



FY 2018/19

Dear Chamber Members:

The Jackson Hole Chamber of Commerce has received support from the Jackson Hole Travel & Tourism Board to attend Travel Trade Shows focused on driving tourism to our community in the fall, winter and Spring Months. The shows selected have been vetted by a cross section of local Sales & Marketing professionals in the Tourism Industry. Representation at the Trade Shows will benefit the entire community as we focus on tourism outside of the summer months.

Although Chamber Members and the community will be generally represented, you have the opportunity for your business to have **FEATURED REPRESENTATION**, *highlighting your business* specifically to meeting planners, tour operators and consumers planning to come to our community at the various trade shows we travel to.

If you have a HOTEL, RESTAURANT, ACTIVITY VENUE or anything else that you want visitors coming to Jackson to be aware of, this is the *most cost effective* way to market your business to those potential clients. PERIOD!

To effectively represent and FEATURE your business, representation is limited - here is the plan:

- I will produce an 8 ½ x 11 four page layout brochure for each tradeshow, the front cover will be a pictorial and verbiage of our area, the two inner pages will be photos and description of **FEATURED BUSINESSES** and the back page will have a map of our area.
- Each **FEATURED BUSINESS** will be reviewed to each potential client/guest
- Each potential client/guest will be provided a hard copy of the Brochure.
- Each potential client/guest will be e-mailed the brochure along to the entire mailing list I compile from the show.
- Each **FEATURED BUSINESS** will be provided the e-mail list after the show for your own use of marketing. *(account must be in good standing)*
- **Individual meetings can be arranged to go over the highlights of the show I have attended.**

What I need from you – Your LOGO and ONE photo that represent your business and approximately a 100-150 word description including your website/e-mail and phone number as soon as possible.

*To be **FEATURED**, please fill out the form below for each **business unit** you want **FEATURED** and initial the shows you are interested in and sign and return to me ASAP.* You will be invoiced prior to the attendance of the show and payment will be due upon receipt of the invoice. Mailing lists will not be available if your account is past due. If you have any questions or need further explanation, please contact me directly and I can explain/help you get in front of the right market.

Sincerely,

Kent Elliott
Director Destination Global Sales
Jackson Hole Chamber of Commerce
kent@jacksonholechamber.com

PH: 307-201-2306
FX: 307-733-5585

NAME OF BUSINESS UNIT TO BE REPRESENTED: _____

Place your initials next to the Tradeshow/Sales Mission you want to be FEATURED at.

_____ Brazil, Sao Paulo – September 2018; **\$300**

Target: Tour Operators and PR in the Brazilian Winter Market. There will be presentations made at 2-3 LTB/JH Chamber sponsored events whereas your business can be featured. Power Point Presentation will be produced with your information in it. Light collateral will also be taken.
Potential Contacts: 150

_____ Mexico, Mexico City & Guadalajara – October 2018; **\$300**

Target: Tour Operators and PR in the Mexican Winter Market. There will be presentations made at 2-3 LTB/JH Chamber sponsored events whereas your business can be featured. I will also present in Sales Calls to various Tour Operators/Travel Agents. A Power Point Presentation will be produced with your information in it. Light collateral will also be taken.
Potential Contacts: 150

_____ IMEX (Incentive, Meetings Expo) – October 2018; **\$300**

Target: Group Meeting Planners that book Corporate Meetings, Incentive Trips, Association Meetings (including Assn Board Meetings). Planners are always looking to learn more about the destination and the products that are offered. Get in front of them ahead of your competitor.

_____ Canada, Toronto – October 2018; **\$300**

Target: Tour Operators, Consumers and PR in the Toronto Winter Market. (We will be hosting a PR Media Event) There will be presentations made at the LTB/JH Chamber sponsored events whereas your business can be featured. Power Point Presentation will be produced with your information in it. Your brochures will be distributed at the Toronto Ski Show which is a 4 day event.
Potential Contacts: 150 - 350

_____ WTM (World Travel Mart) -November 2018; **\$300**

Target: United Kingdom/Europe - International Business/Tour Operators, Individual Travel and some group as well as travel writers looking for stories to write about. (New Services|Facilities | Activities etc.)
Potential contacts: 60

_____ ISE Denver (International Sportsman Exposition)- January 2019; **\$125**

Target: is the end user (consumer) *Coloradans tell me that they love Wyoming!*
Potential Contacts: 350 - 550

An individual "Rack" brochure of your business is needed. Incentive offers are valuable.

