



Destination Sales Trade Show Participation Application

FY 21-22

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 unit applied
- 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 21, 2021

Selection Notification: Monday JULY 26, 2021

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: _____ / _____

With uncertainty of Tradeshows being realized, we are planning as if the tradeshows will be operational. Hence, if you sign up and pay for a tradeshow/sales mission that does not materialize, you will have the option of a refund or to have monies transferred to the rescheduling of that tradeshow.

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). (Your business will be invoiced after selection notification). Once you have been selected, there is no cancelation or substitutions or refunds for your organization, unless the tradeshow/sales mission is cancelled. Payment to attend will be due 90 days prior to the event, unless otherwise noted. Please check all desired Trade Show/Sales Missions you would like to attend.

Tradeshow Participation Selection

Business NAME/UNIT: _____

PLEASE PRINT

GROUPS: Corporate/Association/Incentive

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

November 09 - 11, 2021 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: \$2,700.00 for the first Representative, \$700 for each additional

(Note: Payment will be due before September 1, 2021)

GMITE **Global Meetings, Incentive Travel Exchange** YES ___ NO ___

DATE TBD: Typically held in April or May, 2022

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.

DOMESTIC

ISE DENVER **International Sportsman Exhibition** YES ___ NO ___

January 6– 9, 2022; Denver, CO

Target Market: Regional Consumer Show

I typically see anywhere from 800 – 1500 consumers interested in the Jackson Hole area, answering questions, handing out brochures/maps.

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

ISE SLC **International Sportsman Exhibition** YES ___ NO ___

March 17 – 20, 2022 Sandy, UT

Target Market: Regional Consumer Show

I typically see anywhere from 800 – 1500 consumers interested in the Jackson Hole area, answering questions, handing out brochures/maps.

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

(If you had signed up and paid for this show in 2020, you are automatically registered)

Business NAME/UNIT: _____

PLEASE PRINT

INTERNATIONAL

For Mexico and 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 2021 (No Specific Date Set, Travel will be based on Covid Restrictions)

Event(s): Travel Agent Trainings / Networking Events

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

BUSA Brand USA Travel Week YES___ NO___

October 25 - 28, 2021 London, UK

Target Market: European Tour Operators & Media

This is a 3-day Tradeshow where I will have my own booth and I am allowed 1 partner to attend.

Covid Restrictions may impede.

COST: \$2,200.00

Toronto November???, 2021 (This show has not been confirmed) YES___ NO___

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

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

Australia Sno Travel Exposition YES___ NO___

May 2022 (Exact Dates TBD – would typically be May 16&23: Melbourne & Sydney, AU)

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

(If you had signed up and paid for this show for 2020, you are automatically registered)

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) or fax (307-733-5585)

Please Contact Kent Elliott, kent@jacksonholechamber.com with any questions or clarification.