



los angeles

INTERNATIONAL **POWWOW**
April 21–25, 2012



International
Registration Brochure



produced by

U.S. TRAVEL
ASSOCIATION



Come Star in LA

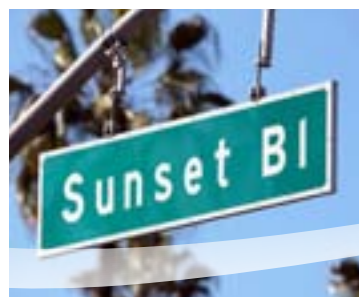
Los Angeles is honored to be selected as the host city for U.S. Travel Association's International Pow Wow in 2012. All of us at LA INC. The Los Angeles Convention and Visitors Bureau, along with our travel industry partners, look forward to rolling out the red carpet for you while sharing all that Los Angeles has to offer during your stay. We pride ourselves on being the "Creative and Entertainment Capital of the World," and feel confident that when you "Come Star in LA" you will have the experience of a lifetime.

Los Angeles has always been a world-renowned destination, but now there is more. Since Pow Wow was here in 2004, our city has undergone a \$7 billion facelift investing in new hotels, museums, gardens, public transportation and attractions. With the opening of L.A. LIVE just steps from the Convention Center, Downtown LA has a whole new vibe. Universal Studios Hollywood, with a new backlot and King Kong 360 3D created by Peter Jackson, continues to astonish with a next generation theme park experience. The new IRIS, a Journey Through the World of Cinema from *Cirque du Soleil* exclusively at the Kodak Theatre should not be missed. We are planning spectacular evening events that showcase our city and our partners with headline entertainment for an "only in LA" experience.

We plan to show off the irresistible assets of our city—the attractions, restaurants, entertainment, museums, culture—all the things that make LA a premier destination in the 21st century. Please join us for International Pow Wow 2012. For more information, please visit powwow.discoverlosangeles.com or join us on [facebook.com/InternationalPowWow](https://www.facebook.com/InternationalPowWow) to keep in touch. On behalf of the entire City of Los Angeles, we look forward to you discovering Los Angeles all over again.

Sincerely,

Mark Liberman
President & CEO
LA INC. The Convention and Visitors Bureau





Dear International Travel Partners,

On behalf of Visit California, we look forward to welcoming you to Los Angeles for International Pow Wow 2012.

As our special guests, you will have the opportunity to experience Los Angeles at its very best—the red carpet will be extended in true LA fashion! We hope you come early and stay late to explore Southern California's diversity and abundance and enjoy our legendary, one-of-a-kind lifestyle.

In addition to sun and fun, International Pow Wow 2012 promises to be an incredibly productive show for the exhibiting suppliers from across the country and buyers from around the world. The business conducted on the tradeshow floor is invaluable and essential to supporting the global vitality of U.S. travel.

Visit California and our industry partners throughout the state are committed to your business. We have continued our long-term strategy of growing international visitation by maintaining our global marketing presence with representation in Canada, Mexico, UK, Australia, Japan, Germany, Korea, China, India, France, Scandinavia, Brazil and Italy.

We are honored to host this important international show for the second consecutive year, and thank you for making it a part of your annual roster.

See you in LA!

Warm regards,

Caroline Beteta
President & CEO
Visit California





Dear International Attendee,

This year's International Pow Wow promises to combine the premier marketplace for travel to the U.S. with the glitz and glamour of one of America's most sensational cities. Please join us in Los Angeles and create your own star power while taking advantage of this unique business opportunity, and enjoy world-renowned restaurants, trendsetting boutiques and unparalleled nightlife.

International Pow Wow represents the best that the U.S. has to offer in providing truly extraordinary experiences for travelers around the world. In just five days you will have the opportunity to capture your share of booked business through face-to-face prescheduled appointments with top travel brands and providers in America. At the same time, you will be able to enjoy networking with colleagues, friends and business partners at the exciting lunches, memorable evening events and other activities.

