

# Orientation Manual

International Pow Wow 2012  
*Produced by the U.S. Travel Association*

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## WHAT IS INTERNATIONAL POW WOW®?

International Pow Wow is produced by the U.S. Travel Association, and is the travel industry's premier international marketplace and the largest generator of Visit USA travel. During three days of intensive, pre-scheduled business appointments, U.S. travel executives representing more than 1,000 supplier organizations and destinations from every region of the U.S., and representing all industry category components, meet with more than 1,200 International and Domestic Buyers from more than 70 countries. Historically, the business negotiated in these meetings results in the generation of over \$3.5 billion in future Visit USA travel. At U.S. Travel Association's International Pow Wow, International and Domestic Buyers and U.S. Suppliers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. As you can see, International Pow Wow is NOT a typical trade show.

The Domestic Buyer registration category offers qualified Receptive Tour Operators, Domestic Wholesale Buyers, and online consumer travel organizations a business-to-business opportunity with the U.S. Suppliers exhibiting at International Pow Wow. The addition of Domestic Buyers further enhances the value of International Pow Wow to Exhibitors who agree to have appointments pre-scheduled with Domestic Buyers by maximizing any open appointment slots they may have.

International Pow Wow is also an opportunity for unique news coverage for U.S. travel destinations and products. On average, more than 350 travel journalists from over 40 countries attend International Pow Wow each year. Great opportunities exist for destination and product articles to appear in major international trade and consumer publications.

More than 70,000 business appointments at International Pow Wow are pre-scheduled in advance by a complex computerized program, based on Buyer and Supplier requests, to help each attending organization make the most of its time. Every organization registered for International Pow Wow is required to provide organizational business profile information that is compiled in the [powwowonline.com](http://powwowonline.com) database by U.S. Travel Association. To prepare for the appointment request and assignment process, all registration and organization profile information is included online at [www.powwowonline.com](http://www.powwowonline.com). Powwowonline.com serves as the resource for building prospect lists and selecting business appointments. All requests for appointments are submitted via the electronic Appointment Request Form and a unique computer program matches buyer requests with supplier requests. Suppliers can pre-schedule up to 44 appointments per 10 foot booth (not per delegate). Buyers can pre-schedule up to 44 appointments per delegate.

## IMPORTANT INFORMATION ABOUT INTERNATIONAL POW WOW

Be sure to review the following information to see what you can do in advance and year-round to make International Pow Wow work for you!

### *In Advance and Year-Round*

#### POWWOWONLINE.COM

U.S. Travel Association's year-round marketplace for USA travel is [powwowonline.com](http://powwowonline.com) where all International Pow Wow information resources are streamlined into one official website. The site offers 24-hour, 365 days a year access to buyers and suppliers. Every buyer and supplier registered for International Pow Wow is listed in a searchable database at [www.powwowonline.com](http://www.powwowonline.com). Each listing includes a comprehensive organization profile including organization name, full address, telephone, fax, e-mail, and contact names as well as a brief description of the organization. Extensive search capabilities provide an excellent opportunity to match buyers' travel needs with suppliers' products and services. You can conduct customized searches, create a personalized Prospect List and, at appointment scheduling time, submit your appointment requests.

This site is easy to use and only one set of log-in codes is required to access every aspect of [powwowonline.com](http://powwowonline.com). A few of the features you are able to take advantage of are listed below.

You can:

- Find general information about International Pow Wow including the onsite schedule of events, registration instructions and criteria, host hotels and delegation assignments, ground transportation schedules, and a link to the host city's website;
- Register online for International Pow Wow;
- Review and update your organization's profile information—your year-round marketing presence on [powwowonline.com](http://powwowonline.com);
- Search for potential business matches to initiate business correspondence in advance of and after International Pow Wow;
- Maintain a personalized Prospect List;
- Nominate International and Domestic Buyers to be invited to International Pow Wow (Exhibitors only);
- Search for and request appointments using Online Appointment Scheduling (available in February).

One of the most important steps in preparing for your participation at International Pow Wow is requesting your appointments. The online appointment request process makes it easy to search for prospects and to submit your appointment requests online. New registration and organization profile information is entered into the database daily making it the most up-to-date resource for searching for prospective appointments.

In late February, you will receive an e-mail from U.S. Travel Association indicating that Online Appointment Scheduling is open. You can perform custom searches and choose the organizations with whom you wish to meet and add them to your Appointment Request list. When your Appointment Request List is full,

submit it to U.S. Travel Association with one simple click. You can view your Appointment Request List, make changes to it and re-submit it up until the cutoff date. After the cutoff date, you will be able to view both your Appointment Request List and your Prospect List online, as well as view, print and export their profile information.

Forgot your powwowonline.com  
log-in codes?

Contact [powwowreg@ustravel.org](mailto:powwowreg@ustravel.org)  
(U.S. Organizations)

Or [intlreg@ustravel.org](mailto:intlreg@ustravel.org)  
(International Organizations)

### **REMEMBER**

You must be a registered delegate to attend International Pow Wow appointment sessions and social events, and you must wear your badge at all times to gain entry. There are no spouse or guest registrations available.

Appointments are pre-scheduled by our customized computer program based on a priority-based algorithm in the order indicated below. In addition, a distance parameter is included in the programming so a buyer will not have to walk great distances in the Marketplace Hall between appointments. Domestic Buyers, Meeting and Incentive Buyers, International Journalists, Visit USA Committee members and Commercial Service representatives are also able to search for and select appointment requests online from a list of the U.S. Suppliers that have not "Opted Out" of the options to meet with these registration categories.

### **SCHEDULING PRIORITY**

1. Mutual International Buyer and U.S. Supplier Requests
2. International Buyer Requests
3. Mutual Domestic Buyer and U.S. Supplier Requests
4. Domestic Buyer Requests
5. U.S. Supplier Requests (up to five)
6. International Journalist Requests
7. Visit USA/See America Committee Member Requests
8. Commercial Service Requests

U.S. Supplier requests that were not scheduled will be listed on the Buyers' appointment list so that they are aware of the suppliers' interest in meeting with them. Buyers who requested U.S. Suppliers but could not be scheduled will be listed on the Suppliers' appointment list so that they are aware of the Buyers' interest in meeting with them.

