



Destination Sales Trade Show Participation Application

As requested by the Jackson Hole Chamber of Commerce (JHCC), the Jackson Hole Travel and Tourism Joint Powers Board has provided monies to support acquiring booth space at several key Destination Tradeshows along with the support of Sales Missions to International Markets. JHCC will attend each show/mission to represent our destination at large and is currently seeking applications for businesses to accompany JHCC as Destination Representatives at these events.

As in the past, costs to attend these events are minimal, and the intention is to continue to offer attendance at a very affordable rate as compared to attending the show yourself or in comparison to standard practices of other DMO's.

Selected Applicants/Organization:

- May send one representative to each show/mission
- Represent the Destination of Jackson Hole first as well as their own business
- Receive full list of shared contacts from trade show
- Be available during show hours or for sales mission appointments and events

Qualifying Applicants must:

- Arrange/Pay own travel, accommodation and entertainment expenses for duration of show(s) attending
- Commit to attend all shows applied and selected for
- Collect and share contacts with other selected trade show participants
- Commit to attendance at the booth during operational hours and actively participate in set-up and clean-up of all shows attending.

Selection Criteria:

Applicants must meet at least 2 of the selection criteria to be considered, preference will be given to applicants that meet most or all of the following guidelines.

- Mandatory - Business is located in Teton County, WY.
- Collects Teton County lodging tax and submits the tax to the State of Wyoming Department of Revenue.
- Have active contacts in trade show target markets.
- Representative attending Trade Show has experience in the Target Market of each show.
- For Tradeshows focusing on group, having the capacity and infrastructure to serve groups.

*****DEADLINES*****

APPLICATIONS MUST BE RECEIVED BY 12:00 PM MST ON THE DUE DATE.
LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.

Application DUE DATE: Wednesday JULY 25, 2018

Selection Notification: Monday JULY 30, 2018

Destination Sales Trade Show / Sales Mission Participation Application

Business Name being represented: _____
(Please fill out separate application for each business unit applying)

Application Contact Name _____ / _____ DATE: _____
(PRINT) (SIGNATURE)

Application Contact Phone Number / E-Mail: _____ / _____

Below are the Tradeshows/Sales Missions that the JHCC is slated to attend on behalf of the community. You have the opportunity to attend alongside the JHCC. Although there is funding from the Lodging Tax Board to help cover the expenses of the tradeshow space and to support sales missions, there will be a cost to attend the tradeshow/sales missions as listed below. This cost will cover the Management of the show along with the additional costs of booth expenses. The cost associated to attend the tradeshow/sales missions does not cover the cost of sending a member from your business, (lodging, f&b and other associated costs for travel). Other responsibilities will include the staff member to assist manning the booth at such tradeshows. (Failure to meet responsibilities may hinder your future participation.)

YOU MUST INITIAL THE STATEMENT BELOW TO QUALIFY FOR SELECTION:

_____ If I am selected to participate in the tradeshow(s)/Sales Missions I have applied, I am responsible for sending a representative from my organization that has experience in the particular market the tradeshow targets. I am also responsible to pay the monetary costs listed below associated with tradeshow/sales mission 90 days PRIOR to the tradeshow/sales mission. (Your business will be invoiced after selection notification). Once you have been selected, there is no cancelation or substitutions or refunds for your organization. Please check all desired Trade Show/Sales Missions you would like to attend.

Tradeshaw Participation Selection

Business NAME: _____

INTERNATIONAL (South America, Mexico & Canada)

The Jackson Hole Mountain Resort has hired and retained in-market representation in these markets. These in-market agencies are *JHMR's Official Representatives*. The in-market representation will assist JHCC in organizing hosted event(s) in those markets. There could be other events organized by JHCC (Apre's, Dinners etc.) with Clients separate from what the in-market representatives will help organize that you may also be able to attend at the included cost. Arrangement of individual sales calls to YOUR clients is up to you to arrange.

South America (Brazil)

YES ___ NO ___

September 17-21, 2018, Sao Paulo / Possibly Rio de Janeiro

Event(s): Travel Agent Trainings / Networking Events

COST: \$1,400 for the first Representative, \$500 for each additional.

Mexico (Guadalajara/Mexico City/Possible Monterey)

YES ___ NO ___

October 8-12, 2018

Event(s): Travel Agent Trainings / Networking Events

COST: \$1,400 for the first Representative, \$500 for each additional.

