



7th Annual San Diego Travel Show

Exhibit in San Diego's Largest Consumer and Industry Travel Show



Join San Diego County's Best Attended Travel Show

The 2007 San Diego Travel Show will be hosted at the Town and County Convention Center, an award winning convention facility centrally located in the heart of San Diego. With 10,000 square feet of exhibitor space, multi-media capabilities, and easy access to all San Diego freeways, this facility offers everything exhibitors need to promote their companies.

The cost for an 8x10 fully draped and equipped booth is just \$750. A second company can be added to the booth for an additional \$150, resulting in a shared booth cost of only \$450 per company. We will help arrange shared partners to those interested in the shared booth rate but that do not have an existing partner company.



2007 Travel Show Improvements

- Increased Marketing to the Public and Travel Professionals!
- Expanded Exhibition Space for Additional Vendors!
- Improved Parking System!

For the 7th consecutive year we will be offering FREE ADMISSION to attendees and travel agents. This diverse market will offer you the opportunity to simultaneously promote products and services to consumers and travel industry professionals alike. You don't want to miss this event.

Exclusive Travel Shoppers section allows companies the opportunity to include brochures in the show without sending a representative. For a cost of \$100, plus shipping you can send your brochures for placement near the entrance of the exhibitor hall. Any brochures left over after the show can be picked up or sent back to you.

**Sunday
March 18th, 2007
10am – 3:30pm**

**TOWN AND COUNTRY
CONVENTION CENTER
500 Hotel Circle North
San Diego, CA 92108**

www.sandiegotravelshow.com

Increase your sales in Southern California, a market with 17 million customers!

ABOUT THE SHOW

This show will most certainly be the biggest and best attended show in the San Diego area for travelers and travel agents. Consult our website at www.sandiegotravelshow.com for more details.

BENEFITS OF EXHIBITING

The opportunity to meet face to face with the largest gathering of travelers and travel agents in San Diego County to promote your services and distribute your brochures. You do not want to miss out on this annual event.

WHO EXHIBITS

AIRLINES - CAR RENTAL FIRMS - NATIONAL AND LOCAL TOURIST OFFICES - HOTELS AND RESORTS - TOUR OPERATORS - TOURS AND ATTRACTIONS - TRAVEL AGENCIES - TRAVEL RELATED PUBLICATIONS AND SERVICES

LOCATION

The 2007 San Diego Travel Show will be hosted at the Town and Country Convention Center, an award winning convention facility located in the heart of San Diego.

COST OF EXHIBITING

\$750 per 8x10 fully draped and equipped booth. A second exhibitor can be added for \$150 resulting in a shared cost of \$450 per exhibitor (we can find a share partner for you). Or have your brochures distributed to travel attendees for only \$100 in our Travel Shoppers section.

Recent San Diego Travel Show Exhibitors Include:

The 2006 show was an excellent opportunity for us to expand our local customer base. Great job!
Heather Scherer, Owner
Pepp Travel

Amazing Thailand
Aero California
Aeromexico
AFC Tours
Aladdin Resort & Casino
Ala Moana Hotel
Alaska Railroad
All About Tours
Anaheim Ramada
ADM French Airlines
Apple Vacations
Aston Hotels & Resorts
Australian Pacific Touring
Australian Travel Headquarters
Avis Rent-a-Car
The Islands of the Bahamas
Baja California Sur
Balderrama Hotels & Tours
Barbados Tourism Authority
Bennett Tours
Beresford Hotels
Bermuda Dept. of Tourism
Blue Voyage Tours & Travel
Borrego Springs Chamber of Commerce
Bravo Travel
Brendan Tours
British Virgin Islands Tourist Board
Camino Real Hotels & Resorts
Capri Laguna Beach
Casa de Campo
Castle Resorts & Hotels
Catalina Island
Cayman Islands Dept. of Tourism
Cayman Airways
Central Holidays
Chaparral Suites Scottsdale
China Airlines
China National Tourist Office
China Southern Airlines
Circus Circus Hotel & Casino
City Escape Tours
Classic Custom Vacations
Cloud 9 Shuttle
Coast Resorts
Coastal Hotel Group
Commodore Day Cruises
Costa Cruise Lines
Costa Travel

Country Inn & Suites
Crowne Plaza Hotel at Commerce Casino
Cunard Line, Ltd.
Discover Hidden Hawaii
Doubletree Guest Suite Dana Point
Eastern Sierra
Edgewater Hotel Casino
Egyptian Tourism Authority
El Dorado Ranch
Elegant Cruises & Tours
Embassy Suites Arcadia
Embassy Suites Las Vegas
Embassy Suites Napa
Ensenada Tourism Board
Epic Resorts
Escape Holidays
Eurobound
Eva Airways
Express Holidays
Flagstaff, Arizona
Flamingo Laughlin
Frontier Airlines Vacations
Galapagos Cruises
Getaway Lagoon
Grand Canyon Railways
Grand Pacific Resorts
Grayline of Alaska & Seattle
Greece Golden Sun Cruises
Hacienda Hotel at LAX
Happytours Vacations
Hawaii World
Hawaiian Airlines
Hilton Los Angeles
Holiday Inn Boardwalk Casino
Holland America Cruises
Honolulu Airport Hotel-Best Western
Hotel Coral Ensenada
Hotel Hacienda Beach
Hotel Premiere
Hotel Santa Barbara
Hotel Griffon
Hyatt Resorts
Icelandair
The Ilikai Hotel Nikko Waikiki

