



Southern Oregon Visitors Association

2011 Potential Trade Shows *(as of October 17, 2010)*

Benefits of Participating: Your region, attraction, hotel, etc. will be showcased in front of thousands of potential visitors. For those attending the individual shows, leads are collected and shared. Anyone involved (whether a brochure distributor or attendee) will be included on any marketing piece handed out at the shows, and on a corresponding website.

A cooperative approach to trade shows gives Southern Oregon a larger footprint and a more compelling story to tell. We appreciate the hundreds of partners who have worked with us over the past six years, and look forward to another great season. Partnership through SOVA not only yields results, it saves money. SOVA underwrites the major costs & partners can buy in at a reasonable rate. Truly a win-win solution!

NOTE: Deadline November 1, 2010. Contact Sue@sova.org.

Date	Show	Where	Partner Support Needed	COST: Brochure Distribution	COST: Attend show & work booth	SOVA Attends – promotion DMO itineraries	COST: DMO Partnership
January 15 & 16, 2011	Santa Clara Adventure and Travel Show www.adventureexpo.com COVA and Eugene Cascades are very interested. Trying to do a coop with Travel Oregon.	Santa Clara, CA	X	\$150	\$400 <i>(max of 6 partners)</i>		
Thursday, January 20 – Sunday January 23, 2011	Sacramento Sportsman Show Sean Smith www.sportsexpo.com	Sacramento, CA	X	\$150	\$400 <i>(max of 6 partners)</i>		

January 29 & 30, 2011	Seattle Travel Show – Medford and Grants Pass represented www.seattletravelshow.com Contact Kristy kristy@medfordchamber.com at the Medford Chamber for details.	Seattle, WA	<i>This is not a SOVA Coop. It is a Medford and GPVCB Coop.</i>	Contact Medford VCB	Contact Medford VCB		
February 1 – 3, 2011	Mini Trade Shows – <i>See below</i>	Feb 1 - Sacramento, Feb 2 -Marin County, Feb 3 -Sonoma	X	\$100 For all three shows.	\$400 – (<i>Max two people</i>) For all three shows.		
February 6 - 10, 2011	Go West Summit	Boise, ID				X	\$500
Spring Dates TBD	Oregon Only Trade Show – <i>Lisa Itel at Travel Oregon arranging</i>	Vancouver Canada				X	\$500
May 21 - 25, 2011	POW WOW	San Francisco				X	\$500
June 4 & 5, 2011	14 th Annual Sunset Celebration Show – <i>We will not know if we are accepted until March 2011.</i>	Menlo Park, CA	X	\$150	\$400 (<i>max of 6 partners</i>)		

DEADLINE FOR PARTICIPATION:

None of the shows are definite until partners inform SOVA they would like to participate. Whether SOVA goes to each of the shows will depend on participation from SOVA partners. : If you are interested in either participating as a brochure distributor, food or beverage participant, or working the booth at one or all the shows, **please contact Sue Price at sue@sova.org by November 1, 2010.** Partnership participation will determine the final SOVA Trade Show schedule. **Confirmation deadline November 1.** Payment will be due two weeks prior to the show. **The final 2011 SOVA Trade Show Schedule will be announced by November 15, 2010.**

Food and Wine Participation: If you are a culinary or wine and would like us to offer samples of your product please let us know. In the past we have offered samples of cheese, tortas, wine, beer, toffee, pears, and caramels. A wonderful way to showcase your product. There is no charge for us to “hand out your samples” but shipping costs may apply.

More About the Shows

Santa Clara Adventure and Travel Show: It has been proven that a large percentage of Southern Oregon visitors are traveling from Northern California, especially this past year. In the past the Bay Area Travel Show reported more than 7,000 attendees. The show was cancelled last year due to the poor economy and poor exhibit response. For 2011 **The Travel and Adventure Show** www.adventureexpo.com has taken over the show. We have been to the LA Adventure Show two years ago and it proved to be a great show although very expensive for us to ship, buy booth space, and pay for travel expenses. We have chosen not to attend the LA Show but are very interested in the Santa Clara Adventure and Travel Show. SOVA has spoken with COVA, Eugene Cascade, and Travel Oregon about co-oping a large booth. More than 500 exhibitors, numerous trip giveaways, cultural entertainment, presentations by travel experts Rick Steeves, Arthur and Pauline Frommer, and more.

