

NYSTVA's 2011 Consumer Travel Shows Marketing Program

NYSTVA has coordinated booth space at a variety of consumer shows. This marketing program will assist you in your tourism marketing efforts by providing you the opportunity to buy in at a budget-friendly cooperative rate. Your promotional literature will be featured at shows, but you save on the costs associated with traveling to the show yourself!

(The NYS Division of Tourism has, at past shows, supplied our booth with state travel guides and giveaway items.)

To participate, check the appropriate box for each show of interest. Also, please indicate if you will provide a worker for any given show. The **Show Worker Rebate Program** pays a \$50/day rebate for show staffing assistance; payments made after show season ends. No-shows not credited. (1st come, 1st served for worker space).

Fee for distribution at each show covers distribution of ONE brochure per show, per member. Distribution of additional brochures at each show will cost additional \$100 each per show.

Add up your totals, provide payment and you're all set to enjoy this cost-saving benefit for NYSTVA members.



Mission: The New York State Travel & Vacation Association is the tourism industry's leader in communication, legislative awareness, professional development and promotion.

NYSTVA is a leader and voice of New York State's tourism industry.

Since the 1970s, NYSTVA has been one of the most well-established and pro-active statewide tourism associations. Its members are broad-based, encompassing a wide range of tourism-related businesses, including Destination Marketing Organizations, attractions, transportation companies, media consultants, educational institutions, lodging facilities, chambers of commerce—the list goes on!

For more details about all of NYSTVA's programs and member benefits, contact:

NYSTVA
PO Box 285
Akron, New York 14001
(888) 698-2970 (phone)
(716) 542-1404 (fax)
www.nystva.org, info@nystva.org

2011 Consumer Travel Shows Marketing Program



*Let us assist you with your
marketing efforts*

As low as \$100.00 per show!*

***2011 Rates:**

Tier A Membership Level: \$200/Show

Tier B & C Membership Level: \$100/Show

Refer to www.nystva.org/public/membership.asp to determine your member tier level, or contact the NYSTVA office (info@nystva.org; 888-698-2970) for assistance.

Total # of Shows Selected: _____

Multiplied by rate per show: \$ _____

Total \$ Due: \$ _____

Business Name _____

Contact Person _____

Email _____

Phone _____

Fax _____

Address _____

City _____

State/Zip _____

Payment Method: Check Credit Card

Make check payable to NYSTVA

Credit Card (or go to nystva.org, choose 'pay here'):

Visa MC Discover AMEX

Credit Card # _____

Exp. Date _____ CVV Number _____

Name of Card Holder as Appears on Card _____

Fax, Mail or Email completed form with payment to:
Dawn Borchert, NYSTVA Shows Coordinator, PO Box 285, Akron, NY 14001
Phone: 888-698-2970 Fax: 716-542-1404 info@nystva.org or dawn@nystva.org

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Enrollment is on a rolling basis. Sign up early to ensure you are counted! You may choose to distribute your brochure only, OR why not consider also working at a show? (See back of flyer for show worker rebate opportunity).

2011 Show Dates	Shows/Location/Website	Distribute My Brochure	I Will Attend
January 20-23	Toronto RV Show & Extravaganza, Toronto, ON www.rvshowtoronto.ca		
January 21-23	AAA—Great Vacation Expo—Columbus, OH www.aaagreatvacations.com		
January 25-26	Snowbird Extravaganza Show, Lakeland FL www.snowbirdextravaganza.com/south/florida.html		
January 30	AAA Mid-Atlantic 9th Annual Travel Expo, Wilkes-Barre, PA www.midatlantic.com		
February 16-20	Allegheny Sport Show, Monroeville, PA www.expoinc.com		
February (TBA)	AAA Reading/Berks Travel Odyssey Show, Wyomings, PA www.aaardgberks.com		
February (TBA)	AAA Mid-Atlantic Philadelphia Expo, Philadelphia, PA www.aaamidatlantic.com		
March 4-6	AAA Southern New England, Foxborough, MA www.aaasne.com		
March 10-13	WNY Sport & Travel Expo, Hamburg NY www.outdoorontheweb.com		
March 17-20	Cleveland Outdoor Adventure Show, Cleveland, OH www.outdoorontheweb.com		
April 2-3	The Travel & Vacation Show, Ottawa, ON www.travelandvacationshow.ca		
April (TBA)	"One Tank Travel Show," Erie, PA		
April (TBA)	AAA Mid-Atlantic Travel Show, Baltimore, MD		
April (TBA)	AAA Mid-Atlantic Travel Show, Edison, NJ		
July 15-17	Syracuse Nationals, Syracuse, NY www.righcoastcars.com/syracuse-nationals.php		

Some show dates not yet available at time of flyer publication. (6/2010)