

## GENERAL

### 1. What is International Pow Wow?

U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,200 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

### 2. How do I make the most out of International Pow Wow?

View the **Orientation Manual** posted at [www.ustravel.org/events/international-pow-wow](http://www.ustravel.org/events/international-pow-wow) to help ensure that you make the most out of every minute at U.S. Travel's International Pow Wow.

### 3. What is the dress code?

Business or Business Casual during show hours. Casual for evening events

### 4. Can I bring my spouse/guest/child to an evening event?

No. As the evening events are still considered a networking opportunity, no guests are allowed.

### 5. Can I purchase a ticket for the evening event?

No. If you are a registered delegate, the evening events are included in your registration fee. If you are not registered for Pow Wow, you will not have access to the evening events.

### 6. What is my organization number and/or password?

If you have attended International Pow Wow in the past, you should have received an email with your Organization Number and Password for use when registering online. If you forgot your login codes or did not receive them, complete the Login Code Request form, which can be found on the U.S. Supplier, International Buyer, Domestic Buyer, International Non-Buyer, and International and Domestic Journalist information pages at [www.ustravel.org/events/international-pow-wow](http://www.ustravel.org/events/international-pow-wow).

### 7. How much does membership cost and what is a Board Level Member?

Visit <http://www.ustravel.org/member-services/benefits-of-membership> for information on membership. The Membership Resource Guide and the Premier Resource Guide outline benefits and fees of various levels of membership.

If you have a membership-related questions, email Judith Harris, Director of Membership at [jharris@ustravel.org](mailto:jharris@ustravel.org).

## REGISTRATION

### 1. Can I purchase a day pass?

No, we do not offer day passes. We have one-day registrations, but they are restricted to U.S. Supplier public relations delegates participating *only* in the Media Marketplace on Monday.

### 2. Who is eligible to attend as an International Buyer and what is included in the International Buyer Registration Fee?

Qualified buyers of USA travel products and services are eligible to register for International Pow Wow *by invitation only*. The International Advisory Committee (IAC) Chairs for each of our 70+ participating countries will send U. S. Travel's invitations to international buyers in October, along with an email including your login codes for company and individual registration. All registrations are subject to approval by the IAC Chairs and U.S. Travel Association.

The International Buyer registration fee includes:

- A discount on round trip airfare to Host City (subject to availability)
- Round trip airport/hotel transfers in Host City and group ground transportation between function sites
- All meals and related functions which are an official part of International Pow Wow
- Sightseeing tours and Post-Familiarization tours (small fee may apply for post-FAM tours)
- Year-long company listing on powwowonline.com and online access to all U.S. Suppliers

In addition to the above benefits, U.S. Travel will provide:

- Lodging at your assigned delegation hotel for the five (5) nights – Saturday through Wednesday (room & tax only), with checkout on Thursday

### 3. Who is eligible to attend as an International Journalist?

International Journalists who cover and write about USA travel destinations, products, and service are eligible to register by invitation and approval from the International Advisory Committee Chair (IAC) in their country and U.S. Travel Association.

### 4. I am a U.S. Journalist, can I attend International Pow Wow?

A limited number of registrations are available for U.S. Journalists interested in attending International Pow Wow. Email Cathy Keefe, Manager of Media Relations at [ckeefe@ustravel.org](mailto:ckeefe@ustravel.org) for more information.

### 5. Are any complimentary registrations included with my booth?

No. Each registered delegate must pay the individual registration fee. (Note: If the company is a Board Level Member, they receive three (3) complimentary registrations regardless of the size of their booth.)

### 6. How many registrations can I purchase for my booth?

Exhibitors may register up to three delegates per 10'x10' booth space. Thus, single booth holders may register up to three staff; double booth holders up to six staff; and triple booth holders up to nine staff.

### 7. How do I register additional delegates for my booth?

Once your company is registered, the Key Contact will be able to re-login to the online registration system and register additional delegates in their booth. You will also be able to make changes to existing delegate registrations -- all via the online registration. The Key Contact can register their Booth Share Delegate(s) through the online shopping cart.