## *Onsite at International Pow Wow*

### **ORIENTATION SESSION**

On Sunday, from 9:00 a.m. to 10:00 a.m., at the Convention Center, all registered participants are invited to attend the International Pow Wow Orientation Session. This is a great way for first-time participants to learn how to make the most of the International Pow Wow experience or for veterans to learn more about updates to processes that can enhance their participation. A panel of International Pow Wow veterans representing buyers, suppliers, and media discuss methods for communicating onsite, scheduling additional business appointments, following up on leads, and knowing what to expect at the business appointment sessions. No advance sign-up is required.

### **MARKET UPDATE**

On Sunday, from 10:00 a.m. to 12:00 p.m., at the Convention Center, U.S. Suppliers can get marketing information on countries of interest. U.S. Travel Association's International Advisory Committee (IAC), Visit USA/See America/Discover America Committee, and U.S. Commercial Service representatives from countries attending International Pow Wow will be available to discuss and answer any questions you may have about their market. It is an important opportunity to gather the latest intelligence on your target markets before International Pow Wow business sessions begin. Check the Official Program onsite for the exact location and schedule. No advance sign-up is required. U.S. Suppliers only.

### **MEDIA MARKETPLACE**

Media Marketplace provides a full day of opportunity for public relations professionals from exhibiting organizations to meet with international and domestic travel media to discuss story ideas, arrange personalized press trips, distribute press kits, and arrange onsite interviews. Advance sign-up is required and is open only to Exhibitors registered for International Pow Wow. Space is limited to 190 tables.

### **SPONSORSHIP, ADVERTISING, AND PUBLIC RELATIONS OPPORTUNITIES**

There are numerous sponsorship, advertising, and public relations opportunities for U.S. Suppliers exhibiting at International Pow Wow. For more information, see the listing beginning on page 11.

## SUGGESTIONS FOR INTERNATIONAL AND DOMESTIC BUYERS

At U.S. Travel Association's International Pow Wow, you will have the opportunity to meet one-on-one with up to 44 U.S. Suppliers during pre-scheduled appointments. You will also have the chance to meet and mingle with supplier representatives from more than 1,000 U.S. organizations during informal networking breaks and social functions. The custom-designed appointment scheduling process enables you to make the most efficient and productive use of your time onsite at International Pow Wow.

The process begins with the receipt of your International Pow Wow registration information. You are provided information about the International Pow Wow schedule and activities as well as all the necessary information to register for International Pow Wow. All U.S. Suppliers and Buyers must register online and complete their organization profiles. This information is used to create a complete organization and contact listing on [powwowonline.com](http://powwowonline.com), which is also used for appointment scheduling.

You should begin to plan for appointment scheduling in January by using [powwowonline.com](http://powwowonline.com) to search for potential suppliers with whom you wish to meet. You can save organizations from your searches to a Prospect List that you can maintain and modify throughout the year. Carefully review the organization's profile information to determine if they meet your criteria and to be sure that you will be a good potential business match for them.

**Domestic Buyers and Meeting and Incentive Buyers please note: You will only be able to request appointments with U.S. Supplier organizations that have selected not to Opt Out of the "Domestic Buyer Appointments Option" or the "Meeting and Incentive Buyers Option," respectively.**

In late February, all confirmed registered Buyers will receive an e-mail announcing that Online Appointment Scheduling is open. Once you have received this notification, you can begin compiling your Appointment Request List.

International Pow Wow is the perfect opportunity to increase your USA program offerings, volume, and profit. It is hard, serious work. Here is some important information to help you take full advantage of International Pow Wow:

### **STEP 1 – BUILDING AND MAINTAINING A PROSPECT LIST ON POWWOWONLINE.COM**

Be sure to use [powwowonline.com](http://powwowonline.com) to search for prospects throughout the year. Go to [www.powwowonline.com](http://www.powwowonline.com), select Find U.S. Suppliers, and enter your log-in codes. You can search by various criteria including regions, type of services offered, and by organization name. By simply checking a box next to their listing on the search results page, you will be able to save that organization to your Prospect List. You can refer to this list year-round and click on the listing to see the organization's complete profile.

## STEP 2 – REQUESTING YOUR PRE-SCHEDULED APPOINTMENTS

Please review the following steps to most efficiently develop and submit your appointment requests:

- Searching for U.S. Suppliers. Simply go to [www.powwowonline.com](http://www.powwowonline.com), click on the link for Appointment Requests, enter your log-in codes and begin searching. As you review your search results, you can save organizations to a personalized "Prospect List." The database contains the most up-to-date registration and profile information.
- Coordinate Your Requests with Other Delegates from Your Organization. If more than one buyer is registered from your organization, please coordinate your appointment requests with the other delegates to prevent duplicating requests within your organization. Duplicate requests will not be scheduled, and do not increase your chances of meeting with the supplier. Each registered delegate from your organization must submit a separate Appointment Request List.
- Complete and Submit Your Appointment Request List. Every International and Domestic Buyer must submit an Appointment Request List to complete their requirements for registration for International Pow Wow. It's easy to create the online Appointment Request List—simply go to [www.powwowonline.com](http://www.powwowonline.com), click on Appointment Requests, highlight to select that organization and move them over to the Requested Companies list. You can view your Appointment Request List at any time online. Be sure to submit a request for all 50 slots so that you receive as many pre-scheduled appointments as possible (there are 44 possible appointments).
- E-mail the Suppliers You Requested. Mutual requests are scheduled first by the computerized program; therefore, it is wise to use [powwowonline.com](http://powwowonline.com) to e-mail all of the suppliers you requested on your list. This will let them know that they should also request you to increase your chances of a match. You may also receive e-mails from suppliers asking that you request them. You can also view who has requested an appointment with you to greater maximize your chance for a pre-scheduled appointment.
- Watch for Your Appointment List before International Pow Wow. Prior to International Pow Wow, your confirmed Appointment List will be e-mailed to you. This list will indicate 1) your pre-scheduled appointments; 2) Suppliers you requested to see, but with whom you had no common available time period; and 3) Suppliers who requested to see you but were not scheduled. Any requests that could not be scheduled by the computer will appear on both parties' Appointment Lists. These are organizations for you to consider contacting in advance of International Pow Wow to fill in any open appointments.
- Review Your Appointment List upon Receipt. By reviewing your Appointment List in advance, you can determine if there are additional suppliers with whom you would like to schedule appointments. If you have any available appointment times, try to schedule appointments in advance of your arrival at International Pow Wow through the new Manual Scheduling feature on [powwowonline.com](http://powwowonline.com). You may be able to schedule appointments with those suppliers on your Appointment List with whom appointments were not scheduled in advance. You should also use [powwowonline.com](http://powwowonline.com) to do more searches for prospects.