Sacramento Sportsman Show: This is the largest outdoor show in Northern California with over 50,000 attendees. For businesses who specialize in outdoor adventure this is a very good show. Some of the experiences and destinations that generated interest in attendees include: Roseburg, the South Coast, Grants Pass, Klamath Falls, and Medford. Activities of interest: fishing, rafting, hunting, birding, golfing. Lodging choice interest ranged from traditional hotels to lodges, camping and RV. Our famous rivers generated a lot of interest as well: Rogue, Smith, Umpqua, Chetco, and Williamson. The show is an opportunity to put your product in front of 50,000 Bay Area, outdoor recreation enthusiasts. We’re planning to develop a map highlighting all rivers and featured outdoor recreation itineraries. **About one-third of ISE Sacramento attendees have annual household incomes in excess of \$100,000.** Bottom line? Customers have the ability to purchase your service or product. We offered Caldera Beer and Sausage Tastings. Very busy most of the time. Four day show 8 – 10 hours a day. We work in shifts. www.sportsexpo.com

Sunset Show: Very successful show. Over 25,000 high yield attendees. SOVA has attending since 2005. **Each year we are required to apply for booth allocation.** Acceptance depends on the marketing dollars SOVA spends with Sunset Magazine throughout the year. We do not know if we are accepted until late March. This is probably the most successful show we do all year. Food tastings and wine tastings are offered from our booth. Marketing piece is a map showing location of all participants and any specials they may be offering. Very effective. Last year Eugene Cascades also had a booth.

Mini Trade Shows and Receptions Northern California 2011 Schedule – www.Travel-Trade-Shows.com They bring **Travel Agents, Group & Incentive Coordinators, Meeting & Event Planners** to us at one location. Presentations combine a reception and table-top trade show; which allows for lots of one-on-one time with the attendee buyers. They are **Evening shows** (usually 5:30 - 8:00pm) on weekday evenings. Approximately 20 exhibitors per show. 35 – 50 Meeting Planners, corporate and leisure travel agents. The shows are not open to the public.

February 1 st – Sacramento, CA
February 2 nd – Marin County, CA
February 3 rd – Sonoma County, CA

Go West Summit: Approximately 300 tour operators who plan group tours throughout the West attend. Representatives from all seven Oregon regions, and staff from Travel Oregon have one-on-one prearranged scheduled appointments throughout the three days of the show. This show is set up very much like NTA. Sue attends *representing partnering DMO's* in the SOVA region. **The marketing piece designed and itineraries offered during the show are based on participating DMO's.**

Oregon-Only Trade Show: Travel Oregon is arranging this show in Vancouver. Last year was the first year Travel Oregon arranged for this. They did an outstanding job and it was very successful. SOVA created an Oregon Bounty-themed gift item – custom-printed aprons w/ Myrtlewood spoons, treats in the pockets, and a recipe book featuring Southern Oregon culinary delights. Travel Oregon arranges 3 -4 receptions in four different locations in Southwestern Canada with travel agents and tour operators. Representatives from all seven Oregon regions will have booths showcasing their regions. Details will be coming out in the next few weeks.

POW WOW – International Trade Show. Attended by more than 1,000 International tour group operators, FIT receptives, and travel agencies - plus 3,000 suppliers. SOVA partners with Travel Oregon in an “Oregon” booth. Prearranged appointments are scheduled every 20 minutes during a three day period. The world's most respected buyers, who make arrangements for the International inbound visitors, will not only be at [International Pow Wow](#), but they will be booking business for the 2011-2012 travel season. Pow Wow is one of the most efficient ways to become involved in International travel. Recent Southern Oregon FAMs – such as AlliedTPro, Net Travel Holland, and HotelBeds – were direct results of SOVA's participation in Pow Wow. This year the conference is held in San Francisco, CA. For those DMO's participating we will create a marketing piece directly with the State of California Tourism Associations to create specific itineraries from SF through Northern California and the Southern Oregon loop.