



Leisure Travel Sales Opportunities July 1-September 30 2008

JULY 2008

AAA Auto Club South- Florida Sales Blitz July, 2008

Description: Drive Market! This is a great way to promote your summer and fall getaways!
Open only to those properties that are AAA rated, as well as attractions and chambers

Cities/Dates: 7/1 (Tues) Team 1: North Tampa (3 offices) Spring Hill, Port Richey, and Trinity
7/1 (Tues) Team 2: Tampa (Westshore) Brandon, Sun City Center, Bradenton, Sarasota, (2 offices), and Lakewood Ranch
7/16-17 (Wed-Thu): Vero Beach, Ft. Pierce, Palm Beach, Delray Beach, Pompano Beach, Pembroke Pines, Plantation, Naples, Ft. Myers, Port Charlotte, Venice

Attendance: 25 Offices
Show Type: Retail
Sales Manager: Gail Yeager
Participation: \$100 (One time charge)
Brochure Dist: \$100 for 100 pieces
Collateral Due: Contact Sales Manager for details

Florida Motorcoach Association Appointment Show-Orlando, FL July 7-10, 2008

Description: This appointment show will include seeing Motorcoach companies and group travel planners that coordinate programs for seniors, families, students, etc.

Attendance: 200
Show Type: Wholesale
Sales Manager: Gail Yeager
Participation: N/A
Brochure Dist: N/A
Collateral Due: N/A

GOGO Worldwide Vacations Appreciation Dinners-Northeast **July 7-9, 2008**

Description: We will be exhibiting in these 4 cities 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 as well as attractions and chambers**

Cities/Dates: 7/7-Northern, NJ
7/8-White Plains, NY
7/9-Southern, CT

Attendance: 100-125 per city

Show Type: Wholesale/ retail

Sales Manger: Rob Price

Participation: \$200 per city

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: June 23, 2008

Liberty Travel / Long Island Sales Mission-Long Island, NY **July 14-18, 2008**

Description: Join us as we conduct sales calls to all the Liberty Travel offices in NYC and visit the top producing agencies in Long Island.

Attendance: Approx 150 agents

Show Type: Retail

Sales Manager: Rob Price

Participation: \$50

Brochure Dist: \$100 for 100 pieces

Collateral Due: June 30, 2008

Travel Agents of Tennessee Annual Trade Show-Nashville, TN **July 26, 2008**

Description: Join us for our 4th year attending this retail trade show. The agents pay to attend-so rest assured you are going to see top producers only. This is an excellent way to reach the drive and fly market.

Attendance: 150

Show Type: Retail

Sales Manager: Rob Price

Participation: \$100 for 1/2 booth

Brochure Dist: \$100 for 100 pieces

Collateral Due: July 11, 2008

AUGUST

GOGO Worldwide Vacations Appreciation Dinners-NJ, DE, MD **August 4-6, 2008**

Description: We will be exhibiting in these 4 cities 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 as well as attractions and chambers**

Cities/Dates: 8/4-Southern, NJ
8/5-Wilmington, DE
8/6-Baltimore, MD

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: July 18, 2008

Funjet Vacations Trade Shows- IL, MO, MN & ,WI **August 13-14 and 18-19, 2008**

Description: This is an inexpensive opportunity to reach Mark Travels top performing travel agents in their largest markets. **Open only to those properties contracted with Funjet Vacations as well as attractions and chambers**

Cities/Dates: 8/13-Chicago, IL
8/14-St. Louis, MO
8/18-Minneapolis, MN
8/19-Milwaukee, WI

Attendance: Approx 250 per city

Show Type: Retail/wholesale

Sales Manager: Rob Price

Participation: **FREE**

Brochure Dist: \$50 for 100 pieces per city

Collateral Due: July 30, 2008

Governor's Conference on Tourism-Orlando, FL **August 17-19, 2008**

Description: 41st Annual Governor's Conference on Tourism – the perfect opportunity to market to Florida's tourism industry. Governor's Dinner, educational workshops, Flagler Awards and world class speakers.

Attendance: N/A

Show Type: Industry

Sales Manager: Rosemarie Payne

Participation: Please register directly with VISIT FLORIDA

Brochure Dist: N/A

Collateral Due: N/A

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

La Cumbre-Miami, FL**August 27-29, 2008**

Description: Appointment show with Latin American Tour Operators. Acknowledged as the key business summit for the Latin American Market. Meet face-to-face with travel buyers from this very important emerging market for Pinellas County.

