

Mystic Country Trade Show Opportunities FY 2016

July 1, 2015 – June 30, 2016



Contact:

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REGIONAL, NATIONAL & INTERNATIONAL TRADE SHOWS

Each of these trade shows delivers leads from different market segments. If you are interested in attending any of these shows or are interested in having a presence with Mystic Country but cannot attend any of these shows, contact Janice Putnam at jputnam@mysticcountryp.com or call 860-536-8822. Booth partnerships are limited. Travel expenses are in addition to the partner costs. You do not need to attend these shows to have a visible presence and receive leads from these shows.

Booth Partner: You attend in the booth. You are allowed a display (when space is available), printed materials and promotional items to give away to attendees.

Brochure and Promotional Partner: You do not attend the trade show, however your printed materials and promotional items will be on display and distributed to attendees.

Booth Sponsor: You may or may not attend the trade show. Acknowledgement of your sponsorship will be displayed in the booth. Your printed materials and promotional items will be on display for attendees. Space for sponsor displays in the booth is determined on an individual basis.

Mystic Country presence at the following trade shows will be determined by the support of partners. Please consider this low-cost way to have visibility and secure leads for your property at these important trade events.

GROUP MARKET

Destinations of New York

September 15 & 16, 2015

Saratoga Springs, NY
Mystic Country Double Booth
Brochure and Promotional Partner: \$100
Minimum 100 pcs.
Booth Partner: \$350
www.donys.com/grouptravelshow.shtml

OMCA Marketplace

Nov 15-18, 2015, London, ON Canada

Appointments, no booth.
Profile Sheet Sponsor: \$250. Your property name and description will be placed on the Mystic Country Profile sheet as Sponsor.
www.omca.com/events/conference.html

Greater New Jersey Motorcoach

Association Marketplace

November 10-11, 2015, Atlantic City, NJ

Mystic Country Booth
Booth partner: \$350 Brochure partner: \$100
Minimum 350 pcs.
www.gnjma.com/gnj.html

ABA Marketplace

Mystic Country Booth

January 9-12, 2016, Louisville, KY

Appointment-based.
Opportunity to be a sponsor: Levels: \$500 and \$1000.

www.buses.org/Marketplace-2016
NOTE: There will also be a CT booth at ABA. Constituents may send printed materials to be displayed at the CT booth at no charge.

NTA Travel Exchange

CT Regions Booth

January 31-Feb 4, 2016, Atlanta, GA

Appointment-based.
Opportunity to be a sponsor: Levels: \$500 and \$1000.

www.businessbuilder.ntaonline.com/convention/Home.aspx

New England Travel Showcase

June 12-14, 2016

Mystic, CT - Mystic Hilton
Appointment-based. \$475 per partner.
www.newenglandtravelshowcase.com/about-the-showcase

Note: Opportunity to sponsor this event through organizer.

MEETINGS MARKET

To be determined. Contact Janice if interested in a specific trade show.

INTERNATIONAL MARKET

International Pow Wow

June 18-22, 2016, New Orleans

Note: Working on Mystic Country booth.

www.ipw.com

Appointment-based.

If you are interested in the International market and visibility as the Mystic region at this trade show, contact Janice at jputnam@mysticcountryp.com.

Discover New England

Annual Summit

April 4-6, 2016, Newport, RI

Brochure Partner: \$100

www.discovernewengland.org/travel-trade/dne-summit

Other shows being considered – let us know if one or more are important to you and your property:

Yankee Trails, NY

Bus Association of NY

New England Bus Association, June

Brown Coach/NY Show – one day, NY

Friendship Tours – one day, CT