

Reno, Nevada Nov. 14–18  **CONVENTION'09**

Work Smarter to Improve Your Bottom Line at Convention '09

Working smarter is all about improving your bottom line return. At NTA's Convention '09, you'll access more qualified buyers with fewer days out of the office and less money ... that's one great ROI!

Because there are more business opportunities than ever before, below is more information about each segment of business appointments waiting for you in Reno. This will help as you prepare yourself to make the most of your days at Convention.

NTA's Convention '09 is all about **improving your bottom line** and **helping you work smarter**.

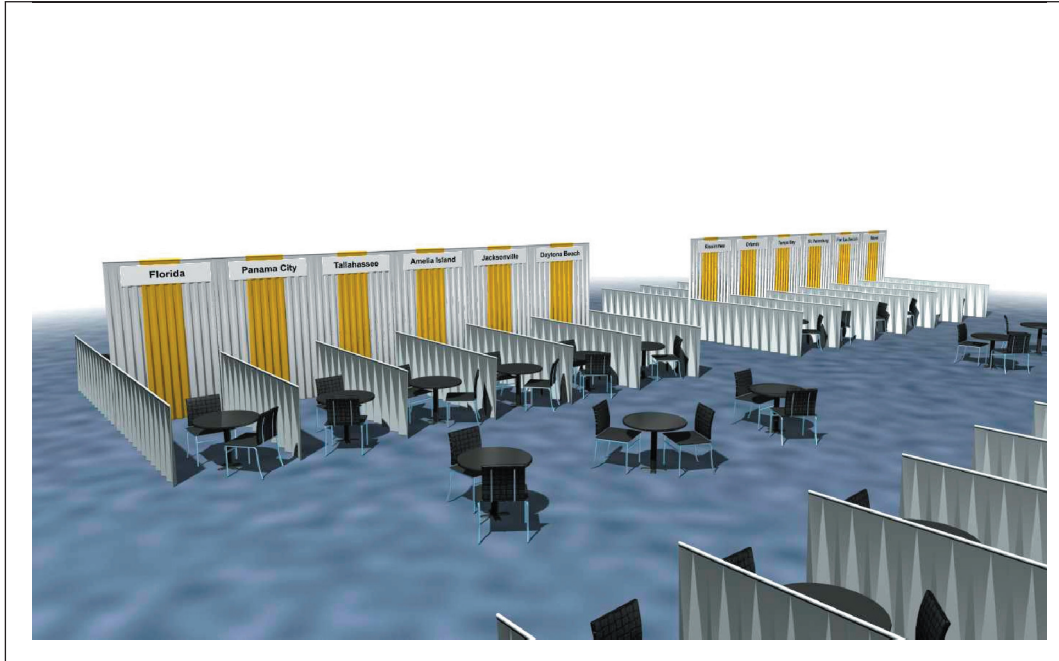
THE ENHANCED DESTINATION PAVILION®

What you need to know...

- DMO 10-minute prescheduled appointments on Day 1
- DMOs seated, tour operators walking
- Regional format for more effective product development
- DMOs in individual stations
- Appointment Scheduling and Operator Shopping Time on Day 2
- Open business floor for more DMO/Supplier partnering and itinerary development
- Operator participation required for rebate eligibility

When NTA first introduced the idea of a revamped Convention format, one of the reasons for the change was to allow tour operators to buy the way they package, with a focus on the destination, opening new opportunities for all NTA members to get more out of their Convention experience. You provided a great deal of feedback on how to make this work best for everyone, which has led to the development of the enhanced Destination Pavilion.

Improving on the successful Destination Pavilion concept of the past two years, the Convention '09 floor will have a distinct new look on Sunday and Monday. During those days, the floor will be arranged regionally. The DMOs will be seated in their regions, at individual stations, for prescheduled appointments—now 10-minutes in length—and the tour operators will walk the floor.



The Destination Pavilion will be on the floor for two days—**Sunday, November 15**, and **Monday, November 16**. At the conclusion of business on Monday, the Destination Pavilion will be removed, allowing DMOs to work the open business floor for added appointments for the remainder of the week or attend seminars.

