

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

## **BUSINESS THE WAY YOU WANT AT NTA CONVENTION '09!**

You've told us what you want from a convention and NTA has heard you loud and clear. NTA has designed a Convention that will give tour operators all the flexibility and affordability you desire. Just look at what you'll get from Convention '09 in Reno:

### **IT'S FLEXIBLE**

As a tour operator, you will maximize your time at the NTA Convention with a number of options to **customize your experience!**

- **Regional Shopping:** On Sunday and Monday, you will take your 10-minute, prescheduled appointments with DMOs in the Destination Pavilion. You'll have plenty of shopping time built into your schedule to plan complete itineraries on the floor. And, since you'll be walking the floor for your meetings, you'll have the time you need to walk away with money-making new product ideas.
- **Blocking Features:** You can block states, provinces or countries that you do not intend to package to free up your time and prescheduled appointments for those on which you wish to focus. This works for both DMO and supplier prescheduled appointments. You can also block sessions of your schedule for added shopping time.
- **Tour Operator Day:** Saturday, the first day of Convention, is devoted to you! Operators will have a morning filled with educational sessions designed just for you as well as a Buyer-to-Buyer session where you can preschedule meetings with other buyers to buy and sell. The day ends with sightseeing tours for first-hand product development in the Reno area.
- **Pick and Choose:** Do you just want to meet with DMOs for new product ideas and shop the regional floor? Do you wish to participate in the Buyer-to-Buyer sessions and preschedule appointments with other tour operators leaving the rest of your time free to find DMO and supplier partners on the open floor? Do you want to take advantage of all of the buying and selling opportunities? There are as many scenarios to the way you can customize your Convention as your imagination will allow. If you're not sure, tell NTA how you want to buy and we'll let you know the best way to plan your Convention week.

"I'm very excited about the new Convention format for Reno—as operators, we have complete control over our time at Convention and can buy and sell the way we personally want. Whether you're a seasoned NTA Convention veteran, a first-timer or returning member, you won't want to miss all the exciting and productive changes to the Convention format."

— **Suzanne Slavitter, CTP**  
Sports Empire  
2009 NTA Convention Chair

### **IT'S AFFORDABLE**

With double-digit hotel rates provided by NTA and our Reno hotel partners starting **as low as \$54 per night**, and up to a **\$650 rebate\*** to offset hotel and travel expenses, tour operators have the opportunity to come to the NTA Convention at little or no expense. **Talk about value**—the best buying and selling with minimal cost to you!

How amazing is this ... you can **stay the whole week** of Convention for between **\$380 and \$486!** At a price that low, you can bring more staff to buy and sell, attend seminars and network with the industry.

Plus, there are no increases on tour operator registration fees. You'll still pay the **early-bird rate of \$220** as long as you register by July 9.

### **SAVE THE DATE**

This incredible event will take place **November 14–18**. Make plans to join the packaged travel industry for NTA's Convention '09 in Reno!

Registration will open **May 19**. Visit **www.NTAonline.com** for more details about the new Convention format and how you can make the most of your marketing dollars.

\*Rebate restrictions apply