

Work Smarter

Reno, Nevada Nov. 14-18



NTA

CONVENTION'09

More Choice
Unmatched Affordability
2 Shows, 1 Trip
Premium Discounts from Berkely
Global Product Development
Buy One, Get One Free

LOOK INSIDE

THINGS TO REMEMBER

At Convention '09, you'll find:

- ✓ More choice in how you want to buy
- ✓ An enhanced Destination Pavilion to let you shop the way you buy, regionally by destination
- ✓ A Buyer Exchange to facilitate operator partnering
- ✓ New partners and new markets with the World Religious Travel Association's Expo
- ✓ A chance to find new and unique suppliers to round out your itineraries
- ✓ Unmatched value with hotel rooms ranging from US\$54 to US\$103 per night
- ✓ Rebate eligibility of up to US\$650
- ✓ Buy One, Get One Free offering a chance to do more for less
- ✓ Education and ideas to grow your bottom line
- ✓ Premium credits from The Berkely Group on liability insurance

And, here are some important dates:

July 9*

Operator Early-Bird Registration Deadline
Online Profile Update Deadline

July 15

Appointment Scheduling Opens

October 9*

Deadline for Appointment Submissions

October 14

Deadline for Pre- and Post-Fam Registration

October 26

Customized Appointment Schedules Available
Direct Request Appointment Scheduling Opens

*Required for full rebate eligibility.

Reno, Nevada Nov. 14-18 

CONVENTION '09

"The new convention format at NTA this year is all about choices for tour operators. We will have so much more flexibility in how we buy product and how we schedule our appointments. We can develop product on the spot through buying by region, then we can schedule appointments based on the new ideas. Plus, longer appointments give us time to get some real business done. I can't wait to try it!"

—Dawn Rueckl, CTP
Wells Gray Tours
Kamloops, BC

A Convention Designed by YOU

When developing the new Convention, you told NTA what you most wanted to see.

You wanted the **flexibility to customize** your Convention experience around the way you do business today. You wanted the **freedom to plan** new itineraries on the floor and shop for new product ideas. And, you wanted all of this in a **streamlined and affordable format** that maximizes your investment.

In short, you want to **work smarter!**

As you look at the enhanced Convention '09, you'll see how this Convention was designed for the way today's tour operator does business.

Whether you're focused on product that's **inbound, outbound, domestic or all of the above**, NTA's Convention '09 is the place to do business. And, with hotel rates as low as US\$54 per night and registration fees staying at 2008 levels, the NTA Convention offers you **maximum business with minimum investment**. That's a formula everyone is looking for in today's business climate!

For more details, including a schedule-at-a-glance, online registration and more, log on to the Convention Web site at www.NTAonline.com/Convention09



Dear Colleagues,

It's time to start making plans for our NTA Convention in Reno, and I couldn't be more excited and honored to serve as your Convention Chair this year!

In today's challenging business environment we are working harder than ever. NTA's Convention gives you the chance to work smarter—putting all of the tools you need to be successful under one roof. As you leaf through the pages of this brochure, you'll see that your comments and input have helped design a Convention that is streamlined, flexible and affordable.

No other Convention gives you the chance to buy and sell in a manner that is designed for the way we need to do business—with both regionally structured buying days and the traditional Tour & Travel Exchange with an open business floor. And, the opening day is all about us—the tour operator. The day is filled with operator focused education, the Buyer-to-Buyer prescheduled partnering session for operators and sightseeing tours. Combining these enhancements with the ability to control your own schedule makes Convention '09 a very productive meeting environment!

If you don't already have enough reasons to attend this year, the co-location with the World Religious Travel Association's Expo opens the doors to new partners and new product without having the added expense of traveling to a second show. As buyers, we'll have access to both areas of the floor at no added cost as well as joint networking events that NTA and WRTA are planning.

There is so much more to learn about Convention '09 and how it can help increase your bottom line. Please contact me or any of our NTA staff to learn how you can customize your Convention experience to maximize your investment. Then make your plans to join our NTA family for another memorable NTA event!

See you in Reno—The Biggest Little City in the World!

Suzanne Slavitter

Suzanne Slavitter, CTP
2009 NTA Convention Chair

BUY ONE, GET ONE FREE

NTA knows that in 2009 budgets have been stretched to the limit and you're watching every cost. That's why we're making it a little easier to make sure you're in Reno for all of the product planning, education, networking and partnering you need to ensure that your bottom line grows in 2010 and beyond.