**8. What are the registration hours onsite?**

Saturday: 8:00 a.m. – 5:30 p.m.  
Sunday: 8:00 a.m. – 5:30 p.m.  
Monday: 7:30 a.m. - 1:00 p.m.  
Tuesday: 8:00 a.m. - 1:00 p.m.  
Wednesday: 8:00 a.m. - 1:00 p.m.

**EXHIBITOR BOOTHS**

**1. Can I attend without purchasing a booth?**

No. This is an appointment based show and Exhibitors are required to occupy booth space in order to meet with Buyers.

**2. What is included in my booth?**

- Draped 10' Back Wall and 42" Side Rails
- Sign with Company Name and Booth Number
- Complimentary Booth Package, which includes a draped 4' table, 2 chairs and wastebasket. (Optional Package Form from the Online Exhibitor Services Manual must be submitted to receive this package.)

**3. What are the booth set-up hours?**

Saturday: 8:00 a.m. – 5:00 p.m.  
Sunday: 8:00 a.m. – 5:00 p.m.

**4. What are the show hours?**

Monday: 8:30 a.m. – 5:05 p.m.  
Tuesday: 8:30 a.m. – 5:50 p.m.  
Wednesday: 8:30 a.m. – 4:00 p.m.

**5. What is a Booth Share?**

Certain booth holding organizations (i.e., Non-Profit associations: State Tourism Offices and CVBs and For Profit parent companies such as Hotel Chains, e.g., Hilton Hotels Corporation, Marriott International, etc.) are eligible to share their booth with other individuals from organizations that are members of those associations, or subsidiaries and franchises of those For Profit companies. There is a fee for the Booth Share Option depending on the size of your booth. All individuals registered as part of a Booth Share must pay the individual registration fee.

Organizations participating in a declared booth share will receive:

- An individual contact listing for the booth share organization will appear in the Delegate Registry CD under the primary organization's booth listing, including organization name, delegates' name, title, address, phone, fax, website, and e-mail address
- An organization listing in the Exhibitor section of the Official Program
- The booth share organization's name, city and state will be printed on the delegates' badges instead of booth holder name
- A contact listing for the booth share organization will appear on powwowonline.com under the booth holder's organization listing

**6. What is the Multiple Booth Scheduling Option?**

This allows Exhibitors with multiple adjacent booths to combine their appointment schedules to be part of a "Scheduling Group." This option is so that a Buyer only receives one (1) appointment with this group. Download and print the **Multiple Booth Scheduling form** from the U.S. Suppliers' Appointment Options page at <http://www.ustravel.org/events/international-pow-wow>.

**7. When will I get my booth confirmation?**

When all of the booths have been assigned and entered into the database, the Key Contact will receive an email with their booth assignment and Appointment Scheduling Instructions (in late February).

**8. Can I have a raffle/prize drawing in my booth?**

No. They are prohibited on the show floor.

**9. How do I know where my assigned booth is located?**

In late February, a link to the interactive floor plan will be e-mailed to the Key Contacts of all exhibiting companies.

**10. Why did I get the booth location I was assigned?**

Based on the region you designated when you registered online, it was the best location available at the time of assigning space.

**11. What is an Exhibitor Appointed Contractor?**

It is a Contractor that the Exhibitor designates to install and dismantle their booth. They are used in place of U.S. Travel Association's official Contractor, Freeman. (Note: All Exhibitors using Exhibitor Appointed Contractors (EACs) must submit their completed **EAC Form** and an insurance certificate by the deadline date posted on the Key Dates and Deadlines. Download the **EAC Form** from the U.S. Suppliers Exhibitor Services page at [www.ustravel.org/events/international-pow-wow](http://www.ustravel.org/events/international-pow-wow) .

**12. Can I set up my own booth?**

Yes, if no tools are required to do so. If any kind of tools are required, you must use U.S. Travel Association's official Contractor or appoint your own.

**13. Can I bring in my own booth furniture?**

Yes, if it can be hand carried it can be brought in through the front doors. If it is brought in through the freight doors, it must be delivered to your booth using Freeman's labor.

