

# 2009 PACVB Consumer & Golf Show Co-Op Program

February 6-8, 2009  
The New York Times

## TRAVEL SHOW

Reach 30,000+ active travelers and trade professionals at The Ultimate Travel Experience - The New York Times Travel Show. Now in its 6th year, The New York Times Travel Show is the largest consumer and travel trade show produced in the United States. Over 30,000 attendees (8,000 trade professionals) visited the Expo Floor in 2007, which held over 500 tourism boards, destinations, operators, outfitters, and spas from around the globe.

**\$2500.00 Full Booth**

\*Would be \$3250 per booth on your own.

February 7-15, 2009



The Eastern Sports & Outdoor Show is the largest consumer event of its kind in North America. Attracting outdoor sports enthusiasts from Pennsylvania, Maryland, Virginia, West Virginia, Delaware, New Jersey, New York and Washington DC to view hunting and fishing products, plan outdoor sport and camping vacations, shop for fishing boats, RVs, SUVs, motorcycles and ATVs, and participate in a wide range of sport-related contests and family entertainment offerings.

**\$1200.00 Full Booth**

\*Would be \$1320 per booth on your own.

February 21-22, 2009



This Adventure in Travel Expo helps you reach the outdoor recreation enthusiast from the DC/Maryland/Virginia market. It has developed itself to reach various demographics in the region to ensure you reach your targeted audience.

**\$2375.00 Full Booth**

\*Would be \$3150 per booth on your own.

March 18-22, 2009



The Toronto Sportsmen's show has a 60+ year tradition as Canada's biggest and best Fishing and Outdoor Super Show! The show draws in more than 125,000 visitors and about 450 exhibitors.

**\$540.00 Full Booth**

\*Would be \$725+ per booth on your own.

## North Coast Golf Shows

Shopping under one roof for the golf products and services you seek has never been easier. **Save** on a huge inventory of discounted golf merchandise including aisle after aisle of clubs, bags, accessories, and novelties. **Find** the latest in golf fashion for both men and women. **Plan** your next big golf getaway at incredible savings at some of the finest golf resorts.

January 23-25, 2009  
**Greater Washington  
Golf Show**

**\$550.00 Full Booth**

\*Would be \$850.00 per booth on your own.

February 13-15, 2009  
**Greater New Jersey  
Golf Show**

**\$550.00 Full Booth**

\*Would be \$850.00 per booth on your own.

February 20-22, 2009  
**Greater Cleveland  
Golf Show**

**\$550.00 Full Booth**

\*Would be \$850.00 per booth on your own.

February 27 – March 1, 2009  
**Greater Pittsburgh  
Golf Show**

**\$500.00 Full Booth**

\*Would be \$750.00 per booth on your own.

**CVB/Region** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

Please register me for the above marked shows at the appropriate levels in the amount of:

- |   |                |
|---|----------------|
| 1. New York Times Travel Show _____ x \$2,500                     | = _____        |
| 2. Eastern Sports Show _____ x \$1,200                            | = _____        |
| 3. Washington DC Adventure Show _____ x \$2,375                   | = _____        |
| 4. Toronto Sportsman Show _____ x \$540                           | = _____        |
| 5. Greater Washington Golf Show _____ x \$550                     | = _____        |
| 6. Greater New Jersey Golf Show _____ x \$550                     | = _____        |
| 7. Greater Cleveland Golf Show _____ x \$550                      | = _____        |
| 8. Greater Pittsburgh Golf Show _____ x \$500                     | = _____        |
| 9. Total of Lines 1-8   | + _____        |
| 10. TPA Registration Fee - (Brochures Distributed at all 8 shows) | = <u>\$850</u> |
| 11. TPA Member Registration Fee _____ x \$400 (Optional)          | = _____        |
| (Per member - Brochures Distributed at all 8 shows)               |                |
| 11. Total Commitment (Add lines 9 - 11)                           | _____          |

**Payment:**

Check enclosed  Credit Card   
Master Card  Visa  American Express  Discover

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVW code \_\_\_\_\_ (must have)

Cardholder's Signature \_\_\_\_\_

I agree to pay PACVB the total amount for participating in this program, **before the show dates**. I understand that this program is no longer being conducted as a 5% set-aside.

**Authorized Signature** \_\_\_\_\_

**Please return to PACVB, 777 East Park Drive, Suite 300, Harrisburg, PA 17111  
or fax to 717-901-4055 by Friday, October 31<sup>st</sup>.**