### **STEP 3 – MANUAL APPOINTMENT SCHEDULING**

Manual Scheduling opens after the computer-generated appointment schedules are distributed (late March). Manual Scheduling gives you the opportunity to add more appointments to your schedule in one convenient location before arriving at International Pow Wow. It also presents an opportunity to target those newly registered U.S. Suppliers who were added to powwowonline.com after Online Appointment Scheduling closed.

Through the Manual Scheduling System, you can view and print your appointment schedule; request additional appointments with U.S. Suppliers who have similar open appointments; request cancellations; and accept or decline any requests made to you.

Please respond promptly to all appointment requests you receive through the Manual Scheduling System so that your fellow participants can make the most of their schedule. If someone sends you an appointment request or cancellation request and you do not respond then you could be blocking an appointment time they could match with another company.

**Note: Since changes can be made to your schedule up until the show opens, U.S. Travel Association will only provide you with the advance list of your pre-scheduled, computer-generated appointments. You should regularly monitor and manage your appointments through the Manual Scheduling System and print the most current version of your schedule before the show opens.**

### **STEP 4 – A CHECKLIST BEFORE YOU DEPART FOR INTERNATIONAL POW WOW**

It is important that you come to International Pow Wow prepared to do business with all of the information and tools possible. Do you have:

- At least 600 business cards?
- A brief description of your organization?
- Your operating and sales history?
- Samples of promotional pieces/brochures showing how you promote or sell USA travel?

Also, analyze your program needs so you can respond to questions the suppliers may have when they meet with you at International Pow Wow. Do you have:

- An evaluation of past USA programs?
- Geographical and service requirements?
- Series and special group specifications?
- Dates and date flexibility?
- An estimation of projected volume?
- Requirements for specific promotional support from any supplier?

Business attire is requested for the business appointment sessions. Business casual is requested for official evening events.

## STEP 5 – ARRIVAL AT INTERNATIONAL POW WOW

To assist and welcome you as you arrive in the Host City, complimentary ground transportation is offered from the airport(s) to all official Host Hotels. The hours are 9:00 a.m. to 9:30 p.m. on Friday and Saturday and 9:00 a.m. to 5:30 p.m. on Sunday. There will be Host City volunteers throughout the airport to greet and assist you.

Register as early as possible on Saturday at the convention center to receive your badge and other registration materials. There are sightseeing tours on Saturday and Sunday—don't forget to sign-up in advance through the Host City's convention and visitors bureau website when available. Once you arrive at the convention center, you should re-confirm your tour signup at the Host City Sightseeing Tour booth. There may be a few openings available that you can sign up for onsite, but it is best to register in advance to ensure the tour you request is available and to assist the Host City in their planning.

## STEP 6 – ONSITE APPOINTMENT SCHEDULING

A full appointment schedule is the key to success at International Pow Wow. If you have any appointment slots open in your schedule—fill them! There are several opportunities to identify prospects for these appointments.

Powwowonline.com Message Centers — If there are additional suppliers with whom you need to schedule appointments, you can contact them via the onsite Message Centers located near the International Pow Wow Registration area and in the Marketplace Hall Lounges. If you already know whom you want to contact, you can send them an e-mail. If you need to search for more prospects, you can use the Message Centers to search powwowonline.com to find a good match and then e-mail them to request an appointment. When you e-mail someone, be sure to give them the specific day(s) and time(s) for the appointment you are requesting and be sure to check back at the Message Centers for their response.

Suppliers may also e-mail you to request an appointment.

Appointment Scheduling Session - There is an Appointment Scheduling Session on Monday from 8:30 a.m. to 9:30 a.m. Suppliers will be in their booths to schedule additional appointments. This is a valuable session that can fill your appointment schedule.

Open Appointment Session - There is an Open Appointment Session on Tuesday from 8:30 a.m. to 8:55 a.m. prior to scheduled appointments. International Pow Wow delegates are encouraged to schedule additional appointments during these time slots, or you can “shop” the Marketplace Hall and speak with suppliers without scheduling an appointment.

Open Networking Time – There is open networking time after each luncheon to give you an opportunity to meet with or make contact with those organizations you did not pre-schedule an appointment with.

## STEP 7 – GETTING THE MOST FROM THE APPOINTMENT SESSIONS

*International Pow Wow is a business meeting—not a trade show.* The booths at International Pow Wow are designed to accommodate private discussions of a senior sales executive nature. Suppliers expect to negotiate with you and to obtain firm commitments. Therefore, it is essential that you have the authority to make these commitments. The points below can help you get the most from your appointment sessions:

- Remember that your appointment schedule indicates only the organization name. The supplier will be sure to match you with the most appropriate representative who can discuss your program needs.
- During each appointment: 1) ask questions of the supplier to obtain the information you need; 2) quickly get to the point of your discussion; 3) take notes carefully to avoid confusion later; and 4) summarize to the supplier your understanding of any arrangements. If you need an additional appointment to complete discussions, schedule it.
- During impromptu discussions with suppliers between appointment sessions, honor the arrival of the buyer scheduled for the next appointment by concluding your discussion promptly.
- Use all social functions to make additional contacts, schedule appointments, and conduct additional business. Carry your Official Program and Appointment Schedule Book with you at all times. **Be sure to write your name on or staple your business card to your Official Program in case it is misplaced.** This will greatly increase the chance of it being turned in to lost and found and returned to you.
- Each appointment session at International Pow Wow is important. You are required to attend all appointment sessions, and to honor all scheduled appointments.
- Most importantly, do not be a “no-show.” If you find it absolutely necessary to cancel or re-schedule a business appointment, please do so by visiting the supplier’s booth or by using the onsite Message Centers. Please do so well in advance of the scheduled time of your appointment so that the supplier can make plans to meet with another buyer.

