



Leisure Travel Sales Opportunities October 1-December 31 2008

OCTOBER

MLT University- St. Paul, MN October 6-9, 2008

Description: Here is your chance to interact with over 1300 of MLT Vacations top producing travel agents from around the country. This is a 3 day long trade show in which a new group of agents visits the show each day. **THIS EVENT IS ONLY OPEN TO MLT PARTNER PROPERTIES and any attractions and chambers.**

Attendance: 1,300+

Show Type: Wholesale

Sales Manager: Rob Price

Participation: \$400 (limit 5 partners)

Brochure Dist: \$200 for 200 pieces

Collateral Due: September 22, 2008

Southern Women's Show Orlando, FL October 9-12, 2008

Description: In-State! We are excited to be another year of participating in this show! This consumer show is 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: 15,000+

Show Type: Consumer

Sales Manger: Gail Yeager

Participation: \$300 (limit 2 partners)

Brochure Dist: \$100 for 200 pieces

Collateral Due: September 26, 2008

Travel Impressions Trade Shows – Long Island, Stamford, Boston October 14-17, 2008

Description: Come along on the annual fall Travel Impressions product launch that focuses on the Northeast region. Format is a table top trade show followed by a presentation by the tour operator. Only top producing agents are invited. **OPEN only to properties in the Travel Impressions program and any attractions and chambers.**

Cities/Dates: 10/14-Long Island, NY
10/15-Stamford, CT
10/16-Boston, MA

Attendance: 150-200 per city

Show Type: Wholesale

Sales Manager: Rob Price

Participation: \$250 per city (limit 2 partners per city)

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: September 2, 2008

Southern Women's Show Jacksonville, FL**October 16-19, 2008**

Description: In-State! This is an opportunity to showcase your hotel or attraction with women from north Florida and South Georgia. This is great exposure for the military as the Naval Air Station located in Jacksonville.

Attendance: 12, 000+

Show Type: Consumer

Sales Manager: Gail Yeager

Participation: \$300 (limit 2 partners)

Brochure Dist: \$100 for 200 pieces

Collateral Due: October 2, 2008

National Trade Shows-OH**October 20-24, 2008**

Description: **New event!** This is a great opportunity to market to the travel agent community throughout Ohio. The format for these shows is a table top trade show followed by a dinner in which you will be given presentation time to speak to the entire group.

Cities/Dates: 10/20-Cincinnati
10/21-Columbus
10/22-Akron
10/23-Cleveland

Attendance: 100 per city

Show Type: Retail

Sales Manager: Rob Price

Participation: \$250 per city (limit 2 partners per city)

Brochure Dist: \$100 for 100 pieces per city

Collateral Due: September 2, 2008

I-75 Florida Welcome Center-Fall Festival**October 31, 2008**

Description: Spooky and Spectacular! Please join us for a fun fill day with Visit Florida in their annual Fall Festival. Meet and greet visitors as they arrive, and invite them to visit St Pete/Clearwater! No tricks only treats!!

Attendance: 350+

Show Type: Consumer

Sales Manager: Cindy Powell

Participation: **FREE!** (Must sign up through Visit Florida)

Brochure Dist: \$100 for 200 pieces

Collateral Due: October 17, 2008

NOVEMBER

Visit St Petersburg/Clearwater/Orlando Germany Sales Mission November 1-8, 2008

Description: **NEW!** Join Visit St. Petersburg/Clearwater and the Orlando CVB for a German Sales Mission that features in-house sales training & evening events at five key tour operator offices in Munich, Stuttgart, Cologne & Frankfurt. If you are featured in FTI, Neckermann Reisen, Thomas Cook Reisen, DERTOUR or Meier's Weltreisen programs, you are invited to be part of this significant sales initiative to one of Pinellas County's largest international markets

Show Type: Wholesale

Sales Manager: Rosemarie Payne

Participation: \$4275 Includes transportation between cities Participation fess exclusive of all other travel arrangements, flights, accommodations, meals not listed on the itinerary and incidentals

Brochure Dist: N/A

Collateral Due: Contact Rosemarie for details

Visit Florida (Women in Travel Society) New York Road Show November 3-7, 2008

Description: **New!** We will travel with VISIT FLORIDA to Albany, Troy, Rochester, and Syracuse. This highly attended program includes educational seminars, sponsored meal functions and a tradeshow component. In addition, VISIT FLORIDA will sponsor a Luncheon in Albany for the WITS (Women in Travel Society) annual "Meet Your Rep" event.

Attendance: 150 travel agents

Show Type: Retail

Sales Rep: Gail Yeager

Participation: N/A

Brochure Dist: N/A

Southeast ASTA Trade Show- Atlanta, GA November 6, 2008

Description: **New Event!** Come and network with Georgia's accredited top travel agents. This is a great way to promote both weekend getaways and the drive market.

Attendance: 200+

Show Type: Retail

Sales Manger: Rob Price

Participation: \$250 (limit 1 partner)

Brochure Dist: \$100 for 100 pieces

Collateral Due: October 23, 2008

Northern Virginia/DC Travel Show**November 7-9, 2008**

Description: **NEW!** Over 6,000 travel-motivated consumers are expected to attend for the affluent Northern Virginia/DC area. This area is the fourth largest market in the country with a population of 2 million residents in Northern Virginia area, 4.7 million in the DC area. Attendees comprise of a diverse community and a strong willingness to vacation in the coming year. Travel Agent component; up to 300 travel agents are expected to attend. Travel agents will be invited to attend the show free of charge.

