

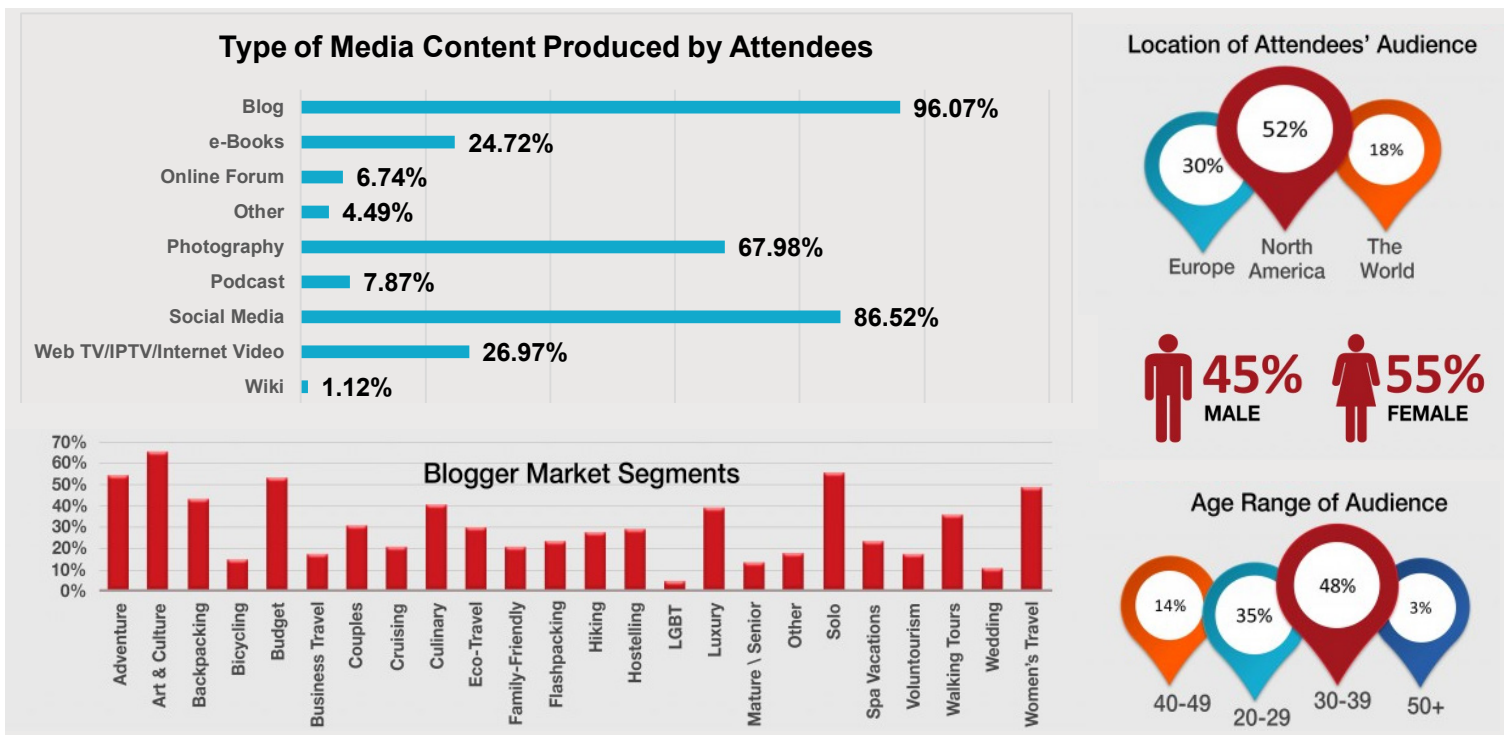


TBEX NORTH AMERICA 2018

SEPTEMBER 11-13 | #myFLXtbex

TBEX (Travel Blog Exchange) is the largest gathering of travel media, bloggers, and influencers around the world, attracting **600+ attendees** to each conference. TBEX events reached over **1 billion travel consumers** in 2017.

TBEX ATTENDEE INSIGHTS*



*info from TBEXCon.com

INFLUENCER/CONTENT MARKETING

- delivers **11x higher ROI** than traditional forms of digital marketing (TapInfluence study with Nielsen Catalina Solutions, 2016)
- is **62% less expensive** than traditional marketing and drives nearly **3x as many leads** (DemandMetric, 2014)
- Influencer content on social media earns more than **8x the engagement** of brand-direct content (RhythmOne & Forrester, 2015)
- **49%** of people say they rely on recommendations from influencers when making purchase decisions (Twitter and Annalect, 2016)

TBEX EVENT TIMELINE

Mon 9/10

Pre-BEX Excursions
Throughout the region

Speaker/Sponsor Event
Heron Hill Winery

Explore Corning Night
Corning's Gaffer District

Tues 9/11

Pre-BEX Excursions
Throughout the region

Opening Night Party
Watkins Glen International

Wed 9/12

Conference Day 1
Corning Museum of Glass

Thurs 9/13

Conference Day 2
Corning Museum of Glass

Closing Party
Corning Museum of Glass

Fri 9/14

FAM Tours Begin
Throughout NY State

For more information, email TBEX@fingerlakeswinecountry.com or call 607.936.0706