## SUGGESTIONS FOR U.S. SUPPLIERS (EXHIBITORS)

U.S. Travel Association's International Pow Wow is the premier marketplace for conducting USA travel business, and is designed to help you sell your products and services to the international and domestic travel trade. The format provides 44 pre-scheduled appointment time slots over a three-day period enabling you to meet with up to 44 buyers in your target markets. In addition, there are many opportunities for networking and interacting with the buyers outside of the official business sessions. This format offers you the opportunity to meet with as many buyers in three days as it could take three weeks to visit in their home countries and offices.

The process for participating in International Pow Wow begins when your organization's designated Key Contact receives notification that the International Pow Wow registration materials are online at [www.powwowonline.com](http://www.powwowonline.com). These materials include information about the International Pow Wow schedule and activities and provide a link to online registration to reserve a booth and register individual exhibitor delegates.

Each booth has a designated Key Contact who is responsible for receiving and submitting all International Pow Wow materials. The Key Contact is also responsible for communicating International Pow Wow-related information with the booth staff. Your booth should be occupied by qualified, senior staff in international tour and travel sales or marketing. You may wish to include a member of your public relations staff, as there will be more than 300 International Journalists in attendance, and your meetings and incentive representative.

In late February, your Key Contact will receive an e-mail announcing Online Appointment Scheduling is open. Once this information is received, you can begin compiling your Appointment Request List. The e-mail will be followed by a package including a letter with your booth assignment, Marketplace Hall floor plan and sightseeing tour information.

There are two categories of buyers who attend International Pow Wow— international and domestic. International Buyers from more than 70 countries are invited and pre-qualified based on their ability to deliver a significant number of travelers to the U.S. The Domestic Buyer and Meeting and Incentive Buyer categories were introduced to offer exhibitors even more value to the International Pow Wow experience. If you did not Opt Out of the Domestic Buyer Appointments or the Meeting and Incentive Buyer options when you registered online, your organization's name will appear on [powwowonline.com](http://powwowonline.com) to all registered Buyers from which they will request pre-scheduled appointments. This will not impact the number of International Buyer appointments that are pre-scheduled for you as the customized computer program has a priority-based algorithm for scheduling appointments with international requests scheduled first.

International Pow Wow is a perfect opportunity to build your international business. It is hard, serious work, but it can be very rewarding. Here is some information to help you take full advantage of International Pow Wow.

## STEP 1 – BUILDING AND MAINTAINING YOUR PROSPECT LIST ON POWWOWONLINE.COM

Be sure to use powwowonline.com to search for prospects throughout the year. Simply go to [www.powwowonline.com](http://www.powwowonline.com) and select Find International Buyers, Find Meeting and Incentive Buyers or Find Domestic Buyers. By simply checking a box next to their listing on the search results page, you will be able to save that organization to your Prospect List. You can refer to this list year-round and click on the listing to see the organization's complete profile. You are also able to send e-mails to notify these organizations of special offers throughout the year.

## STEP 2 – NOMINATING BUYERS

U.S. Travel Association is dedicated to both maintaining and expanding the base of qualified International and Domestic Buyers who attend International Pow Wow. The quality as well as the quantity of the buyers at International Pow Wow reflects, in a large part, the success of the show. In order to do this successfully, however, we need your input and assistance. Key Contacts can use their powwowonline.com log-in codes to access the Nominate Buyer section on [www.powwowonline.com](http://www.powwowonline.com). If you would like to nominate buyers who produce a significant amount of USA business, but are not currently on our invitation list, you can provide their names, organization names, and contact information by e-mail to [intlreg@ustravel.org](mailto:intlreg@ustravel.org) or by fax to (202) 842-2211.

## STEP 3 – INTERNATIONAL POW WOW SPONSORSHIP, ADVERTISING, AND PUBLIC RELATIONS OPPORTUNITIES

Several sponsorship, advertising, and public relations opportunities are available to increase your visibility at International Pow Wow including luncheon sponsorships, advertisements in the Official Program and the "New Online Directory", which offers enhanced organization listings and advertising options. For more information or to sign up for any of these opportunities, go to [www.powwowonline.com](http://www.powwowonline.com) and click on General Information to get to the appropriate link.

### Sponsorship Opportunities:

- Delegate Briefcases
- Badge Wallets
- Message Centers
- Press Room
- Media Marketplace
- Monday Lunch
- Tuesday Lunch
- Wednesday Lunch
- Hospitality Lounges
- Internet Kiosks
- Z-Fold Map
- Notepads
- Hotel Key Cards
- Sky Suites
- Lobby Concourse Hanging Banners
- Cell Phone Charging Stations

To learn more about the available sponsorships and associated benefits, contact Sarah Dickson at [sdickson@ustravel.org](mailto:sdickson@ustravel.org).

### Advertising Opportunities:

- *International Pow Wow Daily* — 6 issues: 1 pre-event, 4 onsite, and 1 post-event
- Official Program Book Inside Front Cover
- Official Program Book Tab Pages
- Official Program Book Black & White Pages
- Online Directory Enhanced Listings
- Online Directory Button Advertisement
- Online Directory Leaderboard Advertisement
- Online Directory Skyscraper Advertisement
- Hanging Banners

To learn more about the available advertising opportunities and associated benefits, contact Sarah Dickson at [sdickson@ustravel.org](mailto:sdickson@ustravel.org).

### Public Relations Opportunities:

- Media Marketplace Package

International Pow Wow has bundled together the two most popular media opportunities into one Media Package providing greater value and maximizing the visibility of participating U.S. Suppliers. The package includes a full day of Media Marketplace activities on Monday plus full access to the Online Press Room. To learn more about the Media Package and associated benefits, contact Cathy Keefe at [ckeefe@ustravel.org](mailto:ckeefe@ustravel.org).