Attendance: 2,000

Show Type: Consumer/Retail

Sales Manager: Gail Yeager

Participation: \$500 (Limit 2 partners)

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

Collateral Due: October 24, 2008

NBC5 Travel Expo – Chicago, IL**November 15-16, 2008**

Description: **New Event!** Finally, a well promoted consumer trade show in Chicago that focuses on travel. This event is promoted via the local NBC station and AAA so they are expecting a great turn out.

Attendance: 20,000+

Show Type: Consumer

Sales Manager: Rob Price

Participation: \$800 (limit 2 partners)

Brochure Dist: \$200 for 200 pieces

Collateral Due: October 31, 2008

Eastern Travel Association-PA**November 17-20, 2008**

Description: The mission of the Eastern Travel Association is to facilitate education and the exchange of information within the travel profession. This trade show fits that theme extending the opportunity for suppliers to reach their market and travel agents to interface directly with suppliers in a cost effective manner.

Cities/Dates: 11/17-Harrisburg, PA
11/18-Wilkes Barre, PA
11/19-Lehigh Valley, PA

Attendance: 200 agents per city

Show Type: Retail

Sales Manager: Gail Yeager

Participation: N/A

Brochure Dist: \$100 for 100 pieces per city

AAA Superbowl of Knowledge-Charlotte, NC**November 21-23, 2008**

Description: Why spend days driving to all the offices in South and North Carolina when this event allows you to solicit to each and every AAA travel and auto consoler from the AAA of the Carolinas club in one weekend. Format consists of a trade show and a formal dinner.

Attendance: 400+

Show Type: Retail

Sales Manager: Rob Price

Participation: \$200

Brochure Dist: \$100 for 100 pieces

Collateral Due: November 7, 2008

DECEMBER**Luxury Travel Expo-Las Vegas, NV****December 2-4, 2008**

Description: Would you like to market to travel agents whose average hotel booking is \$1,896? How about meeting not only agents but managers, owners, V.P.'s and home based agents? If so, join us at this 11th annual trade show.

Attendance: 3,200+

Show Type: Retail

Sales Manager: Rob Price

Participation: \$1100

Brochure Dist: \$200 for 200 pieces

Collateral Due: November 18, 2008

AAA Auto Club South Sales Blitz- FL**December 2008 dates and offices TBD**

Description: This is an excellent way for you to promote your winter and new 2009 getaways! As always, your brochures will be in each bag and will go to every office; actual sales calls are limited to 3 suppliers each date/area making visits more efficient and proportionate.

Attendance: 50+ club counselors

Show Type: Retail

Sales Manager: Gail Yeager

Participation: \$100

Brochure Dist: \$100 for 100 pieces

Collateral Due: Contact Sales Manager for details

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

Thank you!

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



**LEISURE TRAVEL DEPARTMENT
PARTICIPATION SIGN-UP SHEET FOR OCT 1-DEC 31, 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. Booth space is limited so we request you limit your distribution to one brochure, special flyer (if desired) and business card per quantity indicated. In many instances, producers limit the number of partners we can have. Therefore, to make it fair for all, participation will be on a rotating basis.

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
OCTOBER		
<input type="checkbox"/> <u>MLT University-St Paul, MN</u>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$200 for 200 pieces
<input type="checkbox"/> <u>Southern Women's Show-Orlando, FL</u>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$100 for 200 pieces
<input type="checkbox"/> <u>Travel Impressions-Long Island, NY</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>Travel Impressions-Stamford, CT</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>Travel Impressions-Boston, MA</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>Southern Women's Show-Jacksonville, FL</u>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$100 for 200 pieces
<input type="checkbox"/> <u>NTS-Cincinnati, OH</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>NTS-Columbus, OH</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces

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LEISURE TRAVEL DEPARTMENT
PARTICIPATION SIGN-UP SHEET FOR OCT 1-DEC 31, 2008 Cont'd

	Participation	Brochure Distribution
OCTOBER Cont'd		
<input type="checkbox"/> <u>NTS-Akron</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>NTS-Cleveland</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>I-75 Welcome Center Fall Festival</u>	<input type="checkbox"/> Visit Florida	<input type="checkbox"/> \$100 for 200 pieces

NOVEMBER

<input type="checkbox"/> <u>Germany Sales Mission</u>	<input type="checkbox"/> \$4275	<input type="checkbox"/> N/A
<input type="checkbox"/> <u>Southeast ASTA Tradeshow-Atlanta, GA</u>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>Virginia/DC Travel Show</u>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$100 for 100 or \$200 for 200
<input type="checkbox"/> <u>NBC5 Travel Expo-Chicago, IL</u>	<input type="checkbox"/> \$800	<input type="checkbox"/> \$200 for 200 pieces
<input type="checkbox"/> <u>ETA-Harrisburg, PA</u>	<input type="checkbox"/> N/A	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>ETA-Wilkes-Barre, PA</u>	<input type="checkbox"/> N/A	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>ETA-Lehigh Valley, PA</u>	<input type="checkbox"/> N/A	<input type="checkbox"/> \$100 for 100 pieces
<input type="checkbox"/> <u>AAA Superbowl of Knowledge-Charlotte, NC</u>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100 for 100 pieces

DECEMBER

<input type="checkbox"/> <u>Luxury Travel Expo-Las Vegas, NV</u>	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$200 for 200 pieces
<input type="checkbox"/> <u>AAA Auto Club South-Florida</u>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100 for 100 pieces

Thank you from your Leisure Travel Team!