Canada (Toronto)

YES ___ NO ___

October 25-28, 2018

Event(s): Toronto Ski Show - Consumer Event – 4 Day Tradeshaw

Oct 23/24 – (Tentative) PR/Media Event

COST: \$800 if only Tradeshaw, \$1200 if PR/Media Event Added for the first Representative, \$500 for each additional.

IMEX

World Wide Exhibition for Incentive Travel, Meetings & Events

YES ___ NO ___

October 16-18, 2018 Las Vegas, NV

Target market: Corporate / Association Meetings & Incentive Travel

There is no additional membership or registration.

Number of Representatives selected: 6-8 (10x30 booth)

COST: \$2,300.00 for the first Representative, \$700 for each additional

WTM

World Travel Market (WTM)

YES ___ NO ___

November 5-7, 2018 London, UK

Target Market: European Tour Operators & Media

This is a 3 day Tradeshaw where I will have my own booth and I am looking for 1 – 2 partners to attend.

COST: \$2,300.00 each if TWO Partners | \$3,300.00 if ONE Partner

ISE DENVER

International Sportsman Exhibition

YES ___ NO ___

January 10 – 15, 2019 Denver, CO

Target Market: Consumer Show

I typically see anywhere from 500 – 800 consumers interested in the Jackson Hole area, answering questions, handing out brochures/maps.

COST: \$400.00 For each Representative (Includes Featured Representation)

Business NAME: _____

ITB International Travel Bureau YES ___ NO ___
March 06 – 10, 2019 Berlin, Germany
Target Market: German and European Tour Operators and Media
This is a 5 day Tradeshow where I will have my own booth and I am looking for 1 – 2 partners to attend.
Three days are with Trade & Media, the final two days are consumer (optional)
COST: \$2,300.00 each if TWO Partners | \$3,300.00 if ONE Partner

ISE SLC International Sportsman Exhibition YES ___ NO ___
March 14 – 17, 2019 Sandy, UT
Target Market: Consumer Show
I typically see anywhere from 500 – 800 consumers interested in the Jackson Hole area, answering questions, handing out brochures/maps.
COST: \$400.00 for each Representative (Includes Featured Representation)

ITE Incentive Travel Exchange Meetings & Incentive Tradeshow. YES ___ NO ___
April 10 – 13, 2019, Park City, UT
Target Market: Corporate/Association Meetings & Incentive Travel
This is an exclusive invitation-only event featuring one-to-one ratio of Elite Hosted Buyers and Exhibitors from the U.S. and Internationally. Typically 28 – 30 one- on- one 20 min. appointments. Full networking program included. Please contact me for further details.
Maximum number of additional attendees: 1
COST: \$4,300.00.

STE Sno Travel Exposition YES ___ NO ___
May 19 & 26, 2019 Sydney & Melbourne, Australia
TWO Consumer Shows & Includes Hosted Events & Tour Operator Training
Target Market: Consumer show to highlight Winter Ski & Activities
Maximum number of attendees: 5
COST: \$2,000.00 for the first Representative, \$500 for each additional

IPW IPW - U.S. Travel Associations International YES ___ NO ___
June 3 – 5, 2019 Anaheim, CA
Target market: Tour Operators, Travel Agents, Wholesalers, Meeting Planners and Media
There is no additional membership or registration.
Maximum number of attendees: 8 (10 x 30 Booth)
COST: \$2,300.00 for the first Representative, \$1700 for each additional

PLEASE COMPLETE THE FOLLOWING SECTION:

- | | YES | NO | N/A |
|--|-------|-------|-------|
| • Mandatory - Business is located in Teton County, WY. | _____ | _____ | _____ |
| • Collects Teton County lodging tax and submits the tax to the State of Wyoming Department of Revenue. | _____ | _____ | _____ |
| • Have active contacts in trade show target markets. | _____ | _____ | _____ |
| • Representative attending Trade Show has experience in the Target Market of each show. | _____ | _____ | _____ |
| • For Tradeshow focusing on group, having the capacity and infrastructure to serve groups. | _____ | _____ | _____ |

Please return application via e-mail (kent@jacksonholechamber.com) or fax (307-733-5585)
Please Contact Kent Elliott, kent@jacksonholechamber.com with any questions or clarification.