### Other Promotional Opportunities:

- Hotel Room Distribution Service
- Reserved Tables at Official Luncheons
- Contact Lists

### STEP 4 – REQUESTING YOUR PRE-SCHEDULED APPOINTMENTS

As you prepare to select the buyers with whom you wish to request appointments, remember to evaluate new program possibilities by considering requesting appointments with a few sample prospects from areas and markets of unknown potential. Also, plan to telephone or e-mail the buyers you are requesting early in the appointment request process to let them know of your interest in meeting with them in order to increase your number of pre-scheduled appointments (mutual requests between International Buyers and U.S. Suppliers are given the highest scheduling priority.)

## **Appointment Scheduling on powwowonline.com**

Appointments are requested through powwowonline.com. Simply go to [www.powwowonline.com](http://www.powwowonline.com), click on the link for Appointment Requests, and enter your log-in codes. Once there, you will find new and improved features that will help you easily search for prospects and request appointments. In addition to being able to search for organizations based on their organization profile information, you can also search for them by organization name or country. Note: If your organization usually divides the responsibility for selecting the buyers with which your organization would like to request an appointment, your Key Contact can share your organization's powwowonline.com log-in codes with each of those individuals. They can then use the site to individually add their requests to your organization's Appointment Request List. When all requests have been entered, the Key Contact should review and submit the list. Remember that, even though there are only 44 appointment sessions, your organization should submit 50 requests per booth space. If your organization has a double booth, submit 100 requests; for a triple, submit 150 requests. Powwowonline.com will automatically recognize if you are a single, double, or triple booth holder and will provide the appropriate number of spaces on your electronic form.

## **Multiple Booth Scheduling Option**

This FREE option was developed to make scheduling appointments for Exhibitors with multiple adjacent booths more efficient. Say you have four entities represented within your block of booths for XYZ North; XYZ South; XYZ East; and XYZ West. Each of these entities has a separate listing and an International Buyer has requested appointments with North, South, and East. You can now decide in advance whether you want three appointments set up or just one. You can determine whether the buyer will spend 20 minutes with your representative from each region or if one representative will provide the buyer with information on all of the regions at one business appointment! This option is also likely to increase your chances of having more mutual requests with buyers. If you would like to participate but did not select this option when you registered online, complete the Multiple Booth Scheduling Option form, which can be found online in PDF format at [www.powwowonline.com](http://www.powwowonline.com), and fax it to U.S. Travel Association at (202) 842-2211 by the deadline. Once the appointment scheduling program has been run, no additional appointments or changes can be made to the computerized pre-scheduled appointment list.

## **Extra Appointment Scheduling Option**

In addition to the standard appointment schedule of 44 appointments per booth, exhibitors may request an additional 20 appointments per booth. Extra appointments are not guaranteed. The extra time slots may make it possible for additional appointments to match more Supplier/Buyer requests. There is an additional fee for this option and it is non-refundable after the computerized scheduling process has taken place. This option may be useful to Exhibitors who, in the past, have received a fully booked appointment schedule and have received many unscheduled buyer requests. This option is not recommended for first-time exhibitors unless you are confident that you will have a high demand for appointments. Be sure to assess your own appointment needs. If you did not select this option when you registered, you may request and pay for this option at any time prior to the Appointment Request deadline date.

## **Domestic Buyer, Meeting and Incentive Buyer, International Journalist, Visit USA Committee and Commercial Service Representatives Appointment Options**

These appointment scheduling options allow these registration categories to formally meet with U.S. Suppliers during pre-scheduled appointments. These options are offered at no additional charge and are scheduled after buyer requests have been scheduled in the computerized scheduling process.

**Analyze Your Appointment List:** Your organization's Key Contact will receive your pre-scheduled Appointment List prior to International Pow Wow. This list will indicate: 1) your organization's pre-scheduled appointments; 2) buyers who requested to see your organization, but with whom you had no common available time period; and 3) buyers whom your organization requested to see but who did not mutually request you. (Note that up to five U.S. Supplier requests can be scheduled without a mutual request from the buyer. Requests that are not pre-scheduled will appear on both parties' Appointment Lists).

If you have any available appointment times, try to schedule the appointments in advance of your arrival at International Pow Wow using the new Manual Scheduling feature. Contact any buyers with whom you wish to meet but for which an appointment could not be pre-scheduled. You can refer to your Prospect List or conduct additional [powwowonline.com](http://powwowonline.com) searches for prospects. Once onsite at International Pow Wow, you should utilize the onsite Message Centers to communicate with and request appointments with buyers.

### **STEP 5 – MANUAL APPOINTMENT SCHEDULING**

Manual Scheduling opens after the computer-generated appointment schedules are distributed (late March). Manual Scheduling gives you the opportunity to add more appointments to your schedule in one convenient location before arriving at International Pow Wow. It also presents an opportunity to target those newly registered Buyers who were added to [powwowonline.com](http://powwowonline.com) after Online Appointment Scheduling closed.

Through the Manual Scheduling System, you can view and print your appointment schedule; request additional appointments with Buyers who have similar open appointments; request cancellations; and accept or decline any requests made to you.

Please respond promptly to all appointment requests you receive through the Manual Scheduling System so that your fellow participants can make the most of their schedule. If someone sends you an appointment request or cancellation request and you do not respond then you could be blocking an appointment time they could match with another company.

Note: Since changes can be made to your schedule up until the show opens, U.S. Travel Association will only provide you with the advance list of your pre-scheduled, computer-generated appointments. You should regularly monitor and manage your appointments through the Manual Scheduling System and print the most current version of your schedule before the show opens.

### **STEP 6 – ARRIVAL AT INTERNATIONAL POW WOW**

To assist and welcome you as you arrive in the Host City, complimentary ground transportation is offered from the airport(s) to all official Host Hotels. The hours are 9:00 a.m. to 9:30 p.m. on Friday and Saturday and 9:00 a.m. to 5:30 p.m. on Sunday. There will be Host City volunteers throughout the airport to greet and assist you.

Register as early as possible on Saturday at the convention center to receive your badge and other registration materials.

