

Trade Show Representation: July 2023 – June 2024

Dear Chamber Members:

The Jackson Hole Chamber of Commerce, with support from the Jackson Hole Travel & Tourism Board, participates in travel trade shows dedicated to promoting responsible and sustainable tourism in our community during the fall, winter, and spring seasons. After input from a group of local sales & marketing experts within the tourism industry, the Jackson Hole Chamber of Commerce will represent Jackson Hole at (number) carefully-selected national and international shows from July 2023 – June 2024. By actively engaging in these events, we are emphasizing our commitment to bolstering responsible tourism and effectively promoting the local businesses and services that make Jackson Hole unique.

We would like to invite you to be represented at these events and thereby receive exposure to over (estimated numbers) quality leads. The Jackson business community receives general representation at all shows, but featured representation directly highlights your business to meeting planners, tour operators, and potential visitors.

Featured representation includes the following benefits:

- High quality photos and detailed descriptions of your business within an 8 ½ x 11 four-page brochure distributed at each tradeshow. Every potential client or guest receives a copy of this brochure, stimulating engagement with your business even after the event.
- A customized rack card dedicated to your business distributed at the International Sportsman Exposition.
- Each FEATURED BUSINESS will receive dedicated exposure from every potential client or guest attending the tradeshow.
- Exposure in brochures emailed to all potential clients or guests after the show, increasing your business's visibility.
- A valuable contact list of potential clients or guests from each show to empower future marketing efforts. This is not available for consumer shows.
- Individual meetings with our team, as arranged, highlight key takeaways from each show, allowing for a personalized and in-depth post-show review.

To secure your featured representation, please complete the form below and provide a high-resolution logo and photo along with a brief business description for the brochure.

Place your initials next to the tradeshow/sales mission at which you want to be featured. The cost of featured representation is indicated by each show.

GROUPS: Corporate / Incentive

GMITE (Global Meetings & Incentive Travel Exchange); April 2024; \$350

Initial _____

Target: Professional meeting planners, top-level executives of businesses.

Potential Contacts: 25 - 35

Show highlights: *Incentive programs can come in the way of group business as well as individual business via Incentive Travel Programs within organizations. Opportunity to introduce your business to planners in one-on-one, 20-minute appointments.*

Domestic & International

ISE Denver (International Sportsman Exposition); January 2024; \$175

Initial _____

Target: consumers (travelers) - *Coloradans tell me they love Wyoming!*

Potential Contacts: 550 - 750

Show highlights: *An individual professionally produced "rack" card or market rate for your business is needed. Incentive offers or reduced rates can be valuable.*

ISE Salt Lake City (International Sportsman Exposition); March 2024; \$175

Initial _____

Target: consumers (travelers) - *Our neighbor visiting Jackson. Direct them to your business.*

Potential Contacts: 350 - 550

Show highlights: *An individual professionally produced "rack" card or market rate for your business is needed. Incentive offers or reduced rates can be valuable.*

~~NTA (National Tour Association); November 2023; \$350~~

Initial _____

Target: Coach bus tour operators.

Show highlights: *This market was hit hard by Covid but is making their way back. Many of these operators are now producing smaller tours vs larger coaches. They are constantly looking for lodging, restaurants and activities that can accommodate larger groups.*

Place your initials next to the tradeshow/sales mission at which you want to be featured. The cost of featured representation is indicated by each show.

ABA (American Bus Association); January 2024; \$350

Initial _____

Target: Coach bus tour operators.

Show highlights: This market was hit hard by Covid, but is making its way back. Many of these operators are now producing smaller tours vs. larger coaches. They are constantly looking for lodging, restaurants, and activities that can accommodate bigger groups.

Go West Summit; February 2024; \$350

Initial _____

Target: Domestic and international tour operators, individual travelers, and some group contacts.

Potential contacts: 40 - 50

Show highlights: One-on-one appointments between attendees and me. This show may also see travel writers looking for stories. Venue includes new services, facilities, and activities.

IRU (international Round Up – formally RMI); April 19-24, 2024; \$350

Initial _____

Target: International tour operators Potential contacts: 35 – 45

Show highlights: One-on-one appointments with all tour operators present. Potential post FAM with tour operators – businesses with featured representation at this show will have first option to host/participate in the FAM trip.

Snow Travel (Snow Travel Ski Expo – Australia); May 2024; \$350

Initial _____

Target: Ski tour operators, travel agents, and travelers.

Show highlights: I attend two large consumer ski shows, one in Sydney and the other in Melbourne. Australia is JHMR's #1 International Ski Market.

IPW (International Tour Operators); May 3-7, 2024; \$350

Initial _____

Target: International tour operators.

Potential contacts: 120+

Show highlights: This is the largest international tourism tradeshow held in the United States. We typically host over 120 appointments in a 3-day period. If you are thinking of capturing the international tourist, this is a great opportunity.

You hereby agree to allow the Jackson Hole Chamber of Commerce to provide FEATURED REPRESENTATION for the business you have designated at the tradeshow you selected above for Travel Shows July 2023 – June 2024.

Business Name: _____

Preparer's Printed Name: _____

Email: _____

Phone: _____

Signature: _____

Date: _____

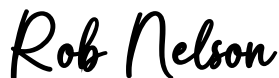
Business to be represented:

Total number of shows for FEATURED REPRESENTATION: _____ Total Cost: _____

You will receive an invoice before the scheduled show dates. Cancellations made more than 30 days prior to the event will be eligible for a 50% refund. Unfortunately, no refunds will be granted for cancellations within 30 days of the show. Failure to settle the invoice 30 days before the event will result in the exclusion of your business from the featured list; however, you will remain obligated to cover the full amount for the featured representation. All invoiced amounts are to be paid promptly upon receipt. Access to generated leads is contingent upon maintaining a current and positive account standing.

Looking forward to serving you with transparency and trust.

Sincerely,



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