Last year, International Pow Wow earned record-breaking success through more than 70,000 business appointments conducted with more than 1,000 U.S. travel organizations. More than \$3.5 billion in future travel to the U.S. was booked. Moreover, the media marketplace provided each participant opportunities for dozens of desk-side meetings that resulted in hundreds of features on travel trends and travel industry news.

We are thrilled to once again have International Pow Wow located in the great state of California. Los Angeles and its many partners are ready to dazzle you from the moment you land. Make sure you take the opportunity to participate in the sightseeing tours provided by Los Angeles prior to the show, and the post-event familiarization tours being offered by the state of California.

Your participation at International Pow Wow has been requested by the U.S. travel and tourism providers. We look forward to having you among the thousands of glittering stars in Los Angeles in April.

Best Regards,

Malcolm Smith
General Manager, International Pow Wow
U.S. Travel Association



U.S. TRAVEL ASSOCIATION'S INTERNATIONAL POW WOW® 2012

The U.S. Travel Association invites you to participate in International Pow Wow 2012—the world's premier USA Travel Marketplace. From Saturday, April 21 through Wednesday, April 25 you will have the opportunity to meet face-to-face in Los Angeles with the leading USA travel suppliers and destinations. Please join us for five exciting days of intensive business appointments, sightseeing tours and exciting evening events.

Register online! Please visit our website www.powwowonline.com to begin. It's easy and your International Advisory Committee (IAC) Chair will approve your registration online. We hope this will make your registration for International Pow Wow easier than ever.

Powwowonline.com, U.S. Travel's online business-to-business marketplace, is your link to registered U.S. Suppliers 365 days a year. This free benefit, included with every International Pow

Wow registration, provides detailed business profiles on all participating organizations that can be accessed easily online. Participants have the ability to search for potential business partners and, with the click of a button, email information about new requirements to targeted U.S. Suppliers.

Detailed information about the process for requesting appointments will be provided to you in February. You will be able to search for and request appointments with registered U.S. Suppliers online for the fastest and most efficient way to make your appointment requests.

International Pow Wow remains the best and most affordable way to meet with thousands of U.S. Suppliers in one place with prescheduled appointments. Be sure to register and submit full payment by January 23, 2012 to take advantage of the early payment discount fee and save!

Enclosed in this booklet you will find the following information:

Frequently Asked Questions	page	5-6
Program At-A-Glance	page	7-8
Key Dates & Deadlines for International Buyers	page	10
Registration and Housing Instructions	page	11-12
Eligibility and Conditions for Acceptance	page	13
Key Dates & Deadlines for International Journalists	page	15
International Journalist Registration and Housing Instructions	page	16-17
Eligibility and Conditions for Acceptance	page	17
Host Hotel Listing	page	18

Please contact your IAC Chair if you have any questions regarding your participation in International Pow Wow 2012. U.S. Travel Association and the U.S. travel industry are looking forward to meeting you in Los Angeles.



FACTS & FIGURES

2012 Host City: Los Angeles, California

Dates: Saturday, April 21 - Wednesday, April 25, 2012

Number of Booths: 1,100 +

Booth Holders/Exhibitors: U.S. Suppliers of USA travel products and destinations

Attendees: International Buyers, Domestic Buyers, Meeting and Incentive Buyers, and Journalists

Total Attendance Expected: 5,500

Number of Countries Represented: 70+

Location: The Los Angeles Convention Center

Produced by: U.S. Travel Association

FREQUENTLY ASKED QUESTIONS

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 travel to the U.S. — it is NOT a typical trade show. In just three days of intensive prescheduled 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 more than \$3.5 billion in future travel to the U.S. 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 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 considered networking opportunities, 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 International Buyer, International Non-Buyer, and International Journalist information pages at www.ustravel.org/events/international-pow-wow.

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 public relations delegates participating only in the Media Marketplace on Monday, April 23.

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 send U.S. Travel's invitations to international buyers, 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.

International Buyer registration fees:

\$765 USD, on or before January 23, 2012; \$1095 USD, after January 23, 2012.