There are tours arranged by the Host City on Saturday and Sunday— don't forget to sign-up in advance through the Host City's convention and visitors bureau website when available. Once you arrive at the convention center, you should re-confirm your tour signup at the Host City Sightseeing Tour booth. There may be a few openings available that you can sign up for onsite, but it is best to register in advance to ensure the tour you request is available and to assist the Host City in their planning.

## **STEP 7 – SETTING UP YOUR BOOTH**

Booth setup hours are 8:00 a.m. to 5:00 p.m. on Saturday and Sunday. All booths must be set up by 5:00 p.m. on Sunday.

Be sure to review the Marketplace Hall Rules and Regulations when designing and setting up your booth. Non-compliant booths must be corrected prior to the opening of the exhibit hall.

Your organization's name and booth number must be displayed at all times. These signs are provided at no additional cost as part of your booth rental. U.S. Travel Association also provides each exhibitor with a mailbox located on the side rail of your booth. U.S. Travel Association staff may deliver messages directly to your booth via the mailbox. Please be sure to keep the mailbox visible at all times and check it frequently.

Familiarize yourself with the layout of the Marketplace Hall as well as the location of the onsite Message Centers, the Internet Kiosks, the U.S. Travel Association Information Booth (in the Main Lounge), and the onsite Business Center.

## **STEP 8 – ONSITE APPOINTMENT SCHEDULING**

Make every opportunity onsite to fill empty appointment slots. Use every social occasion such as local sightseeing tours and evening events to network and book additional appointments. Carry your Official Program and Appointment Schedule Book at all times so you can easily arrange these appointments. There are several ways to add appointments to your schedule:

[powwowonline.com](http://powwowonline.com) Message Centers — If there are additional buyers with whom you would like to schedule appointments, you can contact them via the onsite Message Centers located near the International Pow Wow Registration area and in the Marketplace Hall Lounges. If you already know whom you want to contact, you can send them an e-mail. If you need to search for more prospects, you can use the Message Centers to search [powwowonline.com](http://powwowonline.com) to find a good match and then e-mail them to request an appointment. When you e-mail someone, be sure to give them the specific day(s) and time(s) for the appointment you are requesting and be sure to check back at the Message Centers for their response.

Buyers may also e-mail you to request an appointment. You are encouraged to accept appointments to learn about new buyers you may not have worked with in the past. If you have no interest, please explain why there is no interest. This will allow both of you to use your time more productively.

Appointment Scheduling Session — There is an Appointment Scheduling Session on Monday from 8:30 a.m. to 9:30 a.m. Be sure to have your booth fully staffed for this Session. All International Pow Wow delegates are encouraged to visit U.S. Suppliers in their booths to schedule appointments in available time slots.

Open Appointment Session — There is an Open Appointment Session on Tuesday from 8:30 a.m. to 8:55 a.m. Be sure to have your booth fully staffed for this Session. All International Pow Wow delegates are encouraged to visit U.S. Suppliers in their booths to schedule additional appointments during this session. Also, buyers are encouraged to “shop” the Marketplace Hall and speak with suppliers informally—without scheduled appointments. This time can also be spent talking with suppliers to share leads and coordinate program elements. However, remember that buyers will be walking through the hall during this hour. Be sure to have someone available in your booth so that you do not miss the opportunity to meet a prospective buyer.

Open Networking Time – There is open networking time after each luncheon to give you an opportunity to meet with or make contact with those organizations you did not pre-schedule an appointment with.

## **STEP 9 – GETTING THE MOST FROM THE APPOINTMENT SESSIONS**

Every appointment session is important. Booths must be fully staffed during business hours from Monday at 8:30 a.m. through 4:00 p.m. on Wednesday when the show closes. Here are some helpful suggestions for getting the most out of the appointment sessions at International Pow Wow:

- Watch for arriving appointments. Some buyers have commented that they visit booths at the appointed times, only to find their contact talking to someone else or away from their booth. Many buyers will not interrupt the conversation and are subsequently missed or inadvertently ignored.
- Continuously check the onsite Message Centers for messages and appointment changes from buyers.
- Remember, buyers expect to negotiate with exhibitors and obtain firm commitments. Therefore, it is essential that you have this authority. However, do not make promises during your negotiations that may not be kept.

## WORKING WITH THE PRESS HINTS FOR U.S. SUPPLIERS

Each year more than 350 prominent international and U.S. travel editors, writers, and broadcasters attend U.S. Travel Association's International Pow Wow to report on the latest trends, sites, services, and events in USA travel. International Pow Wow offers exhibitors an excellent opportunity to keep journalists informed of their travel products and services. Journalists are always searching for interesting stories and need timely, accurate and succinct information. Follow these steps when working with the International Journalists:

### STEP 1 – IN ADVANCE OF INTERNATIONAL POW WOW

Preparing News Releases and Photos — Journalists need concise information that will interest their readers or viewers who, depending on the situation, can be international travel agents and tour operators or consumers. Regardless, all written information should include: 1) the names of your public relations officers; 2) their telephone, fax, and e-mail address; 3) your organization's address; and 4) your International Pow Wow booth number. List your international offices or representatives that can provide information about your organization, product or service and print releases in target market foreign languages. Be brief, accurate and clear. Make your releases relevant—try to include the following types of information:

- New services, especially for international travelers;
- Statistics showing what percentage of your business is international;
- Dollar figures, broken down by country, showing the importance of the international market to you;
- New systems or marketing services that make it easier for the international traveler or trade buyer to use/sell your product or service;
- New commission programs for international travel agents;
- New travel packages for international tour producers;
- New products or enhancements to your destination or product;
- Story ideas for consumer publications media.

### STEP 2 – CHECKING YOUR APPOINTMENT LIST

Your Key Contact will receive your organization's Appointment List in advance of the show. If your organization requested to have pre-scheduled appointments with Journalists, be sure to have the Key Contact check the Appointment List and assign these appointments appropriately. Also, prior to International Pow Wow, you may wish to contact Journalists to set up interviews. You can download the

press list along with the journalist's address, phone, fax, and e-mail as well as basic information about their publication.

