

Work Smarter

Reno, Nevada Nov. 14-18



CONVENTION'09

Streamlined Schedule
Diverse Buyers
Longer Appointments
2 Shows, 1 Trip
Unmatched Affordability
Incentives for FREE registration

LOOK INSIDE

THINGS TO REMEMBER

At Convention '09, you'll find:

- ✓ More diverse buyers looking for all types of products from group to FIT
- ✓ An enhanced Destination Pavilion allowing for regional partnering among suppliers and DMOs for bigger returns
- ✓ New markets and buyers with the World Religious Travel Association's Expo
- ✓ Longer appointments for more quality selling time
- ✓ Supplier-requested appointments in the NTA Fast Pitch session for added contacts
- ✓ Unmatched value with hotel rooms ranging from US\$58 to US\$111 per night
- ✓ Incentives to earn US\$500 toward your registration fee for bringing guest operators
- ✓ Education and ideas to grow your bottom line
- ✓ Bring your CEO for FREE
- ✓ Sponsorship opportunities that'll get you noticed

And, here are some important dates:

July 15

Appointment Scheduling Opens

October 9

Deadline for Appointment Submissions

October 14

Deadline for Post-Fam Registrations

October 26

Customized Appointment Schedules Available

October 26

Direct Request Appointment Scheduling Opens

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CONVENTION'09

"When I first learned about the new Convention format in Pittsburgh, I have to admit I was very concerned. But, after sitting in on the Webinars and learning more, I'm excited—this should be the best show I attend all year!"

— Patrick Keyes

Adam's Mark Buffalo Niagara Hotel
Buffalo, NY

A Convention Designed by YOU

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

You wanted a Convention that will **increase your bottom line** with a diverse group of buyers. You wanted **more quality time with operators** to better promote your company or destination. 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 that it was designed for the way packaged travel professionals do business. Whether you focus on travel that is **to, from or within North America**, there's business for you at NTA.

And, with hotel rates as low as US\$58 per night and registration fees available at 2008 prices, 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.

The enhanced Destination Pavilion will give suppliers and DMOs the chance to help operators learn about new products and return to the office with itineraries in hand—giving you a more immediate return. Check out the new Fast Pitch that will give suppliers the chance to get in front of targeted operators to expand your contacts. After that, supplier/operator appointments in the traditional Tour & Travel Exchange format and the open business floor meet more of your business development needs.

Combine this with the co-location of the World Religious Travel Association's Expo, which opens the door to new buyers, and you've got more value than ever. NTA and WRTA are planning several networking events that will put you in front of WRTA travel buyers who will have the ability to walk the NTA floor at no added cost. And for a reduced fee, sellers can purchase access to the WRTA Expo floor as well.

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 event!

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

Suzanne Slavitter, CTP
2009 NTA Convention Chair

COME TO RENO FOR FREE!

NTA knows that 2009 has been a tough year. Everyone's budgets have been stretched to the limit and you're watching every cost. That's why NTA is offering you a chance to pay for your Convention registration and make sure you're in Reno for all of the networking, business and education you need to ensure that your bottom line doesn't suffer in 2010 and beyond.

Here's the deal ...

For every non-member appointment-taking operator you bring to NTA's guest program, you can earn **US\$500** toward your Convention registration, up to the individual registration fee paid. If you've already paid for Convention, we'll send you a refund.



The math is easy—bring us two operators for the guest program and you've nearly paid for your Convention registration.

Now, more than ever, you need the business and connections that an NTA Convention provides. All of that and more waits for you in Reno.

Contact Lori Rempe at lori.rempe@NTAstaff.com about the tour operator guest program and special registration forms to start earning your Convention credit today.

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**.

Register by the early-bird and your fees will be the same as last year—**US\$1,090**. After July 9, fees increase to US\$1,190. Registering without pre-scheduled appointments costs US\$1,090 regardless of when you register.

NTA and its Reno hotel partners also have worked to offer you incredible rates for your Convention stay. Check these out!

Silver Legacy*
US\$111 weekend/US\$76 mid-week

Circus Circus* (Free Internet)
US\$88 weekend/US\$58 mid-week

Atlantis (Towers 1 & 2) (Free Internet)
US\$89 weekend/US\$59 mid-week

Atlantis (Tower 3) (Free Internet)
US\$99 weekend/US\$69 mid-week

(Weekend rates apply on Friday and Saturday; mid-week rates run Sunday–Wednesday)

Visit www.NTAonline.com/Convention09 to register online or access printable registration forms.