The [2006] show was nice and the people were interested in our services, we got some nice leads. Thanks again, I look forward to doing the show again next year.
Alfonso Barquin,
EuroBound TahitiBound

The Show was a great success for me! Thank you for everything.
Meryl Humphrey,
Yuma Visitors Bureau

Imperial Palace Hotel & Casino
India Tourist Office / India Air
Innsuites Hotels
Ireland Tourism
Israel Government Tourism
Jackie Gaughan's El Cortez
Kapalua Villas & Homes, Maui
Key Largo Casino & Hotel
Knott's Berry Farm
Korea National Tourism Organization
La Quinta Inn
La Casa del Zorro Resort
La Costa Resort
Lake Tahoe Visitors Authority
Las Vegas Convention & Visitors Authority
Las Vegas Territory
Laughlin Visitors Bureau
Little America Hotel of Flagstaff, AZ
Loews Ventana Canyon Resort
Luxe Hotels
Malaysia
Marina Fiesta Resort Cabo
Marriott Courtyard – Palm Springs
Mazatlan Tourism Trust
Mexicana Airlines
Mexican Government Tourism Office
Mexico Condo Reservations
Mexico Marketing
Millennium Biltmore Hotel
Mirage Resorts
MTM Tours
Napili Point Resort – Maui
New Orleans ConVis Bureau
Norwegian Cruise Lines
Oahu Visitors Bureau
Outrigger Hotels
Outside Sales Support Network
Pala Mesa Resort
Plaza Hotel & Casino
Plaza Hotel – Honolulu
The Polynesian Cultural Center
Premier Cruise Lines
Priceless Car Rentals
Primm Valley Resorts
Princess Cruises
Pueblo Bonito Hotels & Resorts
Quail Lodge Resort & Gold Club
Quality Hotel LAX
Quick Shuttle

San Diego Travel Show 2007 - Application

Exhibiting Company _____
 Address _____
 Zip Code _____
 Phone Number _____
 Email Address _____

Contact Person _____
 City and State _____
 Country _____
 Fax Number _____
 Company Website _____

Booth Costs: \$750 Booths Requested () x \$750 = _____
 Each 8'x10' booth includes: one 6' draped table, two padded side chairs,
 one waste basket with liner, and one 7"x44" exhibitor identification sign.

Additional Company: Booths Requested () x \$150 = _____
 One additional company can be added to the booth, limited to two
 companies and four persons per booth. Please provide additional
 company information on a separate sheet.

Exhibitor Lunch: Individuals () x \$20 = _____
 Individualized lunch prepared and delivered to your booth,
 preventing you from having to leave during the event.

Electricity: Booths Requested () x \$35 = _____
 Each booth requesting electricity shall be wired for such and contain
 outlet accessibility in the booth.

Internet Access: Booths Requested () x \$150 = _____
 Each booth requesting internet access will be provided an individual
 IP address and connection.

Travel Shoppers Section: Companies () x \$100 = _____
 Companies unable to participate in the San Diego Travel Show can
 have their sales materials displayed in our popular Travel Shoppers
 section. They must be shipped no more than one week prior to the
 travel show and can be returned. All shipping costs must be paid.

Total Cost = _____

Please provide the company name as you would like it to appear on the booth sign, in the program, on the website and in any other advertising in the spaces below:

Prize Donation

Please indicate any prize that you would like to donate with the prize value. Prizes valued over \$50 each will be included in the program. Substantial prizes will be included in our advertising program with mention of the donating company and will be used as a factor for premium booth assignments.

Prize: _____

Value: \$ _____

_____ Contact me regarding additional branding and sponsorship options



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Sunday,
 March 18th, 2007
 10 am - 3:30 pm

San Diego Travel Show
 Town and Country Convention Center

500 Hotel Circle North
 San Diego, CA 92108

Phone: 760-274-2600
 Fax: 858-362-3153

www.sandiegotravelshow.com

Payment Options

Make payments payable to:
 San Diego Travel Show
 4405 Manchester Ave, Ste. 101
 Encinitas, CA 92024
 Phone: 760-274-2600
 Fax: 858-362-3153
www.sandiegotravelshow.com

Visa Master Card American Express

_____ Card Number _____ Expiration Date

_____ Billing Address

_____ Signature (I hereby agree to Terms and Conditions provided)



Visit us Online for updated information
www.sandiegotravelshow.com



Contact us:

Phone: 760-274-2600

Email: info@sandiegotravelshow.com

Fax: 858-362-3153

Mail: 4405 Manchester Ave, Ste. 101,
Encinitas, CA 92024

Sunday, March 18th, 2007

10:00am – 3:30pm

**TOWN AND COUNTRY CONVENTION CENTER
500 Hotel Circle North
San Diego, CA 92108**

Terms and Conditions

Exhibitor agrees to maintain their display and presence at the San Diego Travel Show until 3:30 p.m. PST on the day of the event. Any exhibiting company that tears down their exhibit and leaves in advance of this time will be charged a \$200 early exit fee.

Exhibitor agrees to indemnify, defend and hold harmless the San Diego Travel Show (company), its owners, officers and employees from any claims, expenses and all liability for Bodily Injury, Personal Injury or Property Damage arising out of or related to this agreement, except those claims or causes of action arising out of companies sole negligence or that of its employees.

San Diego Travel Show will not be responsible for damage to or loss of any articles of property at the event location prior to, during or following the function.

All loading or unloading involving access to the convention center must be done in designated areas.

Exhibitor agrees to observe venue policies and procedures including rules and regulations, protection of the physical plant, exhibit policies and procedures and others as unidentified by the venue.