The International Buyer registration fee includes:

- Up to 44 prescheduled appointments with U.S. Suppliers
- A discount on round trip airfare to Los Angeles (subject to availability)
- Round trip airport/hotel transfers in Los Angeles and group ground transportation between function sites
- Lodging at your assigned delegation hotel for the five (5) nights of April 21-25 (room & tax only), with checkout on April 26
- All meals and related functions which are an official part of International Pow Wow
- Los Angeles 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

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. What are the registration hours onsite?

Saturday, April 21, 2012:	8:00 am - 5:30 pm
Sunday, April 22, 2012:	8:00 am - 5:30 pm
Monday, April 23, 2012:	7:30 am - 1:00 pm
Tuesday, April 24, 2012:	8:00 am - 1:00 pm
Wednesday, April 25, 2012:	8:00 am - 1:00 pm

5. What are the show hours?

Monday, April 23, 2012:	8:30 am - 5:05 pm
Tuesday, April 24, 2012:	8:30 am - 5:50 pm
Wednesday, April 25, 2012:	8:30 am - 4:00 pm

APPOINTMENTS

1. When can I schedule appointments?

At the end of February 2012 we will send an email notifying you when Appointment Scheduling is open. Prior to this, you can log on to powwowonline.com, using your organization number and password and start building your list.

2. How many possible appointments are there?

There are a total of 44 appointment slots. For International Buyers, each delegate can have up to 44 prescheduled appointments.

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 International Buyer, Domestic Buyer, International Non-Buyer and International and Journalist information pages at 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, representing all industry category components, meet with more than 1,500 International and Domestic Buyers from 70+ countries to conduct business negotiations during prescheduled 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.

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.



PROGRAM AT-A-GLANCE

All sessions are held at the Los Angeles Convention Center unless otherwise stated. (Events and times are subject to change.)

SATURDAY, APRIL 21

- 8:00 am - 5:30 pm Registration Open
- 8:00 am - 5:00 pm Booth Setup for Exhibitors
- 12:00 noon - 5:00 pm Local Sightseeing Tours
- Evening Open to explore Los Angeles

SUNDAY, APRIL 22

- 8:00 am - 5:30 pm Registration Open
- 8:00 am - 5:00 pm Booth Setup for Exhibitors
- 8:00 am - 2:00 pm Golf Tournament
- 9:00 am - 10:00 am International Pow Wow Orientation Session
- 10:00 am - 12:00 noon Market Update Educational Session
- 11:00 am - 5:00 pm Local Sightseeing Tours
- 7:00 pm - 11:00 pm **Opening Night Party:
Hollywood & Highland**

To kick off Pow Wow, Cirque du Soleil® invites Pow Wow to a private glimpse of IRIS, a Journey Through the World of Cinema,™ at the opening night party at Hollywood & Highland Center. Enjoy a magical evening of entertainment and great food, great drinks and great friends in the Heart of Hollywood.

Sponsored by:

CIRQUE DU SOLEIL.



MONDAY, APRIL 23

- 7:30 am - 1:00 pm Registration Open
- 8:30 am - 9:30 am Appointment Scheduling Session – U.S. Suppliers are available in their booths to schedule appointments before business appointments begin. Now is your chance to fill in any open appointment slots you may have.
- 9:15 am - 12:00 noon Media Marketplace Session I - *Press delegates visit participating U.S. Suppliers at their tables.*
- 9:35 am - 12:25 pm Business Appointments
- 12:40 pm - 1:40 pm Lunch
- 1:45 pm - 2:10 pm Open Networking Time
- 2:15 pm - 5:05 pm Business Appointments
- 2:30 pm - 4:00 pm Media Marketplace Session II - *U.S. Suppliers visit Press delegates at their tables.*
- 4:00 pm - 5:30 pm Media Marketplace Reception (*Private event for Media Marketplace Participants and Media only*)
- 7:00 pm – 11:00 pm **Evening Event:
Universal Studios Hollywood®**

Universal Studios Hollywood, the world's largest working movie studio and theme park, is rolling out the red carpet for Pow Wow. Enjoy an evening of rides, shows, attractions and Hollywood-style entertainment exclusively for Pow Wow delegates.

Sponsored by:



The Entertainment Capital of L.A..




