



Leisure Travel Sales Opportunities January 1-March 31 2009

JANUARY

American Bus Association Conference January 7-11, 2009

Description: The American Bus Conference & Marketplace is a premier business event for the group travel appointments and are the core of the show; which allow Buyers and Sellers to meet during prescheduled seven-minute appointments.

Attendance: 3,300

Show Type: Conference & Marketplace

Sales Manager: Gail Yeager

Participation: N/A

Brochure Dist: N/A

Collateral Due: N/A

Adventures in Travel Expo-Chicago, IL January 10-11, 2009

Description: **NEW EVENT! - The Hottest Travel Event in the Chicago Market - Now in its 4th Year!** Established in the Chicago market, over 13,000 consumers and 450 agents flock to the Adventures in Travel Expo seeking unique and authentic travel experiences. Take advantage of a valuable face-to-face marketing opportunity by showcasing your property and its distinctive features to our number 1 origin market in the country.

Attendance: Over 13,000 consumers and 450 travel agents

Show Type: Consumer and Travel Trade

Sales Manager: Rob Price

Participation: \$900 for ½ booth (Limit 2 partners)

Brochures: \$200 for 200 pieces

Collateral Due: December 19, 2008

Senior Fun Fest –Tampa, FL January 21-22, 2009

Description: Showcase your property or attraction during the Senior Fun Fest at the Florida State Fairgrounds Expo Hall. Join us for our fourth 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, 2009

Atlanta Travel Expo-Atlanta, GA**January 23-25, 2009**

Description: **NEW EVENT!** - The only Travel Show in Atlanta offering a unique opportunity to connect with thousands of travel minded Atlantans eager to explore what your property has to offer. This show offers free promotion of your show only vacation specials and ability to book directly at the Show which gives you an immediate return on your investment! In addition to the general consumers, you will have face to face interaction with hundreds of travel agents during exclusive trade hours.

Attendance: over 10,000 consumers and 300 travel agents

Show Type: Consumer and Travel Trade

Sales Manager: Rob Price

Participation: \$900 for ½ booth (Limit 2 partners)

Brochure Dist: \$200 for 200 pieces

Collateral Due: January 5, 2009

Snowbird Extravaganza- Lakeland, FL**January 27-28, 2009**

Description: Join us in our fourth 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 2 partners)

Brochure Dist: \$100 for 100 pieces

Collateral Due: January 16, 2009

FEBRUARY**Florida Huddle-Orlando, FL****February 1-3, 2009**

Description: We will once again attend the 33rd Annual Appointment tradeshow

Attendance: 400 Buyers and Suppliers-Domestic & International Tour Operators and .com partners

Show Type: Wholesale

Sales Manager: Rosemarie Payne

Participation: Please register directly with Florida Huddle – www.floridahuddle.com – Single Booth registration \$2350

Brochure Dist: N/A

Collateral Due: N/A

New York Times Travel Show-New York City, NY***February 6-8, 2009***

Description: Reach 23,000+ active travelers and trade professionals at The Ultimate Travel Experience - The New York Times Travel Show, now in its 6th year! The New York Times Travel Show is the largest consumer and Travel trade show produced in the United States, featuring more than 500 tourism boards, destinations, operators, outfitters, and spas from around the globe. Every year, it's a crowd pleaser: More than 23,000 attendees (8,000+ trade professionals) visited the Expo Floor in 2008.

Attendance: Over 23,000 consumers and 8,000 trade professionals

Show Type: Consumer and Travel Trade

Sales Manager: Rob Price

Participation: \$900 for ½ booth (Limit 2 partners)

Brochures: \$200 for 200 pieces

Collateral Due: January 21, 2009

Canadian Sales Mission-Toronto, Canada***February 19-26, 2009***

Description: Consumer Show 2/20 – 22/09 – Outdoor Adventure Show – followed by a week of sales calls, reservations center training, VIP PR/Media/Press luncheon and VIP Travel Trade luncheon