Here's the deal . . .

For every **appointment-taking operator delegate** that your company registers, NTA is allowing you to bring **another appointment-taking operator delegate FREE!**

Now, more than ever, you need the **buying power that an NTA Convention provides**. You need to be focused on **money-making tours** and **new ideas** that will move your company forward.

You can get all of that and more in Reno. This just makes it easier on your budget to get the work done that you need to be successful.

And, don't forget, when you take appointments and meet all of the criteria set forth, **both delegates are eligible for the rebate of up to US\$650**. So, you can get the product you need and increase your bottom line and it practically pays for itself! That's one deal too good to pass up.

Instructions on how to cash in on this great offer is available on the Convention Web site at www.NTAonline.com/Convention09.

THESE PRICES ARE SO LAST YEAR!

The good news doesn't stop with all of the new opportunities you have to grow your business at Convention '09. You'll be getting all of this at a price that is **unmatched for the value**.

Registration fees are the same as 2008 with an early-bird rate of US\$220 and a regular registration fee of US\$330.

NTA and its Reno hotel partners have incredible rates for your Convention stay. Check these out!

Silver Legacy*	US\$103 weekend/US\$70 mid-week
Circus Circus*	US\$82 weekend/US\$54 mid-week (Free Internet)
Atlantis (Towers 1 & 2)	US\$83 weekend/US\$55 mid-week (Free Internet)
Atlantis (Tower 3)	US\$92 weekend/US\$64 mid-week (Free Internet)

*Weekend rates apply on Friday and Saturday;
Mid-week rates run Sunday–Wednesday.*

*Thanks to Silver Legacy and Circus Circus for serving as co-host hotels for Convention '09.

GET TO KNOW WRTA

NTA's Convention '09 will be co-locating with the World Religious Travel Association's Expo in Reno giving you the added benefit of **two conferences in one trip!**



Not only will you, as a buyer, have access to new partners and new product ideas through this co-location, but you'll have it at **no added cost.**

As an NTA buyer, you will have open access to the WRTA floor, offering the chance to add to your arsenal of new product ideas. There also will be several joint NTA/WRTA activities, including a luncheon and social events, where you can increase your network of partners and friends. And don't forget that the WRTA buyers will join you for the Buyer-to-Buyer Exchange too!

Does your company have a division or other individuals devoted to selling to the travel agent or faith-based market? If so, you might wish to consider joining other tour operators as exhibitors on the WRTA show floor for a unique sales opportunity. Contact Kami Risk at sales@WRTAstaff.com for more information.

Talk about a smarter way to work ... two shows, new ideas, new partners, all in one trip. That's **maximizing your investment and your time!**



FLEXIBILITY IS KEY— CREATE YOUR OWN SCHEDULE

The newly designed NTA Convention gives you the flexibility to create your own schedule.

If you have only a few days to devote to the Convention and then it's back to the office, that's OK. Join us in Reno for Saturday and Sunday and you can take in all of the benefits of the operator day and meet with DMOs from every state, province and a number of countries to plan new itineraries.

Add one more day and you can do even more shopping for new products in the Destination Pavilion. Or, stay the full week and meet with all of the DMOs and suppliers at your fingertips. That's the great part ... **the choice is all yours!**

DO IT ALL ... EARN A REBATE

Operators who take part in all prescheduled appointments have the chance to earn **up to US\$650** to offset your travel and lodging expenses while at Convention.

With this year's incredibly low hotel rates, earning a full rebate can nearly pay for your trip!

To earn your rebate, operators must:

- Register by the early-bird deadline of July 9
- Update your online profile by July 9
- Participate in all prescheduled appointments—including Destination Pavilion, Tour & Travel Exchange and Fast Pitch appointments
- Participate in appointment scheduling session
- No half-day sessions blocked from prescheduled appointments

