



## **Destination Sales Trade Show Participation Application July 2023 – June 2024**

In response to the request from the Jackson Hole Chamber of Commerce (JHCC), the Jackson Hole Travel and Tourism Joint Powers Board has allocated funds to facilitate booth space acquisition at key Destination Tradeshows, along with support for Sales Missions to International Markets. The JHCC will actively participate in each show and mission, representing our destination, and is currently inviting applications from businesses to serve as Destination Representatives at these prestigious events.

Consistent with past practices, the associated costs for attending these events are kept minimal. Our commitment is to provide attendance at a highly competitive rate, offering a cost-effective alternative to individual attendance and aligning favorably with industry standards for Destination Marketing Organizations (DMOs).

### **Selected Applicants/Organization:**

- May send one representative to each show/mission.
- Represent the Destination of Jackson Hole first as well as their own business unit applied.
- Receive full list of shared contacts from trade show.
- Be available and participate during show hours or for sales mission appointments and events.
- For International Shows/Missions, organization must show they provide rates for Tour Operators in that market.

### **Qualifying Applicants must:**

- Arrange/Pay own travel, accommodation, and entertainment expenses for duration of show(s) attending.
- Commit to attend all shows applied for and selected.
- 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 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.

## Destination Sales Trade Show & Sales Mission Participation Application

Shows Currently Open as of 11/30/2023

ISE Denver Sportsman Expo (January 11-14)  
Go West Lake Tahoe (February 26-29)  
ISE Salt Lake City Sportsman Expo (March 21-24)  
GMITE Global Meeting & Incentive Orlando (April 7-10)  
IRU International Roundup (April 19-22)  
IPW Los Angeles (May 3-7)  
Snow Travel Expo Australia (May 19-26)

Please Fill out the below section or email [rob@jacksonholechamber.com](mailto:rob@jacksonholechamber.com) the shows that your business is interested in participating or being represented at and I will send over Electronic Agreement to your attention. Let me know if you need any assistance or have any questions.

*Place your initials next to the tradeshow/sales mission in which you want to participate. The cost of participation is indicated by each show.*

### GROUPS: Corporate/Association/Incentive

<b>GMITE</b>	<b>Global Meetings, Incentive Travel Exchange April 7 – 10, 2024 Orlando, FL</b> 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. <i>Maximum number of additional attendees: 1</i> <b>COST: \$4,500.00</b>	<b>Initial</b> _____
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### DOMESTIC

<b>ISE - DENVER</b>	<b>International Sportsman Exhibition January 11 - 14, 2024; Denver, CO</b> Target Market: Regional Consumer Show Don't let the name fool you, the consumers at this show are not only buying International Fishing / Hunting trips at the tune of \$10k +, but the attendees are well traveled throughout the region. I typically see anywhere from 800 – 1500 consumers interested in the Jackson Hole area, looking for direction on what to do, where to eat/stay...answering questions, handing out brochures/maps. <i>Maximum number of additional attendees: 2</i> <b>COST: \$400.00 For each Representative (Includes Featured Representation)</b>	<b>Initial</b> _____
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ISE - SLC

**International Sportsman Exhibition**

**Initial** \_\_\_\_\_

**March 16 – 19, 2024 Sandy, UT**

Target Market: Regional Consumer Show

Don't let the name fool you, the consumers at this show are not only buying International Fishing / Hunting trips at the tune of \$10k +, but the attendees are well traveled throughout the region. I typically see anywhere from 800 – 1500 consumers interested in the Jackson Hole area, looking for direction on what to do, where to eat/stay...answering questions, handing out brochures/maps.

*Maximum number of additional attendees: 2*

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

Go West

**GO WEST Summit**

**Initial** \_\_\_\_\_

**February 26-29, 2024 South Lake Tahoe**

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.

**COST: \$1,200.00**

**INTERNATIONAL**

IPW

**US Travel Association: International/Domestic Tour Operators**

**Initial** \_\_\_\_\_

**May 3-7, 2024 - Los Angeles, CA**

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

*Appointments can range from 80-120 over a three-day period. It*

*is the responsibility of the attendees to help select requested appointments.*

*There are no additional membership fees. Maximum number of attendees: 8 (10' x 30' Booth)*

**COST: \$2,600, \$1,900 FOR ADDITIONAL**

Snow Travel Expo

**Sydney & Melbourne Australia**

**Initial** \_\_\_\_\_

**May 19 & 26, 2024 (Melbourne/Sydney)**

TWO Consumer Shows & Includes possible Hosted Events & Tour Operator Training. You must provide rates to Australian Tour Operators, as they also have events that only the Lodging Properties they work with are invited.

Target Market: Consumer show to highlight Winter Ski & Activities

*Maximum number of attendees: 3*

**COST: \$2,000.00 for the first Representative, \$500 for each additional**

**PLEASE CHECK THE FOLLOWING THAT APPLY**

- Mandatory - Business is in Teton County, WY.
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- 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.
- In International Markets selected, you provide NET rates To International/Receptive Operators.

YES	NO	NA

**PRINT Business Name being represented:** \_\_\_\_\_

(Please fill out separate application for each business unit applying)

**Application Contact Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Contact Phone Number:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

Please return the application via e-mail at [rob@jacksonholechamber.com](mailto:rob@jacksonholechamber.com) or contact me direct for an emailed electronic agreement. Let me know if you need any assistance or have any questions.

**Rob Nelson**  
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 Jackson Hole Chamber of Commerce  
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