbeds.com as well as attractions and chambers***

Attendance: 30

Show Type: Wholesale

Sales Manager: Gail Yeager

Participation: \$25

Brochure Dist: \$100 for 100 pieces

Collateral Due: May 2, 2008

Pentagon Travel Show-Washington DC**May 13-14, 2008**

Description: This consumer show targets over 20,000 civilian and government employees working in the Pentagon, including Air Force, Army, Security Forces, Homeland Security, etc. Additional visitors from other government agencies take advantage of this trade show opportunity. ****Note these consumers are looking for personal vacations NOT per diem rates.**

Attendance: 20,000

Show Type: Consumer

Sales Manager: Rob Price

Participation: \$200 for ½ booth

Brochure Dist: N/A

Collateral Due: N/A

Mark Travel-Orlando, FL**May 14, 2008**

Description: Meet the Mark Travel Reservations agents face to face to update them on new and exciting happenings with your property or attraction. Lunch for Brand Marketing Managers is included. *** Open only to those properties contracted with Mark Travel as well as attractions and chambers***

Attendance: 125

Show Type: Wholesale

Sales Manager: Gail Yeager

Participation: \$100 (includes lunch)

Brochure Dist: \$100 for 100 pieces

Collateral Due: May 2, 2008

I-75 & I-95 Florida Welcome Centers-Jennings & Yulee, FL **May 15 & 16, 2008**

Description: Greet arriving visitors at the I-75 and I-95 Florida Welcome Centers and update staff on our destination, your property, or attraction. We will also provide lunch for the staff of the Welcome Centers.

Cities/Dates: 5/15-I-95 Welcome Center (Yulee)
5/16-I-75 Welcome Center (Jennings)

Attendance: 300+ per center

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$25 per center (Includes lunch)

Brochure Dist: \$100 for 100 pieces per center

Collateral Due: May 2, 2008

Hotels.com Reservation Call Center – Arlington, TX **May 20, 2008**

Description: Are you doing business with Expedia and Hotels.com? If so, this is your only opportunity this year to visit the Hotels.com call center. Nearly 20 percent of your .com business is booked through a reservation agent in the call center according to Hotels.com. We will cater in snacks and conduct training sessions throughout the day. Don't miss out on this special event. * **Open only to those properties contracted with Hotels.com as well as attractions and chambers***

Attendance: 200-225 reservation agents

Show Type: Wholesale/ Internet

Sales Manager: Rob Price

Participation: \$25

Brochure Dist: \$100 for 100 pieces

Collateral Due: April 30, 2008

Columbus Sales Mission-Columbus, OH **May 20-22, 2008**

Description: Visit St Petersburg/Clearwater will make sales call s in and around the Columbus, Ohio area. Together with Southwest Vacations we will call on Travel Agencies Accounts. We will be hosting a top account travel agent dinner seminar for 20-25 agents.

Attendance: 15-20 Travel Agencies

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$250

Brochure Dist: \$100 for 100 pieces
\$200 for 250 pieces

Collateral Due: May 1, 2008

TIA's International Pow Wow-Las Vegas, NV **May 31-June 5, 2008**

Description: This will be a very special Pow Wow for St. Petersburg/Clearwater properties. For the first time we are looking at a destination booth. Details to follow regarding participation costs and appointment scheduling.

Attendance: TBD

Show Type: Wholesale

Sales Manager: Rosemarie Payne and Rob Price

Participation: TBD

Brochure Dist: TBD

Collateral Due: TBD

JUNE 2008

Gay Days-Orlando, FL

June 5-7, 2008

Description: Join us for our third year of attending the Gay Days Orlando. This is the 9th annual GLBT expo is for entertainment, business and a new designated travel destination showcase.

Attendance: 21,000

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$100 for shared booth

Brochure Dist: \$100 for 100 pieces
\$200 for 250 pieces

Collateral Due: May 16, 2008

Providence, RI Sales Mission

June 10-12, 2008

Description: Providence, Boston and Manchester, NH will be the areas covered in our Southwest Vacations Sales Mission. We will be hosting an evening event with top travel agency accounts for 20-25 agents.

Attendance: 15-20 Travel Agencies

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$250

Brochure Dist: \$100 for 100 pieces
\$200 for 250 pieces

Collateral Due: May 16, 2008

Vacation.com Annual Trade Show -Las Vegas, NV

June 17-19, 2008

Description: Come along as we attend the country's largest leisure travel consortia annual event. We will be exhibiting at the trade show portion of the Vacation.com Conference and you will see agency managers and owners from around the country.