Pre-Convention	Day 1	Day 2	Day 3	Day 4	Day 5
Friday, Nov. 13	Saturday, Nov. 14	Sunday, Nov. 15	Monday, Nov. 16	Tuesday, Nov. 17	Wednesday, Nov. 18
Arrivals	Tour Operator Day	DMO Prescheduled Appointments	Regional Shopping Appointments	Tour & Travel Exchange	Tour & Travel Exchange
ALL DAY	Buyer-to-Buyer Prescheduled Appointments Education Sessions	Destination Pavilion		Tour & Travel Exchange	
		DMO Prescheduled Appointments 10-minutes T.O. Shopping	Appointment Scheduling Session Destination Shopping	Supplier Exchange Prescheduled Appointments 10-minutes	Supplier Exchange Prescheduled Appointments 10-minutes
	T.O. Luncheon (all delegates welcomed)	Business Meeting Luncheon	Theatre Direct Broadway.com/groups Luncheon	Luncheon	Tourisme Montréal Luncheon
	Sightseeing (ALL)	DMO Prescheduled Appointments 10-minutes T.O. Shopping Reception on the Floor	NTA's Fast Pitch (TS/TO) 5-minute Prescheduled Supplier Requests Destination Shopping Reception	Supplier Exchange Prescheduled Appointments 10-minutes	Supplier Exchange Prescheduled Appointments 10-minutes
Evening					
	Evening Event (TBD)	Icebreaker	Dine Around/ Tourism Rocks	Evening Event (TBD)	Closing Gala



Operator-Focused Programming



Prescheduled Appointments/Operator Itinerary Planning/Shopping



Networking/Social

Remember, NTA's business floor is always open for business for all Convention '09 delegates.

DAY ONE IS TOUR OPERATOR DAY

Opening day of Convention '09 is all about the tour operator!

By offering operator-focused education, the Buyer-to-Buyer prescheduled partnering session and sightseeing, NTA has created a day tailor-made for tour operators.

It's your day to connect with other operators, get their perspective on how things are going and focus on operator-to-operator partnering for new ideas and new relationships.

OPERATOR PARTNERING AT ITS BEST

Three years ago, NTA pioneered the Buyer-to-Buyer session giving operators the chance to network and partner with each other. Knowing that operator partnering is an important aspect of how you do business and that the most diverse and professional group of operators to partner with is found at NTA, it is no wonder that this session continues to be a hit.

As a bonus in Reno, the buyers from the **World Religious Travel Association's Expo** (primarily travel agents) will be participating in the Buyer-to-Buyer Exchange.

Whether you are looking to buy or sell, the Buyer-to-Buyer session at Convention opens doors to more business and a healthier bottom line.

SATURDAY, NOVEMBER 14

Tour Operator Day

Morning:

Educational Sessions

Buyer-to-Buyer Prescheduled Appointments

Afternoon:

Tour Operator Luncheon

Sightseeing



You'll find product ideas from the U.S., Canada, Mexico, South America, Europe, Asia, Africa and India to create new and innovative itineraries on the floor!



NEW OPPORTUNITIES WITH ENHANCED DESTINATION PAVILION

For operators, the place to start for any new product idea is the destination. You've told NTA you wanted more flexibility to have longer appointments with your DMO partners and more free time to shop the way you buy, with the focus on the destination.

The enhanced Destination Pavilion does just that—giving you product from around the world.

Here's what you'll see in Reno to increase your productivity:

Sunday, November 15

- 10-minute prescheduled appointments with DMOs
- DMOs seated in individual stations, by region, with operators walking
- Appointments scheduled regionally to maximize product development opportunities within each region
- Unscheduled time for operator shopping and itinerary development

Monday, November 16

- Appointment Scheduling Session with operators in their Exchange Booths
- Open floor and Destination Pavilion shopping for added product development in the morning and afternoon
- Opportunity to schedule new appointments; meet with DMOs and suppliers to create itineraries; shop new destinations that weren't prescheduled

Please note, the Destination Pavilion will be removed at the conclusion of Monday's business day.

EIGHT CHANCES TO WIN \$1,000

Every registered tour operator will be entered into NTA's Destination Pavilion Giveaway.

NTA will give away **\$1,000 every other hour on Sunday and every hour of Pavilion shopping on Monday.**

That's eight chances to walk away with \$1,000 just by shopping the Destination Pavilion for new money-making products. You have to be there to win!

NTA'S FAST PITCH SERVES UP MORE PRODUCT DEVELOPMENT

Also on Monday, operators will have the chance to participate in NTA's Fast Pitch session. This new two-hour business session will offer:

- 5-minute prescheduled appointments with suppliers
- Supplier requested appointments giving you a sample of the variety of suppliers offering unique products to enhance your tours
- Tour operators seated with suppliers walking

TOUR & TRAVEL EXCHANGE ROUNDS OUT ITINERARY PLANNING

The product planning continues as the Tour & Travel Exchange takes over the Convention floor on Tuesday and Wednesday. Tour operators will be seated in their individual booths and will take 10-minute, prescheduled appointments with suppliers.