### STEP 3 – MEDIA MARKETPLACE PACKAGE

International Pow Wow has bundled together the two most popular media opportunities into one **Media Marketplace Package** providing greater value and maximizing the visibility of participating U.S. Suppliers. The \$775 package includes a full day of Media Marketplace activities on Monday, April 23 plus full access to the Online Press Room. The package can be purchased via the online Shopping Cart at PowWowOnline.com and is expected to sell out quickly. To participate in Media Marketplace, U.S. Suppliers must be registered booth holders (or booth sharers) and purchase a Media Package in advance.

The **Media Marketplace** is the best way for U.S. Suppliers to connect with media and to pitch story ideas on-site. The all-day event on Monday, April 23 offers three opportunities for you to connect with media:

- Session I (where you sit at your branded table) is from 9:15 a.m. – 12:00 Noon
- Session II (where you visit media at their own tables) is from 2:30 p.m. – 4:00 p.m.
- Media Marketplace Reception (a private event) from 4:00 p.m. – 5:30 p.m.

**Badge Information:** There is no additional badge charge if an Exhibitor Delegate from your booth staffs the Media Marketplace table. If needed, you may purchase up to two (2) Monday-only PR badges (\$250 each) for your representatives to staff your Media Marketplace table. This one-day only pass grants you access to the evening event on Sunday, and all International Pow Wow events occurring on Monday (this includes the Media Marketplace, the Marketplace Hall and Lunch). *Note: The PR Badge does not provide access to the trade show floor on set-up days.*

To maximize your visibility prior, during and after the show, the Online Press Room will house comprehensive press materials, including unlimited releases, photos, logos and videos and will invite advance-scheduled interview appointments. Also included are daily U.S. Supplier news feeds to all participating journalists. The Online Press Room will go live 30 days before the start of International Pow Wow and remain available until August 30, giving media a valuable resource for their U.S. travel stories. More than 75% of International Pow Wow media logged in and started researching stories within 24 hours of the site going live last year. During the show itself, there were 800+ unique log-ins from media doing additional research while on-site.

More than 400 international and domestic media are looking forward to attending and working with U.S. suppliers on new and exciting U.S. travel stories via the Media Marketplace and the Online Press Room.

We look forward to your participation in the Media Marketplace package for 2012! Please contact [powwowreg@ustravel.org](mailto:powwowreg@ustravel.org) for further assistance.

To reserve your table and access to the Online Press Room, add the Media Package option from the Public Relations Opportunities category to your shopping cart when you register online.

## TRAVEL AND TOURISM GLOSSARY

**Airline Fare** —Price charged for an airline ticket. There are several classifications:

*Regular* —Unrestricted fare.

*Excursion* —Round-trip completed within a specified period of time.

*APEX (Advanced purchase excursion)* —Heavily discounted excursion fares usually with cancellation penalties attached.

*Tour Basing* —Heavily conditioned fares on specified routes. Requires the purchase of a land package.

*Visit USA* —Only available to foreign visitors and purchased overseas. Point to point travel for a flat rate, heavily conditioned.

*Group* —Usually round-trip travel in a specified period of time, usually a minimum number of participants is required.

*Promotional* —Usually round-trip, restricted tickets used to stimulate traffic on specific routes.

*Open Jaw* —Fare established where the passenger departs the originating city to a destination; but returns to the originating city from another destination.

**All Expense/All Inclusive Tour** —Misused expression since virtually no tour covers every expenditure. This tour offers all or most transportation, lodging, meals, sightseeing, etc. for a pre-established price.

**American Plan** —A hotel rate that includes a sleeping room and three meals.

**Baggage Allowance** —Weight or volume of baggage a passenger may carry without additional charge.

**Baggage Liability** —Legal limits of a carrier's financial responsibility for checked baggage.

**Bed and Breakfast (B & B)** —Overnight accommodations usually in a private home or boarding house, often with either a full, American-style breakfast or Continental breakfast included in the rate.

**Block** —A number of rooms, seats, or spaces reserved in advance, usually by wholesalers, group tour operators, or travel agents who intend to sell them as components of tour packages.

**Blocked Space** —Reservations made with suppliers by wholesalers or travel agents in anticipation of resale.

**Booking or Reservation Form** —Signed by customers purchasing tours stating exactly which tour is being purchased. The form also outlines all liability requirements.

**Bulk Fare** —A wholesale or discounted fare available only to tour organizers or operators who directly purchase a specified block of seats from a carrier at a low, non-commissionable price. The organizers or operators then sell the seats at a marked-up price, which provides their product.

**Certified Destination Management Executive (CDME)** – Senior level destination professional conferred by DMAI.

**Certified Tour Professional (CTP)** —A designation conferred upon tour professionals who complete prescribed academic study, professional service, group travel employment, and evaluation requirements. The CTP Program is administered by the National Tour Foundation (located in Lexington, KY) and is open to individuals employed in any segment of the group travel industry.

**Certified Travel Counselor (CTC)** —A designation attesting to professional competence as a travel agent. It is conferred upon travel professionals with five years or more industry experience who have completed a two-year, graduate-level travel management program offered by the Institute of Certified Travel Agents (located in Wellesley, MA).

**Charter** —To hire the exclusive use of a motor coach, aircraft, vessel, or other vehicle.

**Charter Flight** —A flight booked exclusively for the use of a specific group or groups who are traveling on an inclusive tour charter program.

**Circle Trip** —A journey with stopovers that returns to the point of departure without retracing its route.

**Common Carrier** —Anyone or any organization that offers transport for hire to the public.

**Confidential Tariff** —A schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents.

**Consolidator** —A person or organization which forms groups to travel on air charters or at group fares on scheduled flights to increase sales, earn override commissions, or reduce the possibility of tour cancellations.

**Consortium** —A loosely knit group of independently owned and managed organizations such as travel agencies, tour operators, hotels, etc. with a joint marketing distribution process.

**Destination Marketing Organization (DMO)** —A non-profit marketing organization for a city, state/province, region, or area whose primary purpose is the promotion of the destination and which is representative of at least three of the multiple components (lodging, attractions, restaurants, etc.) of the travel industry within that city, state/province, region, or area.

