

# 2020 Heartland Travel Showcase: Laurel Highlands Travel Cooperative

## February 27 – March 1, 2020

### Travel Schedule:

#### Thursday, February 27, 2020

Depart Greensburg, PA (location TBD) : 8:00am  
Sales Travel through Northern Ohio, targeting 5 sales stops.  
Overnight in Toledo, OH (location TBD)

#### Friday, February 28, 2020

Depart Toledo, OH (location TBD) : 8:00am  
Potential Sales calls near Ann Arbor, MI, targeting 2 sales stops  
Sales Stop 1: 9:00am – 9:45am  
Sales Stop 2: 10:15am – 11:00am  
Arrive at Lansing Center for booth move in and set up: 12:30pm  
Group will move in and set up booths, check into hotel if time permits and conduct speed dating sales appointments at the 4 minute meet.  
Dinner on own OR Heartland evening event

#### Saturday, February 29, 2020

Show day! Sales appointments all day and evening event

#### Sunday, March 1, 2020

Show day! Morning appointments, typically wrapping up by noon.  
Booth breakdown and move out immediately after appointments conclude: 12:30PM – 1:30PM  
Lunch stop: likely Cracker Barrel Old Country Store, 2285 Woodlake Dr, Okemos, MI 48864: 1:45PM – 2:45PM  
Travel: 3:00PM – 9:30PM

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### COSTS:

**All costs associated with the LHVB Heartland Travel Showcase Travel Bundle are eligible for application in your counties 2020 Tourism Grant Program. For more information:**

<https://www.laurelhighlands.org/partners/tourism-grant-program/>

### INCLUDED IN LHVB 2020 MARKETING OPPORTUNITIES

**Heartland Travel Showcase Travel Bundle - \$500 – LHVB will invoice in January 2020.**

*Join our team on the road to the Heartland Travel Showcase in Lansing, MI. Plan to travel along with a strong group sales team from the Laurel Highlands as we build neighborly relationships, focus on education in the group travel market, and conduct sales calls on our travel to HTS! Sales calls to tour operators will be planned by the LHVB with input from partners. Our target areas will be along our travel route to include northern Ohio and central Michigan tour companies.*

#### Includes:

- travel on LHVB sales bus
- LHVB Group Sales Mission
- Carpet for booth at Heartland Travel Showcase
- Two meals en route (2 lunches)
- **YOU MUST BUDGET SEPERATELY TO COVER YOUR SHOW REGISTRATION (on own or booth share), LODGING FOR THREE NIGHTS, PLUS ADDITIONAL MEALS AND EXPENSES ASSOCIATED WITH YOUR TRAVEL. See below.**

## ADDITIONAL ON OWN COSTS:

- **Booth Registration:** *must have booth registration completed by November 2019.*
  - Primary Exhibitor (booth on own) \$1370
  - Additional Delegate (Up to Two) \$450
  - Booth Share (Optional/Two separate companies sharing one booth) add \$450 to primary exhibitor fee and split in half.
- **Lodging for Three Nights:**
  - Night 1: Thursday, February 27, 2020 – Toledo, OH – location TBD plan for \$110/plus/night
  - Night 2: Friday, February 28, 2020 – Lansing, MI - \$139.95++ per night CODE: HTSSUP for discount
  - Night 3: Saturday, February 29, 2020 – Lansing, MI – \$139.95++ per night CODE: HTSSUP for discount
- **Plus additional meals and costs associated with your travel.**

**TOTAL INVESTMENT: \$2,280, plus meals and additional travel costs.**

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### Show items to consider:

- ✓ Profile sheets
- ✓ Business Cards
- ✓ Booth Displays (pop ups, candy, special displays, giveaway items)

### Why Should I Attend Heartland?

Expanded sales opportunities at the Heartland Travel Showcase are invaluable! In 2020, we will be taking a Laurel Highlands team on the road to conduct a sales mission in Ohio and Michigan. The opportunity for face to face meetings with tour operators and planners, as well as networking and relationship development with regional partners, is the focus. Upon arriving at the Heartland Travel Showcase, we will have an undeniable presence sharing the many tour opportunities in our region.

At Heartland, each booth representative will have a chance to attend the four minute meet where we 'speed date' with operators we may not have pre-scheduled appointments throughout the showcase. On Saturday and Sunday, we'll each be seated at our individual booths to welcome the operators we have scheduled appointments with.

You'll have the chance to share all of the amazing group experiences available through your services and make connections to develop further business opportunities.

Heartland has always proven to be a successful show for our region, and we are doubly excited for it to be in Michigan, a lucrative market for our area in 2020!

### Questions?

Contact Stacey Magda, LHVB Director of Tourism Development  
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