

Discover America Pavilion  
China International Travel Mart 2010  
November 18-21, 2010  
Shanghai, China

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Travel from China is the fastest growing segment of international tourism in the world. Last year, nearly 46 million residents of China traveled overseas, an 11.9% increase amidst the global economic downturn in international travel. Spending by these travelers exploded by 23.2% to \$41 billion. Of this total, \$3.5 billion was spent in the U.S., ranking China as the 9<sup>th</sup> largest country in terms of travel exports in the U.S. This burgeoning market represents an incredible business opportunity for the U.S. travel industry, and you.

**Now is the time for you to exhibit in China!**

To take advantage of this growing market you need to be at the China International Travel Mart—the largest travel show in China and the only show sanctioned by China National Tourism Authority (CNTA).

As an exhibitor in the US Travel Association's Discover America Pavilion, you and your organization will have access to **more than 100,000 trade and consumer visitors** over a four day period. During that time, you will have an opportunity to directly conduct negotiations with international buyers and Chinese travel agents. The Discover America Pavilion is the Official USA Pavilion, managed by the US Travel Association and in cooperation with US Commercial Services – Department of Commerce.

With a limited number of booths available in the Discover America Pavilion, you will want to reserve your spot as soon as possible. Total turn-key packages are available, plus travel and visa support, appointment scheduling services and translators, all designed to make your participation the most valuable and easiest it can be.

Booth location/assignment will be prioritized first by size of booth, then by date of receipt of paid contract, then by preference. We will do our best to accommodate all requests

**Additional Opportunities**

A new marketing opportunity that you do not want to miss is the **Media Marketplace**. Meet with media looking for story ideas during this 3 hour marketing event. Open only to those exhibiting in the Discover America Pavilion. Limited number of tables available - this opportunity will sell out!

Place your organization's **video promotion** on the 50" screen in the Discover America Pavilion Lounge. This branding opportunity offers you up to three minutes on the continuous running loop during the entire show.

Sign up now for a **full-page, color advertisement** in the **See America Pavilion Directory**. Two thousand copies of this comprehensive directory will be distributed to visitors to the pavilion during the two trade days.

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**US Travel Association needs your booth size requirements by July 1, 2010.**  
**No guarantee of availability after July 1, 2010. Please Act Now!**

**Booth Option A: Premium Package****Cost: \$4895.00 per 9 square meter booth***Fee includes:*

- Four exhibitor badges per 9 square meter booth
- Listing in Discover America Pavilion Directory
- 9 square meters of individual meeting space.
- Destination name and logo on header of booth space.
- One tables, four chairs, one counter with locking cabinet, two light fixtures.
- Complimentary daily bus transportation between the designated Host Hotel and Expo Center (during scheduled times).
- Complimentary Discover America Lounge and refreshments.
- Additional storage available in the Pavilion.
- Host Hotel will have pre-negotiated rates for Discover America Pavilion exhibitors.

**Booth Option B: Raw Booth Space****Cost: \$330.00 per square meter (Available in 9 square meter units. Minimum contract of 18 square meters required.)***Fee includes:*

- Four exhibitor badges per 9 square meter booth
- Listing in Discover America Pavilion Directory
- Raw space to build out your own booth in a designated space.
- Complimentary Discover America Lounge and refreshments.
- Complimentary daily bus transportation between the Host Hotel and Expo Center (during scheduled times).
- Host Hotel will have pre-negotiated rate for Discover America Pavilion Exhibitors.
- Exhibitors with raw space should be mindful that this does not include storage space and storage of brochures will need to be included within your booth design.
- Height and design need to be pre-approved by US Travel Team.

**Media Marketplace:****Cost: \$200 per table**

Thursday, November 18, 1:30-4:30 pm. U.S. Suppliers will be seated at tables and the press will visit looking for story ideas and information. U.S. Travel will work with the Chinese media to build media attendance. To participate, you must be a booth holder in the Discover America Pavilion and register and pay in advance for the Media Marketplace. A limited number of tables are available on a first-come, first-served basis.

**Video Promotion:****Cost: \$500 per 3 minute clip**

Place your organization's video promotion on the 50" screen in the Discover America Pavilion Lounge. This branding opportunity offers you up to three minutes on a continuous running loop during the entire show. The exhibitor is responsible for providing U.S. Travel with up to three minutes of video on DVD by October 15. U.S Travel will compile the clips on the video loop.

**Advertisement in Discover American Pavilion Directory****Cost: \$950 per full-page, color advertisement**

Two thousand copies of this directory will be distributed to visitors to the pavilion on the trade days of the show. Purchaser is responsible for providing print ready advertisement to U.S. Travel by October 1, 2010.

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**Complete the *Booth Application* and return to US Travel Association with payment by July 1, 2010 to guarantee participation. Please contact us with any questions.**

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