The floor will remain open, allowing you to add appointments with suppliers or DMOs with whom you still wish to meet. The Tour & Travel Exchange allows you to finalize the planning you created at the Destination Pavilion earlier and walk away from Reno with product that is ready to go!

CUSTOMIZATION MADE EASIER WITH OPERATOR BLOCKING FEATURES

To customize your experience in Reno and buy the way you want, operators can:

- Block half-day sessions* to leave your schedule open for appointments you pick up on the floor or added product development, networking or educational time
- Block specific states, provinces or countries that you don't package, freeing up your schedule for the appointments most important to your needs

** Please note, however, that blocking half-day sessions from prescheduled appointments would result in a forfeit of the rebate.*





NEW IDEAS TO GROW YOUR BUSINESS

To keep your business thriving, you need information. What are your peers doing to cut costs in this current economy? How can you access new markets?

These and many more questions can be answered as the first morning of Convention '09 is dedicated to tour operator education. The always popular Crackerbarrel session gives you a chance to pose these questions to your operator peers and learn from each other.

Other sessions—like the Berkely Risk Management seminar—not only give you important information but also can help you **save on your professional liability insurance** with operators receiving as much as a 5% premium credit for completion of the seminar.

GET YOUR CTP

NTA's Certified Tour Professional program is designed for today's busy professional. You can supplement your 24/7 online access with in-person educational sessions on the CTP core study areas at Convention.

Having your CTP shows the industry that you stand out. With the in-person CTP education at Convention, you can work toward that certification with ease and efficiency.

THAT'S NOT ALL FOLKS...

State-of-the-Art Motorcoaches

NTA partner, the United Motorcoach Association, is back in Reno and bringing with them the most recent, state-of-the-art coaches for your product planning. Operators can visit the UMA Motorcoach Display on the Convention floor and get an up close look at the finest in touring coaches.



Meet Alaska Senator Begich



NTA is pleased to have **U.S. Senator Mark Begich of Alaska** as our keynote speaker for the Business Meeting Luncheon on Sunday. In addition to getting your yearly update on NTA happenings and what to look forward to in 2010, Senator Begich will be speaking to you about his love of tourism and what he hopes to achieve in the Senate to help bring the importance of travel to the forefront.

For more details on events, sightseeing, Fams and more, visit www.NTAonline.com/Convention09 for a complete schedule of events.

AMERICA'S ADVENTURE PLACE

With sightseeing tours and pre- and post-Fams, Convention attendees will understand why Reno-Tahoe is known as **America's Adventure Place**. Explore our host city, experience new product ideas firsthand and leave with Convention memories of Reno that you'll never forget.



GREEN IS STILL THE THING

NTA launched its first green Convention last year in Pittsburgh and, with that, came a commitment to greening all NTA events.

Visit the Convention Web site for more details on all of NTA's green efforts in Reno. And, if you have any green ideas you'd like to see NTA implement for this and other events, let us know. Send your ideas to questions@NTAstaff.com.

GIVE BACK WITH TOURISM CARES

In addition to dancing the night away at Tourism Rocks, you also can give back to Tourism Cares by bidding on an auction item or mentoring a student. Visit www.NTAonline.com/Convention09 for more details on how to give back with Tourism Cares, NTA's official philanthropy.

Reno, Nevada Nov. 14-18



CONVENTION'09

NTA 546 E. Main Street Lexington, KY 40508 USA
Phone: 800.682.8886, +1.859.226.4444 www.NTAonline.com

WHAT YOUR COLLEAGUES HAVE TO SAY ABOUT CONVENTION '09:

"In our society, change is all around us. Most don't like change, however once we see the advantages 'change is good.' The best part of making changes is that we can always adjust along the way, since our membership makes the rules. I am hoping for easier access, better quality time and more quality appointments. I do hope our membership will give the new approach a chance and be positive as we move forward together."

Jay Smith

Sports Travel and Tours
Hatfield, MA

"I am really excited about the new Convention format NTA is introducing this year. The flexible schedule and targeted appointments with specific DMOs and suppliers that are key to my product development will allow me the opportunity to actually complete much of my research while at Convention. This adds up to a more productive and cost-effective investment for my company."

—Shelley Thiessen

Sun Fun Tours Ltd.
Kamloops, BC

NTA thanks our Host City, Platinum and Gold Convention '09 sponsors.