Brochures (approx. 400) due to the Chamber office no later than DECEMBER 28, 2018

_____ ABA (American Bus Association)-January 2019; **\$300**

Target: Tour Bus Business of all levels. Looking to expand on the spring, fall and winter bus series. Operators are looking for businesses that want to do business with them. Restaurants, shopping, lodging, activities etc. I will have one on one appointments. Just look around town in the winter, there are busses, are you capturing that business?
Potential Contacts: 35 - 50

NAME OF BUSINESS UNIT TO BE REPRESENTED: _____

Place your initials next to the Tradeshow/Sales Mission you want to be FEATURED at.

_____ Go West Summit- January 2019; **\$300**

Target: Domestic and International Tour Operators, Individual Travel and some group. I will have one on one appointments. International Business/Tour Operators, Individual Travel and some group as well as travel writers looking for stories to write about. (New services, facilities, activities etc.)

Potential Contacts: 40 - 50

_____ ITB (International Travel Bureau)- March 2019; **\$300**

Target: Germany, Australia, France, Benelux - International Business/Tour Operators, Individual Travel and some group; as well as travel writers looking for stories to write about. (New services, facilities, activities etc.) Focusing on Spring Winter & Fall business, but still helping Operators muddle the summer months by encouraging them to visit during other times of the year.

Potential contacts: 60

_____ ISE Salt Lake City (International Sportsman Exposition) March 2019; **\$125**

Target: is the end user (consumer) *Our neighbors, they are coming, direct them to your business!*

Potential Contacts: 350 - 550

An individual brochure of your business is needed. No Sales Sheet will be produced. Incentive offers are valuable.

Brochures (approx. 400) due to the Chamber office no later than March 08, 2019

_____ ITE (Incentive Travel Exchange); April 2019; **\$300**

Target: Professional Meeting Planners, Top Level Executives of Businesses. Incentive programs can come in the way of group business as well as individual business via Incentive Travel Programs within organizations. There will be one on one 20 minute appointments and group appointments with planners that may not thought of Jackson as a destination. *Introduce your business to them.*

Potential Contacts: 25 - 35

_____ RMI (Rocky Mountain International) April 2019; **\$300**

Target: International Tour Operators

Potential Contacts: 35 – 45

One on one appointment with all Tour Operators present.

_____ SnoTravel (Sno Travel Ski Expo – Australia) May 2019; **\$300**

Target: Ski Tour Operators, Travel Agents & Consumers. I attend two large Consumer Ski Shows. One in Sydney, the other in Melbourne. I also attend several other Shows that several different Tour Operators produce and invited are the Travel Agents they work with along with their customer base. Australia is JHMR's #1 International Ski Market... are you getting your share?

_____ IPW (International Tour Operators) June 2019: **\$300**

This is the largest International Tourism Tradeshow held in the United States. We typically have over 120 appointments in a 3 day period. If you are thinking of capturing the International Tourist, this is a good way to start.



You hereby agree to have the Jackson Hole Chamber of Commerce provide FEATURED REPRESENTATION for the Business Unit you have designated at the Tradeshows you selected above for FY18/19.

Preparers Printed Name: _____

E-Mail: _____

Signature: _____

Date: _____

Business Unit to be represented: _____

Total # of Shows for FEATURED REPRESENTATION: _____

Total Cost: _____

You will be invoiced prior to the show dates. Any cancellations prior to 30 days of the show, 50% refund, within 30 days, no refunds. All amounts will be due upon invoice; **generated leads will only be available if your account is in good standing.**

PLEASE BE SURE TO RETURN TO KENT ELLIOTT – KENT@JACKSONHOLECHAMBER.COM