Here's a look at the schedule for those two days:

- On **Sunday**, DMOs will have their 10-minute prescheduled appointments with tour operators. There is plenty of open time for operators to add appointments and shop the floor. In these prescheduled sessions, the DMOs will be seated in individual stations arranged regionally.
- On **Monday**, the Pavilion will be open for operators to finalize their new product ideas, shop the floor for new partners or add appointments.

After Monday, the Destination Pavilion will be replaced with the Tour & Travel Exchange. DMOs, as always, can pick-up added appointments during the Tour & Travel Exchange. Or, if your budget and schedule dictate, you can get back to the office knowing that the two or three days you spent at Convention '09 were well worth the investment.

The same goes for tour suppliers. While supplier prescheduled appointments in the Tour & Travel Exchange will take place on Tuesday, November 17, and Wednesday, November 18, **the floor is always open at NTA.**

BUYER EXCHANGE TAKES OPERATOR PARTNERING TO NEW HEIGHTS

What you need to know...

- 10-minute prescheduled appointments between operators to increase partnering opportunities
- WRTA buyers (primarily travel agents) invited to participate in this session
- Sign-up for the Buyer-to-Buyer Exchange when you register for Convention '09
- Scheduled for Saturday morning—Tour Operator Day at Convention

NTA was the first to recognize the growing trend of tour operators wishing to partner with each other. Why recreate the wheel when you have access to the most diverse, creative and unique tour operators in packaged travel with ready-made product?

To help facilitate those partnerships NTA developed the **Buyer-to-Buyer Exchange**. This gives operators the chance to buy and sell from each other, increasing product offerings and bottom line sales.

Here's a look at how this operator partnering session helps you work smarter:



- Prescheduled appointments **increased to 10-minutes** for more meaningful discussions
- Inclusion of WRTA's more than 250 buyers in the program to open doors to **new partners and new markets**
- Scheduled for **Saturday morning**, the day **devoted to tour operator** education and business needs

To participate in the Buyer-to-Buyer Exchange, indicate your interest when you register for Convention '09. If you decide to participate after you have registered, contact your NTA member services department at questions@NTAstaff.com to sign-up.

NTA'S NEW FAST PITCH SERVES UP MORE BUSINESS

What you need to know...

- 5-minute prescheduled appointments
- Tour supplier requests only
- Tour operators seated and suppliers walking
- Operator participation required for rebate eligibility

NTA is giving tour suppliers the chance to reach more buyers and form new partnerships with the **NTA's Fast Pitch** session, set for the afternoon of Monday, November 16.

Many times, there are tour operators who suppliers want to target but, because of **scheduling hierarchy** and the number of perfect matches and operator requests, the appointments don't get prescheduled in the Exchange.

With the NTA's Fast Pitch, suppliers can share their unique product with tour operators in a quick introductory meeting that can open the door to more business down the road. For operators, it is a chance to get an introduction to the variety of product available at NTA that could create enhanced or new products to sell.

In this session, suppliers will have **5-minute pre-scheduled appointments** with operators that they have requested but were not scheduled for the Tour & Travel Exchange. There is no added effort required to take advantage of NTA's Fast Pitch session and pick-up even more appointments and new business partners. Here is how it works:

- Tour operators and suppliers will submit their usual list of appointment requests
- The Tour & Travel Exchange appointments (10-minutes) will be scheduled by the system, as usual
- Remaining supplier requests that are unscheduled after the Tour & Travel Exchange appointments are completed will be scheduled in the Fast Pitch (5-minute) prescheduled appointment session



