

**International Tour Operators & Media Sales Mission
Rome, Milan & Rimini, Italy October 1-11, 2011**

DESCRIPTION: Travel South USA, in partnership with State Tourism Offices, is conducting a sales mission to meet with international tour operators and travel media in Rome and Milan and attend TTG Incontri B-to-B trade fair in Rimini, Italy. Travel South USA will have premium presence in the USA Pavilion, and pre-scheduled appointments with key tour operators. The expected attendance is 35,000+; with 2400 exhibitors from 101 countries.

FEE DETAILS: \$3,500 (excludes transportation, lodging, airport transfers and non-event meals)
Space is limited to ten (10) partners on a first-come, first-serve basis

KEY DATES: Registration deadline September 15, 2011

DETAILS - Final format depends on the number of partners who join. Partners will be organized in teams:

Oct. 1, 2011 Departure
Oct. 2, 2011 Arrival Day in Milan
Oct. 3, 2011 Tour Operator Appointments. Evening: Reception - trade and media
Oct. 4, 2011 Tour Operator Appointments.
Oct. 5, 2011 Travel Day
Oct. 6, 2011 TTG Incontri. Tour Operator meetings targeted to appropriate supplier
Oct. 7, 2011 TTG Incontri. Tour Operator/Travel Agent meetings
Oct. 8, 2011 TTG Incontri. Tour Operator/Travel Agent meetings. Afternoon: Travel to Rome
Oct. 9, 2011 Free Day
Oct. 10, 2011 Tour Operator Appointments. Evening: Reception - trade and media
Oct. 11, 2011 Travel Home

METRICS

- Number of tour operator visits organized
- Number of journalist meetings undertaken
- Number of leads generated
- Value of Articles

Please complete the portion below and fax back as soon as possible to confirm your space.

Yes, we commit to participating in the Sales Mission Milan/Rimini/Rome, Italy. I understand that once my participation is confirmed, I will receive an invoice for \$3,500 payable on receipt. Any cancellations made after Aug 1, 2011 will receive reimbursement only if a replacement is found by Travel South USA. I understand the registration fee does not include accommodations, airfare, meals or personal expenses.

Organization Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone: _____

Contact E-mail: _____

Signed: _____

Please fax or e-mail this completed and signed form to:
Rob Nolen, Director, Partner Development & Event Sales
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