Attendance: 10,000 consumers, over 75 travel industry participants and media

Show Type: Consumer & Wholesale

Sales Manager: Rosemarie Payne

Participation: Full participation \$1000
VIP Events and calls/training \$500

Brochure Dist: \$500 for 500 brochures

Collateral Due: February 6, 2009

Boston Globe Travel Show-Boston, MA***February 20-22, 2009***

Description: Join us for the 4th annual Boston Globe Travel Show. Together with Visit Florida we will showcase Pinellas County! Some of the attendee demographics from 2008 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: \$1300 for ½ booth

Brochure Dist: \$100 for 100 pieces

Collateral Due: February 6, 2009

Adventures in Travel Expo-Washington D.C.**February 21-22, 2009**

Description: With Washington DC consumer spending over \$57 million on travel annually, this travel show is the hottest in the DC market. Now entering its 5th year, Adventures in Travel Expo attracts over 12,000 qualified consumers and 500 agents each year. Take advantage of a valuable face-to-face marketing opportunity by showcasing your property to consumers who are looking to buy. According to the 2008 show survey, 74% of Washington DC consumers found their next vacation at the show, 56% will book that vacation within 6 months.

Attendance: Over 12,000 consumers and 500 travel agents

Show Type: Consumer and Travel Agent

Sales Manager: Rob Price

Participation: \$900 for ½ booth (Limit 2 partners)

Brochure Dist: \$200 for 200 pieces

Collateral Due: February 3, 2009

National Trade Shows-Knoxville and Nashville, TN**February 25-26, 2009**

Description: NTS hosts a trade show followed by a dinner seminar for a select group of proven travel agents in each city. During the event, you have 2 opportunities to sell your property first, at the trade show and secondly during the dinner in which you will have the opportunity to showcase your property to the entire group.

Cities/Dates: 2/25 Knoxville
2/26 Nashville

Attendance: Approx. 100 travel agents per city

Show Type: Retail

Sales Manager: Rob Price

Participation: \$200 for shared booth per city (Limit 2 partners)

Brochures: \$100 for 100 pieces per city

Collateral Due: February 2, 2009

MARCH**National Trade Shows-Florida****March 2-3, 2009**

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: 3/2 Cocoa Beach, FL
3/3 West Palm, FL

Attendance: 100 travel agents per city

Show Type: Retail

Sales Manager: Cindy Powell

Participation: \$200 for shared booth per city (Limit 2 partners)

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: January 9, 2009

Visit St Petersburg/Clearwater
13805 58th Street N, Suite 2-200 Clearwater, FL 33760

Visit Florida Reception-Providence, RI**March 4, 2009**

Description: Visit Florida will coordinate a two-hour reception for top producing Rhode Island Travel Agents before the AAA marketplace Show in Foxborough, MA.

Attendance: 60+

Show Type: Retail

Sales Manager: Gail Yeager

Participation: Must register direct with Visit Florida. Contact Carolyn Jones
cjones@visitflorida.org

Brochure Dist: N/A

Collateral Due: N/A

AAA Marketplace- Providence RI**March 6-8, 2009**

Description: This is our Fourth 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: \$800 for ½ booth

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

Collateral Due: February 20, 2009

National Tradeshows-PA and NJ**March 23-27, 2009**

Description: Travel Agent tradeshows and dinner in same format as above

Cities/Dates: 3/23 Philadelphia, PA
3/24 Langhorne, PA
3/25 Allentown, PA
3/26 Cherry Hill, NJ

Attendance: Approx. 100 agents per city

Show Type: Retail

Sales Manager: Rosemarie Payne

Participation: \$200 for shared booth per city (Limit 2 partners)

Brochure Dist: \$100 for 100 pieces

Collateral Due: March 9, 2009

Funjet Vacations Trade Show Texas**March 2009(Date TBD)**

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 Dallas
Houston
San Antonio
Austin

Attendance: Approx 300 agents per city

Show Type: Retail/Wholesale

Sales Manager: Gail Yeager or Rob Price

Participation: **FREE!** Per city

Brochure Dist: \$50 for 100 pieces per city

Collateral Due: TBD

Atlanta Sales Mission**March 2009(Date TBD)**

Description: We will make sales calls to all of the AAA offices in the greater Atlanta area and to the top agencies of Delta Vacations. The highlight of the mission will be our hosted travel agent event at a unique venue that will include more than just a seminar and dinner. Stay tuned for further details to be confirmed in January.