TUESDAY, APRIL 24

8:00 am - 1:00 pm	Registration Open
8:30 am - 8:55 am	Open Appointment Session — Now is the time to fill in any open appointment slots you may have or to schedule a meeting.
9:00 am - 12:15 pm	Business Appointments
12:30 pm - 1:30 pm	Lunch
1:35 pm - 2:05 pm	Open Networking Time
2:10 pm - 5:50 pm	Business Appointments
Evening	Open for Private Events



WEDNESDAY, APRIL 25

8:00 am - 1:00 pm	Registration Open	
8:30 am - 12:10 pm	Business Appointments	
12:25 pm - 1:25 pm	Lunch	
1:30 pm - 2:10 pm	Open Networking Time	
2:15 pm - 3:50 pm	Business Appointments	
4:00 pm	\$10,000 Prize Drawing for Buyers only. <i>Must be present to win!</i>	Sponsored by: 



7:00 pm - 11:00 pm **Closing Night: California Plaza**
Enjoy Pow Wow's closing night under the stars in the heart of Downtown LA. Los Angeles and California have a spectacular evening planned with sumptuous food, cocktails and headline entertainment. It is sure to be an LA-style send off and a night to remember.

Sponsored by:



INTERNATIONAL BUYER INFORMATION

- KEY DATES & DEADLINES
- REGISTRATION AND HOUSING INSTRUCTIONS
- ELIGIBILITY AND CONDITIONS FOR ACCEPTANCE

KEY DATES & DEADLINES FOR INTERNATIONAL BUYERS

JANUARY 23, 2012

Last Day to Take Advantage of the Early

Registration Discount

Registration fees increase from \$765 USD to \$1,095 USD for any payments not received by this date for international delegates.

Full Refund Deadline

Last day to receive a 100% refund for cancellations. Cancellations between January 24 and February 13, 2012 will receive a 50% refund.

FEBRUARY 13

50% Registration Refund Deadline

Last day to receive a 50% refund for cancellations. No refunds offered after this date.

END OF FEBRUARY

Appointment Scheduling Online Available

Appointment scheduling instructions will be emailed to registered International Buyers and online appointment scheduling will be available.

MARCH 16

Appointment Requests Due

Appointment Requests must be submitted directly to the U.S. Travel Association by this date to be included in the computer-generated scheduling process.

MARCH 26

Delegate Registry CD Deadline

Last day to submit information to your IAC Chair for inclusion in the Delegate Registry CD.

Registration Closes and Hotel Information Due

International registration closes. Your completed and updated hotel information must be submitted directly to the U.S. Travel Association by this date to ensure hotel availability. No on-site registration.

EARLY APRIL

Appointment Lists Distributed

You will receive your list of prescheduled appointments.

INTERNATIONAL BUYER REGISTRATION AND HOUSING INSTRUCTIONS

The buyer registration fee includes:

- Up to 44 prescheduled appointments with U.S. Suppliers
- A discount on round trip airfare to Los Angeles (subject to availability)
- Round trip airport/hotel transfers in Los Angeles and group ground transportation between function sites
- All meals and related functions which are an official part of International Pow Wow
- Los Angeles 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 of April 21-25 (room & tax only), with checkout on April 26

Registration

All registration must be completed online. Visit www.powwowonline.com to begin your online registration.

Please note: The registration cutoff date is March 26, 2012 and full payment must be included. No registrations will be accepted on-site at International Pow Wow.

All registration is subject to organization and individual delegate approval by the International Advisory Committee and U.S. Travel Association.

NOTE: If you are a first-time International Pow Wow participant (or a veteran who wants to learn about what's new), you should read the International Pow Wow Orientation Manual, a comprehensive guide to getting the most out of your participation. **The manual is available online at www.powwowonline.com in the General Information Section.**

REGISTRATION AND HOUSING INSTRUCTIONS

REGISTRATION FEES FOR INTERNATIONAL BUYER PARTICIPANTS

The registration fee for International Buyers who register and make payment on or before January 23, 2012 is \$765 USD (\$500 for those not requesting a hotel). The registration fee for buyers who register and/or make payment after January 23 is \$1,095 USD (\$830 for those not requesting a hotel).

