



## Destination Sales Trade Show Participation Application

FY 19 - 20

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 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 17, 2019**

**Selection Notification: Monday JULY 22, 2019**

## Destination Sales Trade Show / Sales Mission Participation Application

PRINT 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 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, or sooner depending on the show date (ie IMEX, Mexico). (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.

## Tradeshow Participation Selection

Business NAME: \_\_\_\_\_

PLEASE PRINT

**IMEX**                      **World Wide Exhibition for Incentive Travel, Meetings & Events**                      **YES\_\_\_ NO\_\_\_**

**September 9 – 12, 2019 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: \$2,400.00 for the first Representative, \$700 for each additional**

**(Note: Payment will be due before September 1, 2019)**

### **INTERNATIONAL (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 (Apré'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.

**Mexico (Guadalajara/Mexico City/Possible Monterrey)**                      **YES\_\_\_ NO\_\_\_**

**October 8-12, 2018**

Event(s): Travel Agent Trainings / Networking Events

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

**(Note: Payment will be due by September 1, 2019)**

**Canada (Toronto)**                      **YES\_\_\_ NO\_\_\_**

**November 7 – 10, 2019**

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

This year, we are teaming up with Teton Gravity Research with an increased presence.

**COST: \$1,000, \$500 for each additional.**

**WTM**                      **World Travel Market (WTM)**                      **YES\_\_\_ NO\_\_\_**

**November 4 - 6, 2019 London, UK**

Target Market: European Tour Operators & Media

This is a 3 day Tradeshow 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 9 – 12, 2020; 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: \_\_\_\_\_

PLEASE PRINT

ITB International Travel Bureau YES \_\_\_ NO \_\_\_

March 04 – 08, 2020 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 19 – 22, 2020 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)

STE Sno Travel Exposition YES \_\_\_ NO \_\_\_

May 17 & 24, 2020 Melbourne & Sydney, 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

GMITE Global Meetings, Incentive Travel Exchange YES \_\_\_ NO \_\_\_

May 27 – 30, 2020 Phoenix, AZ

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: \$4,500.00.

IPW IPW - U.S. Travel Associations International YES \_\_\_ NO \_\_\_

May 30 - June 3 – 5, 2020 Las Vegas, NV

Target market: Tour Operators, Travel Agents, Wholesalers, Meeting Planners and Media

There is no additional membership or registration with US Travel as JHCC is the member.

Maximum number of attendees: 8 (10 x 30 Booth)

COST: \$2,400.00 for the first Representative, \$1700 for each additional

PLEASE COMPLETE THE FOLLOWING SECTION:

YES NO N/A

- Mandatory - Business is 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. \_\_\_\_\_

Please return application via e-mail ([kent@jacksonholechamber.com](mailto:kent@jacksonholechamber.com)) or fax (307-733-5585)

Please Contact Kent Elliott, [kent@jacksonholechamber.com](mailto:kent@jacksonholechamber.com) with any questions or clarification.