



Missouri Showcase 2010
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YOU ARE INVITED

Missouri Showcase



Missouri Showcase 2010

“Marketplace 2010”

August 23-24, 2010

(Monday - Tuesday format)

Lake Ozark, Missouri

Sponsored by: Missouri Travel Council

Registration Deadline -

May 1, 2010

If you have questions call Pat Amick at the

Missouri Travel Council office – 573-636-2814.



Once a year the Missouri tourism industry rolls out the red carpet to welcome a handpicked group of tour operators and professional tour planners to participate in a Motorcoach Familiarization Tour of Missouri called Missouri Showcase. In 2010, these pre-qualified planners will begin their FAM in Kansas City and their travel will focus on the southwestern and central portions of the state. A two-day Marketplace will be held in Lake Ozark during this FAM and you are invited to participate!

Who Should Attend?

Any company wishing to increase their group business is encouraged to register. Missouri Showcase is a great way to sell your company to qualified group tour planners. There is a seller-to-buyer ratio of 2:1 for each Marketplace to maximize the number of your appointments. An opportunity is given to both you, as the supplier, and all registered planners to request specific appointments and every attempt is made to match all requests.

In addition to the Marketplace business appointments, we have scheduled an opportunity for Suppliers to network informally with the Planners. Each Marketplace will have its own respective meal event immediately after the appointments. The only people allowed

to attend that meal event are the Suppliers from that particular Marketplace, the Planners and a few representatives from the organization(s) sponsoring the meal event.

How much does it cost?

Missouri Travel Council Members (MTC) pay \$250.00 for full registration if paid by April 1, 2010. After that date registration will increase to \$275. Deadline for registration is May 1, 2010. Non-MTC Members are subject to the same rates but also must become 2010 MTC members. You may contact the MTC office for the appropriate dues amount - 573/636-2814. Registration for the official delegate includes the Marketplace and meal event immediately following.

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE...

Contact Pat Amick at the MTC office - 573-636-2814
or email to pat-amick@socket.net

How do I register?

To register, fill out the attached Registration Form and return it with your payment to the Missouri Travel Council. Information on your business/community will be included in the appointment scheduling packet which will be sent to the tour planners. This is an opportunity to "sell" - make sure you get creative so the tour planners can't wait to meet with you! Your appointment scheduling packets will be sent to you by e-mail in June.

When should I send in my registration?

IMMEDIATELY! Registration Deadline is May 1, 2010 and NO LATE REGISTRATIONS WILL BE ACCEPTED! So, don't wait - Missouri Suppliers are accepted on a first-come, first-accepted basis. Missouri Showcase limits the number of appointment-taking seller delegates based on the number of registered tour planners. This provides the opportunity for a maximum number of appointments. In the past, some Suppliers have had to be put on a "wait" list.

Will I receive a confirmation?

You will receive a registration confirmation by e-mail within a week of receipt. In early June, you will receive your marketplace assignment and a list of Planners that will be attending so that you can select your appointment preferences. If your preferences are not returned by the deadline, your appointments will only be those requested by the Planners.

ALL CORRESPONDENCE FOR THIS EVENT IS HANDLED BY E-MAIL - BE SURE YOUR E-MAIL ADDRESS IS LEGIBLE ON THE REGISTRATION FORM AND IF IT CHANGES, NOTIFY THE MTC OFFICE IMMEDIATELY!

How many delegates can I bring?

Only one delegate per company is eligible to participate in the Marketplace.

Marketplace Sessions...

Each supplier will be assigned to a specific Marketplace Session.

- Session #1 Monday Afternoon
- Session #2 Tuesday Morning
- Session #3 Tuesday Afternoon

Final determination on assigned marketplaces will depend on registration numbers and breakdown of participants.

Never attended a Marketplace before?

If you do not have experience with Marketplace appointments and feel that you need guidance, please let us know on the registration form. Should there be a need, we will attempt to schedule either a conference call or webinar to go over pointers and suggest how to avoid common mistakes so that you can optimize your seven minute appointments. We suggest that you compile a stand-up notebook portfolio to display during your appointment that includes photos, facts, and any other information you deem appropriate to sell your company. A one page (front and back), 8.5"x11" profile of your organization/community should be prepared and left with each appointment. Don't forget to 3-hole punch so planners can organize in their notebooks. You are not allowed to leave brochures or gifts with the planners during your appointments. These items can be mailed to the planners after Showcase.



Lodging Information

A block of rooms has been reserved at the Camden on the Lake at Lake Ozark. This property was formerly the Resort and Yacht Club. The rate for a King Studio is \$99 per room per night for Missouri Showcase delegates. To make reservations, call 888-365-5620 and refer to the Missouri Showcase block of rooms.

How Do I Suggest a Planner Be Invited to Participate?

If you know of a qualified tour planner that you would like to see gain more information about our state by participating in this FAM, please send the information to Pat Amick at the Missouri Travel Council office. Please include the contact name, company name, address and phone number of each company you suggest. Fax to 573-636-5783 or email to pat-amick@socket.net.

Please print or type and return to Missouri Travel Council, 204 E. High St., Jefferson City, MO 65101 or Fax to 573-636-5783

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ email _____ (must be legible)
 Official Delegate Name _____ Title _____

- 1) How would you categorize your company?
 Attraction _____ Lodging _____
 Destination _____ Restaurant _____
 Receptive/Sightseeing _____ Other _____
- 2) What marketing assistance do you offer?
 Group Rates _____ Comp Policy for Escort _____
 Slides/Electronic Images _____ Video _____
 Brochure Shells _____ Toll Free Number _____
 FAM Tours _____ Group Tour Manual _____
 Posters _____ Customer Brochures _____
 Comp Policy for Driver _____ Customized Itineraries _____
 Other _____
- 3) How many years has your company been in business?
 (circle one) 1-5 years 6-10 years More than 10 years
- 4) For LODGING SUPPLIERS ONLY: Number of Rooms _____
 Average Group Rate for Double: (circle one)
 \$50-70 \$71-80 Over \$81
- 5) For RESTAURANTS AND LODGING SUPPLIERS WITH RESTAURANTS: Seating Capacity _____
 Average Group Price for Evening Meal: (circle one)
 Under \$10 \$11-\$15 \$16-20 Over \$21
- 6) To assist planners in their appointment selection process, please provide a description of your business and its key selling points for group travel. Attach a separate sheet if necessary. Limit to 50 words.

- 7) I want to attend a First Timer's Session by conference call prior to the event. Yes _____ No _____

Your Registration must be received by Thursday, May 1, 2010.
 Registrations will not be processed until payment is also received.

Registration Fees:

Missouri Travel Council Member: \$250 if paid by 4/1
 \$275 if paid after 4/1 Deadline 5/1/10
 Non-MTC Member: Same rates apply but dues must be paid for 2010 - contact MTC office for dues amount - 573/636-2814.

Cancellation Policy: 75% refund if written notice is received by August 1, 2010. No refunds will be given after that date.

Amount enclosed: \$ _____ (make checks payable to Missouri Travel Council)
 (circle one) Visa Mastercard AMEX Card Number: _____ (Exp. Date: _____)
 3 digit code on back or card: _____

I have read and agree to the conditions of registration explained in this form:

Signed _____ Date: _____