International Buyer Registration Fees:

On or before January 23	\$765*
After January 23	\$1,095*

* \$265 discount for those not requesting a hotel

Payments

Payment must be received by January 23 to take advantage of the lower fee. No refunds will be given after February 13.

YOUR REGISTRATION WILL NOT BE PROCESSED WITHOUT PAYMENT. There are no spouse, guest or partial registrations available for International Pow Wow social events.

Payment may be made by one of the following options:

Credit Card: U.S. Travel Association accepts payment by American Express, MasterCard, Visa, Diners Club and Discover.

Check/Bank Draft: Payment must be made in US dollars, drawn on a U.S. bank, and made payable to U.S. Travel Association/Pow Wow. Checks that do not follow this format will be returned. Please include the organization and delegate names on the check. **Your registration will not be processed until the check is received by U.S. Travel Association.**

Wire Transfer: For information on paying by this method, please contact your IAC Chair or U.S. Travel Association.

Substitutions

In the event you are unable to participate in International Pow Wow 2012, another *qualified* employee from your organization may be substituted pending approval by the IAC Chair and U.S. Travel Association. You must notify your IAC Chair in writing (by fax or email) of any substitutions.

Cancellations

In the event of a delegate cancellation, the registration fee will be **refunded in full** if written cancellation notice is received by **January 23, 2012**. Notices received **after January 23, but by February 13** will receive a **50% refund**. **No refunds** will be granted for registration cancellations received **after February 13**.

Refunds due from credit card payments will be credited back to that credit card account. Refunds due from payments by check will be refunded by check sent by mail. If you require the refund check to be sent by express mail, a \$25 processing fee will be deducted from your refund.

Cancellation and substitution notices must be directed to your IAC Chair or to U.S. Travel Association's International Pow Wow 2012, c/o U.S. Travel Association, 1100 New York Avenue, N.W., Suite 450, Washington, D.C. 20005, fax: 202-842-2211, email: intreg@ustravel.org.

U.S. Travel Association cannot be held liable for any financial responsibilities incurred on the part of individual delegates or organizations.

Accommodations

Lodging is provided at your assigned official International Pow Wow 2012 Host Hotel for five (5) nights beginning **Saturday, April 21 with checkout on Thursday, April 26** (room and tax only) unless you registered at the discounted rate requiring no hotel. Should you wish to arrive earlier or stay later, you will be responsible for the additional charges at discounted rates (subject to availability). You are also responsible for any personal charges (telephone, room service, etc.) incurred during your entire stay.

Delegates will be housed by country. The IAC Chair for your country will inform you of your delegation's hotel assignment. U.S. Travel Association cannot guarantee that we can accommodate hotel requests or changes received after March 26, 2012.

Under no circumstances will delegates be allowed to stay at a hotel other than the hotel assigned by U.S. Travel Association. Any delegate who stays in a hotel other than the one assigned will be responsible for his/her own room charges, and will be charged at the prevailing U.S. Supplier rate.

Transportation

Your IAC Chair will provide instructions regarding contacting your local originating carrier for airline ticketing.

Complimentary ground transportation will be provided from Los Angeles International Airport to your assigned hotel on **Friday, April 20; Saturday, April 21; and Sunday, April 22 during specified hours**. Check in at the International Pow Wow Welcome Booth at the airport before boarding your shuttle bus. Return service to the airport is provided on **Thursday, April 26 only**.

Official International Pow Wow shuttle buses will provide complimentary transportation between Host Hotels and the Los Angeles Convention Center as well as from the Host

Hotels to the official evening events. Shuttle bus schedules will be provided in the Official Program Book and will be posted in Host Hotel lobbies.

Delegates seeking transportation to other sites, hotels or to International Pow Wow functions at times other than official hours or posted shuttle schedule times must make and pay for their own arrangements.

powwowonline.com

Every organization registered for International Pow Wow 2012 will receive a listing on powwowonline.com for the calendar year 2012. Participants in International Pow Wow 2011 in San Francisco already have a listing on powwowonline.com until December 31, 2011.