Attendance: Over 1000 travel agencies represented

Show Type: Retail

Sales Manager: Rob Price

Participation: \$250 for shared booth

Brochure Dist: \$100 for 100 pieces

Collateral Due: June 6, 2008

GoGo Worldwide Vacations Appreciation Dinners-IL, OH & MI

June 24-26, 2008

Description: We will be exhibiting in Chicago, IL, Cleveland, OH, and Detroit, MI for their annual summer trade shows that feature only GOGO Vacations top accounts. This is a great opportunity to network with key travel agents. *** Open only to those properties contracted with GOGO Vacations as well as attractions and chambers***

Attendance: 100-125 per city

Show Type: Wholesale/ retail

Sales Manager: Rob Price

Participation: \$200 per city

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: June 6, 2008

Visit St Petersburg/Clearwater

13805 58th Street N, Suite 2-200 Clearwater, FL 33760 A Pinellas County Government Program

Description: This is our annual spring blitz to the AAA Auto Club South office within Florida. Visit with auto counselors to update them on your property or attraction and offer them your summer specials.

Attendance: 3-6 agents per office

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$100 (one time fee)

Brochure Dist: \$100 for 100 pieces

Collateral Due: TBD (bag suffing)

STAY TUNED FOR....

Manhattan-Liberty Travel Sales Mission-New York, NY

DATES CHANGED TO 7/14-15 to complement LI Mission same week

GoGo Worldwide Vacations Appreciation Dinners-MD & PA

DATES CHANGED TO AUGUST 4-6

Travel Impressions-Ft. Lauderdale, FL (may substitute Senior Show)

DATE CHANGED TO SEPTEMBER

Please CHECK those opportunities you wish to sign up for on following page and indicate whether you will participate or do brochure distribution.

Thank you!



**LEISURE TRAVEL DEPARTMENT
PARTICIPATION SIGN-UP SHEET FOR APRIL 1-JUNE 30, 2008**

Please check 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 58th 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 CHECK YOUR PREFERENCES BELOW AND E-MAIL TO CINDY POWELL IN THE LEISURE TRAVEL DEPT. AT Cindy@floridasbeach.com or FAX: 727-533-2163 OR 727-464-7260!

Name: _____ Company: _____
 Phone: _____ Fax: _____
 E-mail: _____

Participation Brochure Distribution

APRIL

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> <u>RPD-GLBT Expo-NYC, NY</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | <input type="checkbox"/> \$250 for 250 |
| <input type="checkbox"/> <u>Fiesta in the Park-Lake Eola (Orlando)</u> | <input type="checkbox"/> \$100 for shared booth | <input type="checkbox"/> \$150 for 200 | |
| <input type="checkbox"/> <u>NTS-Troy, MI</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | |
| <input type="checkbox"/> <u>NTS-Grand Rapid, MI</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | |
| <input type="checkbox"/> <u>NTS-Toledo, OH</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | |
| <input type="checkbox"/> <u>NTS-Novl, MI</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | |
| <input type="checkbox"/> <u>HX Media Gay Travel Expo-Boston, MA</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | <input type="checkbox"/> \$200 for 250 |
| <input type="checkbox"/> <u>HX Media Gay Travel Expo-New York, NY</u> | <input type="checkbox"/> \$250 for shared booth | <input type="checkbox"/> \$100 for 100 | <input type="checkbox"/> \$200 for 250 |



<input type="checkbox"/> Chicago Sales Mission	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Travel Professionals of Color-New Orleans	<input type="checkbox"/> \$100 for shared booth	<input type="checkbox"/> \$100 for 100 <input type="checkbox"/> \$200 for 250

**LEISURE TRAVEL DEPARTMENT
PARTICIPATION SIGN-UP SHEET FOR APRIL 1-JUNE 30, 2008 Cont'd**

	Participation	Brochure Distribution
MAY		
<input type="checkbox"/> IGLTA Convention-Las Vegas, NV	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100 <input type="checkbox"/> \$200 for 250
<input type="checkbox"/> Kansas City Sales Mission	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Hotelbeds.com-Orlando, FL	<input type="checkbox"/> \$25	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Pentagon Travel Show-Washington, DC	<input type="checkbox"/> \$200 for 1/2 booth	N/A
<input type="checkbox"/> Mark Travel-Orlando, FL	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> I-95 Welcome Center-Yulee, FL	<input type="checkbox"/> \$25	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> I-75 Welcome Center-Jennings, FL	<input type="checkbox"/> \$25	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Hotels.com Reservation Call Center-Arlington, TX	<input type="checkbox"/> \$25	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Columbus Sales Mission	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 <input type="checkbox"/> \$200 for 250

JUNE		
<input type="checkbox"/> Gay Days-Orlando, FL	<input type="checkbox"/> \$100 for shared booth	<input type="checkbox"/> \$100 for 100 <input type="checkbox"/> \$200 for 250
<input type="checkbox"/> Providence, RI Sales Mission	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 <input type="checkbox"/> \$200 for 250
<input type="checkbox"/> Vacation.com Annual Trade Show-Las Vegas, NV	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> GoGo Worldwide Vacations Dinner-Chicago, IL	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> GoGo Worldwide Vacations Dinner-Cleveland, OH	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> GoGo Worldwide Vacations Dinner-Detroit, MI	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> AAA FL Spring Blitz	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100

Thank you from your Leisure Travel Team!