Attendance: 250

Show Type: Industry

Sales Manager: Rosemarie Payne

Participation: Please register directly with Reed Exhibitions

Brochure Dist: N/A

Collateral Due: N/A

SEPTEMBER**Go-Go Trade Show-Ft. Lauderdale, FL****September 8, 2008**

Description: We will be exhibiting in this annual tradeshow that features only GoGo Vacation top accounts. This is a great opportunity to reach and network with key travel agents with in the state for the drive market clients. **Open only to those properties contracted with GOGO as well as attractions and chambers**

Attendance: 75

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$375

Brochure Dist: \$100 for 100

Collateral Due: August 25, 2008

Philadelphia Sales Mission & Phillies Game, Philadelphia, PA**September 8-12, 2008**

Description: Annual Philadelphia Sales Mission & VIP Suite at a Phillies Game. Retail sales calls, wholesale destination training and the game Thursday, 9/11/08 Phillies vs. Milwaukee Brewers. Great market for our destination. Airline partners TBD.

Attendance: TBD

Show Type: Retail

Sales Manager: Rosemarie Payne

Participation: \$250

Brochure Dist: \$100 for 100 pieces

Collateral Due: August 25, 2008

Southern Women's Show-Cleveland, OH**September 11-14, 2008**

Description: **NEW!** We are excited to be adding the Cleveland Show to our line-up of quality consumer shows. These shows are designed to create an atmosphere where sales can be generated for our destination. By exhibiting, you have the opportunity to talk-one-on-one with thousands of women in a festive and fun atmosphere!

Attendance: 2,000+

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$250

Brochure Dist: \$100 for 100 pieces

Collateral Due: August 28, 2008

National Trade Shows-MA, NH, CT & RI**September 22-25, 2008**

Description: Each city stop has a min-trade show and presentation time for the destination.
Please take note early day for collateral!!!

City/Dates: 9/22-Peabody, MA
9/23-Nashua, NH
9/24-Windsor, CT
9/25-Warwick, /RI

Attendance: 200 agents per city

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$250 per city (two partners only)

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: August 8, 2008

Canadian Sales Mission**September 2008 (Date TBD)**

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 JULY 1-SEP 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

JULY

<input type="checkbox"/> AAA Auto Club South-7/1-Team 1	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> AAA Auto Club South-7/1 Team 2	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> AAA Auto Club South-7/15-17	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> GoGo Appreciation Dinner-Northern, NJ	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> GoGo Appreciation Dinner-White Plains, NY	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> GoGo Appreciation Dinner-Southern, CT	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Liberty/Long Island Sales Blitz	<input type="checkbox"/> \$50	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> Travel Agents of Tennessee-Nashville	<input type="checkbox"/> \$100 for 1/2 booth	<input type="checkbox"/> \$100 for 100

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

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

Participation Brochure Distribution

AUGUST

<input type="checkbox"/> <i>GoGo Appreciation Dinner-Southern, NJ</i>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>GoGo Appreciation Dinner-Wilmington, DE</i>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>GoGo Appreciation Dinner-Baltimore, MD</i>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>Funjet Vacations-Chicago, IL</i>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$50 for 100
<input type="checkbox"/> <i>Funjet Vacations-St Louis, MO</i>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$50 for 100
<input type="checkbox"/> <i>Funjet Vacations-Minneapolis, MN</i>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$50 for 100
<input type="checkbox"/> <i>Funjet Vacations-Milwaukee, WI</i>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$50 for 100

SEPTEMBER

<input type="checkbox"/> <i>GoGo Tradeshow-Ft Lauderdale, FL</i>	<input type="checkbox"/> \$375	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>Philadelphia Sales Mission/Game-Philadelphia, PA</i>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>Southern Women's Show-Cleveland, OH</i>	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>NTS-Peabody, MA</i>	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>NTS-Nashua, NH</i>	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>NTS-Windsor, CT</i>	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100
<input type="checkbox"/> <i>NTS-Warwick, RI</i>	<input type="checkbox"/> \$250 for shared booth	<input type="checkbox"/> \$100 for 100

Thank you from your Leisure Travel Team!