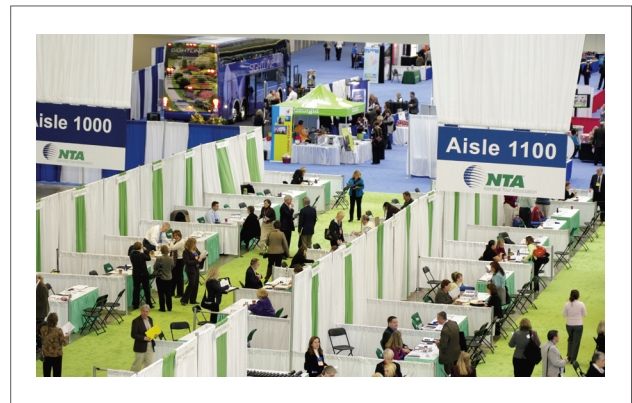
There are no separate appointments requests for tour operators or suppliers to make. **Any supplier-requested appointment that goes unscheduled for the Tour & Travel Exchange will automatically be eligible for the Fast Pitch session.** Therefore, it is critical that tour suppliers **submit a complete list of appointment requests** to maximize opportunities for both the Tour & Travel Exchange and the Fast Pitch. More prescheduled supplier requested appointments—another way Convention '09 lets you work smarter!

TOUR & TRAVEL EXCHANGE ROUNDS OUT A WEEK OF SMARTER BUSINESS

What you need to know...

- Tour supplier 10-minute prescheduled appointments
- Tour operators seated and suppliers walking
- Open floor—all delegates welcome
- Operator participation required for rebate eligibility

On Tuesday, November 17, the regional layout of the Destination Pavilion will give way to the Tour & Travel Exchange for two days of tour supplier prescheduled appointments.



As always, the **Exchange floor is open** so all suppliers and DMOs can be on the floor seeking to add to their list of new contacts.

The Tour & Travel Exchange will run for two full days—Tuesday, November 17 and Wednesday, November 18. During that time, the tour operators will be seated in booths and the suppliers will walk the floor. The prescheduled appointments will be 10-minutes in length and the business floor will be open for suppliers and DMOs to pick-up additional appointments.

The Tour & Travel Exchange helps you work smarter by providing:

- Longer appointments for more **quality business** development
- Supplier appointments after Destination Pavilion shopping to help **round out itineraries**
- **Open business floor** for easier networking and appointment scheduling

WRTA'S EXPO ADDS NEW BUYERS AND NEW PRODUCT ALL IN ONE PLACE

What you need to know...

- NTA tour operators will have free access to the WRTA Expo floor
- WRTA buyers will also have free access to the NTA floor during the Destination Pavilion days
- NTA operators and WRTA buyers (primarily travel agents) will both participate in the Buyer-to-Buyer Exchange on Saturday
- There will be joint networking functions where all delegates will have the chance to do business with each other
- NTA suppliers and DMOs wishing full access to the WRTA floor can purchase a registration for \$300—50% off the regular WRTA registration rates

For the first time, NTA will be co-locating with the World Religious Travel Association's Expo in Reno. This opens doors for new markets and new buyers, all with just one trip to Reno! Here are some FAQ's about how you can take advantage of this NTA/WRTA co-location:



What is the World Religious Travel Association's Expo?

The WRTA Expo brings together buyers and sellers of faith-based travel products. Unlike NTA, the WRTA Expo is a tradeshow format and not an appointment show. The buyers at WRTA are primarily travel agents while many of the sellers are tour operators, in addition to destinations and suppliers.

To learn more about the World Religious Travel Association, visit their Web site at www.wrtareligioustravel.com.

How Can I Access the WRTA Expo?

NTA tour operators can access the WRTA Expo floor free of charge. This does not include any WRTA only meal events or seminars—only access to the tradeshow floor. If you would like to purchase a registration to the WRTA Expo and be able to access all aspects of the show, contact your NTA staff at 800.682.8886 or by e-mail at questions@NTAstaff.com for more details. Additionally, WRTA buyers also will have free access to the NTA floor during the days of the Destination Pavilion.

NTA suppliers and DMOs will have access to the estimated 250 buyers at WRTA through a number of combined networking events. If, as a supplier, this market is of interest to you and you would like to purchase a full registration to the WRTA Expo, you can do so for \$300—**50% off** the regular registration fee!

NTA members can add on the purchase of WRTA registrations when you register online for NTA's Convention '09.

GET IT ALL IN RENO

As you can see, there are many ways to grow your bottom line and meet all of your product development needs, whether they're inbound, outbound, domestic or all of the above, at Convention '09 in Reno.

Visit www.NTAonline.com/Convention09 for more details about the event and to register!