**14. When will I receive my Exhibitor Services Information?**

In late February, the Key Contact with your organization will receive an email that has a link to the online Exhibitor Services Information, provided by Freeman.

**15. Do I need to order carpet?**

Yes, if you do not have your own. Per the **Marketplace Hall Rules and Regulations**, which can be downloaded from the U.S. Suppliers page at [www.ustravel.org/events/international-pow-wow](http://www.ustravel.org/events/international-pow-wow), all booths must be carpeted.

## APPOINTMENTS

### 1. When can I schedule appointments?

In late February we will send an email notifying you when the Appointment Scheduling process is open. You can then log on to [powwowonline.com](http://powwowonline.com), using your organization number and password and start building your list. You can go to [powwowonline.com](http://powwowonline.com) prior to this however, and start building your prospect lists.

### 2. How many possible appointments are there?

There are a total of 44 appointment slots. For International and Domestic Buyers, each delegate can have up to 44 pre-scheduled appointments. For Exhibitors, it depends on the booth size: 44 for a Single Booth; 88 for a Double Booth; 132 for a Triple Booth.

### 3. How many additional appointments do I receive with the Extra Appointments Option?

This option is for Exhibitors only, and it depends on the booth size. You may request and possibly receive 20 additional for a Single Booth; 40 additional for a Double Booth; 60 additional for a Triple Booth.

### 4. How come I only got X number of appointments?

There could be numerous reasons:

- The floor distance for the Buyer to travel was too far between appointments
- The Buyer's schedule was full
- There was no interest from the Buyer
- Your schedule did not have an open appointment time that matched the Buyer's open appointment time, etc. Once you receive your appointment schedule, you will be able to go back in to [powwowonline.com](http://powwowonline.com)'s Appointment Scheduling area and manually schedule additional appointments where you have open time slots.

## **POWWOWONLINE.COM**

### **1. I forgot my powwowonline.com login codes, what do I do?**

Complete the Login Code Request form, which can be found on the U.S. Supplier, International Buyer, Domestic Buyer, International Non-Buyer, and International and Domestic Journalist information pages at [www.ustravel.org/events/international-pow-wow](http://www.ustravel.org/events/international-pow-wow).

### **2. How do I update my organization profile?**

Go to **www.powwowonline.com**, click on "Update My Profile" and enter your Organization Number and Password. Make any changes or additions and click submit.

### **3. What is the difference between International Pow Wow and powwowonline.com?**

International Pow Wow is the travel industry's premier international marketplace for transacting Visit USA business. In just three days of intensive twenty minute business appointments, more than 1,000 USA Travel Suppliers from every region of the USA, and representing all industry category components, and more than 1,200 International and Domestic Buyers from 70+ countries conduct business negotiations during pre-scheduled business appointments. powwowonline.com is a business-to-business website that is available 24 hours a day, 365 days a year to International Pow Wow participants. powwowonline.com allows U.S. Travel Suppliers and International and Domestic Buyers to conduct business all day, every day. Suppliers and buyers can use the powwowonline.com search engine to locate organizations that meet their specific business needs, and it allows both buyers and suppliers to send targeted emails to those participants who meet their business criteria. To get fewer results, select fewer options within a category, and select an option in another category to narrow it further.

### **4. I searched for prospects on powwowonline.com and got too many results. What is the best way to narrow my search?**

The search form has many categories, each with many checkbox options. Selecting more options within a single category will return more results, because the search engine will show organizations with ANY of those options. Selecting from multiple categories will narrow your results, because the search engine will only show organizations that have ANY of your selections from category 1, AND any of your selections from category 2. To get fewer results, select fewer options within a category, and select an option in another category to narrow it further.

### **5. Why didn't I get any results from my powwowonline.com search?**

You will not get any results from your search if you did not enter any search criteria, or if you entered too many criteria options. Selecting from multiple categories will narrow your results -- too many selections will result in no results -- because the search engine will only show organizations that have ANY of your selections from category 1, AND any of your selections from category 2. To widen your search, select options in fewer categories.