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

WRTA IN RENO

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



WRTA travel buyers will have access to the NTA floor—opening the door for you to network and meet with hundreds of new buyers. Sponsor with NTA for added visibility on the show floor so WRTA buyers can find you as they shop.

Additionally, if your company or destination would like more exposure to the faith-based travel market, you can purchase full access to the WRTA Expo for **50% off** the WRTA member registration.

Note: The WRTA Expo is a trade show and not an appointment show like NTA. For more information about additional sponsorship and exhibit opportunities, contact Kami Risk at sales@WRTAstaff.com or by calling +1.859.226.4402.

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!



SCHEDULE

Sunday, November 15

- Destination Pavilion
- DMO Prescheduled Appointments
- Business Meeting Luncheon
- Wine & Cheese Reception
- Icebreaker

Monday, November 16

Morning

- Appointment Scheduling Session
- Destination Pavilion Shopping
- Theatre Direct & Broadway.com/groups Luncheon

Afternoon/Evening

- NTA's Fast Pitch Session
- Destination Pavilion Shopping
- Wine & Cheese Reception
- Dine-Around
- Tourism Rocks



NEW OPPORTUNITIES WITH ENHANCED DESTINATION PAVILION

Operators have told NTA that the first place they start for new product ideas is the destination. Being able to shop destinations, by region, and meet with the DMOs and suppliers of that region at the same time leads to more efficient product planning for the operators and bigger returns for the suppliers and DMOs.

That's why on Sunday and Monday, the typical NTA Convention floor will give way to the enhanced Destination Pavilion for the 10-minute, prescheduled DMO appointments.

Here's what you can expect:

Sunday, November 15

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

Monday, November 16

- Appointment Scheduling Session with operators seated in their Exchange booths
- Unscheduled time in the Destination Pavilion for operator product and itinerary development in morning and afternoon
- Opportunity to schedule new appointments
- Allows DMOs and suppliers time to partner, offer product ideas and help operators create itineraries

The Destination Pavilion will be closed on Tuesday and Wednesday. DMOs seeking extended exposure on NTA's show floor can sponsor at the US\$5,000 level and receive a booth for the whole week. Contact Karla DiNardo at karla.dinardo@NTAstaff.com for more information.

Be Prepared—at Convention '09, you'll meet buyers from the U.S., Canada, Mexico, South America, Europe, Asia, Africa and India all looking for product to suit groups and FIT travelers of all kinds!

DESTINATION PAVILION DESIGN

Each DMO will receive a 4'x8' booth with a table, two chairs, wastebasket and ID sign with their registration. To keep your costs down, the same policies will apply as past years in the Destination Pavilion—DMOs can have profile forms, business cards and literature racks for brochures, itineraries, etc. No decorations allowed, including banners, table skirts with logos or displays, etc.

The regional layout will be as follows:

Canada

- All Canadian Provinces

International

- All Other Countries

Great Frontier

- Iowa
- Kansas
- Missouri
- Nebraska
- Oklahoma
- Texas

Great Lakes

- Illinois
- Indiana
- Michigan
- Minnesota
- Ohio
- Wisconsin

Mid-Atlantic

- Delaware
- District of Columbia
- Maryland
- New Jersey
- New York
- Pennsylvania
- Virginia
- West Virginia

Mountain West

- Colorado
- Idaho
- Montana
- North Dakota
- South Dakota
- Utah
- Wyoming

New England

- Connecticut
- Maine
- Massachusetts
- New Hampshire
- Rhode Island
- Vermont

Northwest

- Alaska
- Oregon
- Washington

South

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky
- Louisiana
- Mississippi
- North Carolina
- South Carolina
- Tennessee

Southwest

- Arizona
- California
- Hawaii
- Nevada
- New Mexico



TOUR SUPPLIERS AND DMOs — don't forget that the NTA Convention floor is always open for business. Suppliers can be on the floor during the Destination Pavilion days to partner with your DMO and make added contacts and DMOs, you can stay for the open floor Tuesday and Wednesday.