Attendance: 30 -50 for agent event and 15- 20 sales calls

Show Type: Retail

Sales Manager: Rob Price

Participation: \$250 for entire mission

Brochures: \$100 for 100 pieces

Collateral Due: Contact Sales Manager

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 JAN 1-MAR 31, 2009**

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

JANUARY

- | | | |
|---|---|---|
| <input type="checkbox"/> <u>Adventures in Travel Expo-Chicago, IL</u> | <input type="checkbox"/> \$900 for ½ Booth | <input type="checkbox"/> \$200 for 200 pieces |
| <input type="checkbox"/> <u>Senior Fun Fest-Tampa, FL</u> | <input type="checkbox"/> \$100 for shared Booth | <input type="checkbox"/> \$100 for 100 pieces |
| <input type="checkbox"/> <u>Atlanta Travel Expo-Atlanta, GA</u> | <input type="checkbox"/> \$900 for ½ Booth | <input type="checkbox"/> \$200 for 200 pieces |
| <input type="checkbox"/> <u>Snowbird Extravaganza-Lakeland, FL</u> | <input type="checkbox"/> \$100 for shared Booth | <input type="checkbox"/> \$100 for 100 pieces |

FEBRUARY

- | | | |
|--|--|---|
| <input type="checkbox"/> <u>New York Times Travel Show-NYC, NY</u> | <input type="checkbox"/> \$900 for ½ Booth | <input type="checkbox"/> \$200 for 200 pieces |
| <input type="checkbox"/> <u>Canadian Sales Mission-Toronto-Full Event</u> | <input type="checkbox"/> \$1000 | <input type="checkbox"/> \$500 for 500 pieces |
| <input type="checkbox"/> <u>Canadian Sales Mission-Toronto-VIP/Sales Calls</u> | <input type="checkbox"/> \$500 | <input type="checkbox"/> N/A |

Visit St Petersburg/Clearwater
13805 58th Street N, Suite 2-200 Clearwater, FL 33760

LEISURE TRAVEL DEPARTMENT
PARTICIPATION SIGN-UP SHEET FOR JAN 1-MAR 31, 2009 Cont'd

Participation Brochure Distribution

FEBRUARY-Cont'd

<input type="checkbox"/> <i>Boston Globe Travel Show-Boston, MA</i>	<input type="checkbox"/> <i>\$1300 for ½ Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>Adventures in Travel Expo-Washington, DC</i>	<input type="checkbox"/> <i>\$900 for ½ Booth</i>	<input type="checkbox"/> <i>\$200 for 200 pieces</i>
<input type="checkbox"/> <i>NTS-Knoxville, TN</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>NTS-Nashville, TN</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>

MARCH

<input type="checkbox"/> <i>NTS-Cocoa Beach, FL</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>NTS-West Palm, FL</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>AAA Marketplace-Providence, RI</i>	<input type="checkbox"/> <i>\$800 for ½ Booth</i>	<input type="checkbox"/> <i>\$100 for 100 or \$250 for 250 pieces</i>
<input type="checkbox"/> <i>NTS-Philadelphia, PA</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>NTS-Langhorne</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>NTS-Allentown, PA</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>NTS-Cherry Hill, NJ</i>	<input type="checkbox"/> <i>\$200 for shared Booth</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>
<input type="checkbox"/> <i>Funjet-Dallas, TX</i>	<input type="checkbox"/> <i>FREE</i>	<input type="checkbox"/> <i>\$50 for 100 pieces</i>
<input type="checkbox"/> <i>Funjet-Houston, TX</i>	<input type="checkbox"/> <i>FREE</i>	<input type="checkbox"/> <i>\$50 for 100 pieces</i>
<input type="checkbox"/> <i>Funjet-San Antonio, TX</i>	<input type="checkbox"/> <i>FREE</i>	<input type="checkbox"/> <i>\$50 for 100 pieces</i>
<input type="checkbox"/> <i>Funjet-Austin, TX</i>	<input type="checkbox"/> <i>FREE</i>	<input type="checkbox"/> <i>\$50 for 100 pieces</i>
<input type="checkbox"/> <i>Atlanta Sales Mission</i>	<input type="checkbox"/> <i>\$250</i>	<input type="checkbox"/> <i>\$100 for 100 pieces</i>