**Double-Occupancy Rate** —The price per person for a room shared with another person. This is the rate most frequently quoted in tour brochures.

**Double Room Rate** —The full price of a room for two people, sometimes misused to indicate double-occupancy rate.

**Escorted Tour** —A pre-arranged travel program, usually for a group, with escort service. Fully escorted tours may also use local guide services.

**Ethnic Tour** —A tour designed for people of the same heritage traveling to their native origin or to a destination with ethnic relevance.

**European Plan** —A hotel rate for a sleeping room only. Any meals are extra.

**Familiarization Tour or FAM Tour** —A complimentary or reduced rate travel program for travel agents, tour operators, airline employees, or travel writers to acquaint them with a specific destination and to stimulate the sale of travel.

**FIT (Foreign Independent Travel or Foreign Individual Travel)** —An international pre-paid tour, unescorted, but including several travel elements such as accommodations, rental cars, or sightseeing. An FIT operator specializes in preparing and operating FITs at the request of retail travel agents.

**Gateway** —City, airport, or area from which a flight or tour departs.

**Group Leader** —An individual, frequently acting cooperatively with a tour operator, designated to handle tour and travel arrangements for a group. In some cases may also serve as the escort.

**Hotel Classification** —The following designations are generally understood throughout Europe, and to an extent, the world. There is neither an official nor generally accepted rating system for U.S. hotels.

*Budget* —Budget hotels and motels are reasonably priced accommodations and are the fastest growing segment of the U.S. lodging industry. In general, they provide a room with a bed, TV, telephone, and shower, as well as free parking. They often do not have room service or a restaurant.

*Deluxe* —A top grade hotel; all rooms have private bath; all the usual public rooms and services are provided; a high standard of decor and service is maintained.

*First Class and Luxury* —Many luxury hotels in the U.S. exist in large cities, offering a number of special services to the business and leisure traveler. A U.S. first class hotel offers, for example, first class restaurants, banquet and conference rooms, valet service, room service, cable TV, and complimentary morning newspapers.

*Moderate* —These hotels account for nearly 75 percent of available U.S. hotels rooms. They have onsite restaurants, bars, and perhaps conference rooms, as well as basic services.

**Hub & Spoke Tours** —Tours that utilize a central destination with side trips of varying length to nearby destinations.

**Incentive Tour** —A trip offered as a prize, usually by a organization to stimulate sales or productivity.

**Land or Ground Operator** —A organization that provides local travel services.

**Markup** —Difference between the cost and the selling price of a given product. Difference between the net rate charged by a tour operator, hotel, or other supplier and the retail selling price of the service. Generally a percentage of the net rate rather than a fixed amount, as in a 20 percent markup on the net.

**Minimum Land Package** —A minimum number of elements that must be purchased to qualify a passenger for an airline inclusive tour fare. For example, a certain number of nights lodging, sightseeing and entertainment or some combination of services.

**Modified American Plan** —A sleeping room including breakfast and one other meal.

**Net Rate** —A rate to be marked up for eventual resale to the consumer.

**Net Wholesale Rate** —A rate usually slightly lower than the wholesale rate, applicable to groups of individuals when a hotel is specifically mentioned in a tour folder. Rate is marked up by wholesale sellers of tours to cover distribution, promotion etc.

**Override** —An extra commission. Airlines pay overrides in conjunction with volume bookings. Wholesalers pay them as bonuses for volume business. Suppliers pay them to provide a profit margin for wholesalers. Hoteliers pay them as volume incentives to wholesalers.

**Packager** —Anyone who organizes a tour including prepaid transportation and travel services, usually to more than one destination.

**Package Tour** —A saleable travel product that offers an inclusive price with several travel elements that would otherwise be purchased separately. Usually has a predetermined price, length of time and features, but options can be offered.

**Receptive Operator** —A tour operator or travel agent specializing in services for incoming visitors.

**Resort** —Nearly all resorts are located in regions associated with recreation and leisure, such as mountains, seashore, and natural or man-made attractions. A resort hotel or motel offers, or is located near, facilities for sports and recreational activities such as tennis, swimming, sailing, etc.

**Retail Agency** —A travel organization selling directly to the public.

**Retailer** —Middleman, such as travel agents, who sell directly to the consumer.

**Technical Tour** —Tour designed for a special interest group, usually to visit a place of business with a common interest. The tour usually includes part business/part leisure and is customized.

**Themed/Special Interest Tour** —A tour designed around a specific theme to match the special interest of the participants such as fall foliage.

**Tour Operator** — An organization that creates and/or markets inclusive tours and/or performs tour services and/or subcontracts their performance. Most tour operators sell through travel agents and directly to clients.

**Visit USA/See America Committee** —A volunteer committee formed by parties who have a common interest in promoting, increasing, and generating Visit USA travel and tourism. Committees may include U.S. organizations with in-country representation, national organizations, U.S. government officials and others who share this common goal of improving their market's share of Visit USA travel. The committee may be involved in one or more of the following activities: advertising or public relations campaigns; travel agent/tour operator training; participation or organization of trade shows; easing of visa application and processing procedures; detailed and better availability of information brochures and collateral materials on the U.S.; trade inquiry support and information fulfillment; coordination of delegations to U.S. Travel Association's International Pow Wow and other U.S.-based trade shows; publication of Visit USA newsletters and directories; coordination of press conferences/events; support of familiarization tours for agents/operators/journalists, etc.

**Vouchers** — Documents issued by a tour operator to be exchanged for accommodations, meals, sightseeing, admission tickets, etc.

**Wholesaler** — An organization that usually creates and markets inclusive tours and FITs for sale through travel agents. Often used interchangeably with "tour operator," but several distinctions might be drawn: 1) a wholesaler presumably sells nothing at retail; a tour operator often does both; 2) a wholesaler does not always create his or her own products; a tour operator virtually always does; 3) a wholesaler is less inclined than a tour operator to perform local services.

The U.S. Travel Association is the national, non-profit organization representing all components of the USA travel industry. Our mission is to promote and facilitate increased travel to and within the United States.

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