FAST PITCH SERVES UP MORE BUSINESS FOR TOUR SUPPLIERS

Monday holds an added opportunity **just for tour suppliers**. On that afternoon, suppliers will have the chance to participate in NTA's new **Fast Pitch** where only supplier requested appointments are held.

This new two-hour business session offers:

- 5-minute prescheduled appointments with operators
- Appointments made by supplier request only
- Tour operators seated with suppliers walking
- A chance to target operators with whom you'd like to do business and give a quick introduction to your product

This new business session kick-starts the rest of your week in the Tour & Travel Exchange by allowing you the chance to capture the attention of tour operators that you target and select.

It's your chance to put your product in front of more buyers!

THE TOUR & TRAVEL EXCHANGE REMAINS

The business continues with the Tour & Travel Exchange format on Tuesday and Wednesday. Tour operators will be seated in their individual booths for their 10-minute, prescheduled appointments with suppliers.

The floor, as always, is open, letting suppliers and DMOs add to their appointment calendar. For DMOs, the Destination Pavilion will be removed at the conclusion of Monday's business sessions, giving you the chance to walk the floor for added appointments, attend educational seminars or, if your budget demands, depart.

NTA'S EXECUTIVE PROGRAM—BUY ONE ... GET ONE FREE

What is the best way to understand what your NTA Convention dollars bring to your company or destination? Well, it's being there and seeing it firsthand.

Having your CEO in Reno can only help you in the long run. When your boss sees the kind of business the NTA Convention generates—particularly this year with the enhanced format—it makes it easier to defend the marketing dollars you need to reach this lucrative leisure market.

To help you achieve that goal, NTA is enhancing its Executive Program to include a full schedule of programming. When you register for the Convention, you can also **register your CEO for FREE!**

This free registration allows your executive access to any and all days of the Convention. Be on the floor to experience the energy of the Destination Pavilion. Attend special CEO forums and educational sessions designed with them in mind. See the networking that goes on in the Tour & Travel Exchange, during evening events and throughout the day. And, with the low rates being offered by our Reno hotel partners, there's never been a better time to showcase what you do for your company or destination at NTA!

"I am glad my boss took part in the Executive Program so he could finally see what all the fuss is about. Now I don't have to re-sell him on it each year."

—**Carl Prince**

Theatre Direct/Broadway.com
New York, NY

Don't leave your marketing budget to chance. Get a thumb's up on your NTA budget dollars by bringing your CEO to Convention '09 and show them the value of your NTA investment.



**FLEXIBILITY IS KEY—
CREATE YOUR OWN SCHEDULE**

The newly designed NTA Convention gives you the flexibility to streamline your schedule and, in today's reality of diminishing budgets, do more for less.

For everyone, staying the week means added networking, educational sessions and an open floor every day. But NTA knows that budgets are tight. That's why sightseeing was moved to Saturday, allowing you to do more with fewer days out of the office.

For DMOs, you can arrive on Saturday and participate in the Destination Pavilion on Sunday and Monday, creating a lot of business in just a few days.

Same goes for suppliers. Your prescheduled appointments take place on two consecutive days. Add the Fast Pitch and open Destination Pavilion shopping on Monday, you get even more business opportunities for just one additional day.

That is the beauty of the new Convention format and schedule. Come for two days of intense business or stay for all of the events of the full Convention ... **the choice is yours!**

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	Operator-Focused Programming 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
	Operator-Focused Programming 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.

THAT'S NOT ALL FOLKS...

The NTA Convention has the best business you can find. But alongside all of the business is a whole lot of fun, too. The schedule for Convention '09 mixes in opportunities to connect with old friends, experience your host city and make new contacts every day.

NTA is also 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.

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.



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GET NOTICED—SPONSOR IN RENO

Convention '09 gives you unlimited opportunities to reach the most diverse and professional tour operators in packaged travel today. And, there are even more ways you can set your product or destination apart ... interested?

Contact **Karla DiNardo** today about becoming a Convention '09 sponsor. There are a number of available sponsorships at various price points from which to choose. Or, tell Karla what your goals are and she'll customize an incredible sponsorship package that is sure to get you noticed!

Call Karla today at 800.682.8886, ext. 4232, or +1.859.226.4232, or e-mail her at karla.dinardo@NTAstaff.com and put yourself front and center in Reno.

A special thanks to our Convention '09 sponsors. For a complete list of sponsors visit www.NTAonline.com.