If you attended International Pow Wow last year, please go to www.powwowonline.com to update your listing.

As soon as your registration is confirmed for International Pow Wow 2012, your powwowonline.com listing will be extended (or added) through December 31, 2012. Information contained in the Organization Profile will be used to qualify your organization for participation at International Pow Wow 2012 and will be used on powwowonline.com as well as in the Delegate Registry on CD.

Note: Your Organization Application will not be accepted by U.S. Travel Association without completing/updating your online Organization Profile.

For questions regarding powwowonline.com please email intlreg@ustravel.org.

Appointment Scheduling

NOW is the time to start preparing for appointment scheduling. Use powwowonline.com to email the U.S. Suppliers with whom you wish to meet at International Pow Wow. Let them know you will be attending and encourage them to request an appointment with you. This will dramatically increase the chance of having a prescheduled appointment because priority is given to mutual requests.

At the end of February 2012, you will be notified when powwowonline.com is available to request appointments electronically. Your registration **will not** be considered valid if you do not submit Appointment Requests to U.S. Travel Association on or before **March 16, 2012**.

Manual Scheduling

Once you have submitted your appointment requests online by March 16, and the appointment schedules are run, Manual Scheduling will open. This feature will allow you to request any additional appointments that you may not have received during

the initial scheduling process. You will be able to view your open appointment times, search for U.S. Suppliers who have the same open appointment times and request appointments with them.

As a condition of acceptance of your registration, you must agree to request at least 30 appointments and agree to keep your prescheduled appointments. U.S. Travel Association and the U.S. travel industry make a large investment to host you at International Pow Wow and in return we ask that you make every effort to honor your prescheduled and on-site commitments. Future attendance at International Pow Wow will be denied to those delegates who consistently cancel, “no show” or do not attend their appointments.

Due to the availability of numerous appointment schedule opportunities such as powwowonline.com, Manual Scheduling, the Monday morning Appointment Scheduling Session and the on-site Message Centers, refunds are not issued to delegates who do not receive prescheduled appointments.

On-site In Los Angeles

You may pick up your badge and registration materials beginning Saturday, April 21 at the Los Angeles Convention Center (See the Program At-A-Glance on pages 6 & 7 for registration hours).

Admission to the Marketplace Hall will be granted only to those registered delegates wearing the official badge. Any individual not displaying proper International Pow Wow credentials will be escorted from the hall. You may be asked at any time for proof of identification to compare to your registration credentials. Badges may not be altered, defaced or obscured by appliqués, stickers, or other decoration or souvenirs. Any duplication, reproduction, sharing or exchanging of badges will result in confiscation of the badge and the offender being escorted from the hall as well as jeopardizing future attendance.

We are delighted to have you as our guest at International Pow Wow 2012 and expect you to participate in all official events in addition to attending your appointments. We appreciate your cooperation in declining any social event invitations that conflict with official International Pow Wow business sessions and functions.



Los Angeles International Airport Welcomes
You To International Pow Wow 2012

ELIGIBILITY AND CONDITIONS FOR ACCEPTANCE FOR INTERNATIONAL BUYERS

- 1) All International Buyer organization and delegate registrations are subject to International Advisory Committee and U.S. Travel Association approval.
- 2) International Buyers must be classified as one or more of the following travel business types: tour operator, retailer and/or wholesaler of travel products.
- 3) Delegates may only register under one registration type.
- 4) Your organization must generate, or have the capability to generate, significant Visit USA travel from your country.
- 5) All International Buyer organizations must complete the online Organization Profile form when registering online.
- 6) The delegate(s) your organization sends must have the full authority to negotiate contracts with U.S. Suppliers.
- 7) The delegate(s) your organization sends must be proficient in English.
- 8) The delegate(s) must request a minimum of 30 appointments during the Appointment Scheduling Process and attend the appointment scheduling session, all scheduled business appointments and all official luncheon and evening events. Future attendance at International Pow Wow will be denied to those delegates who consistently cancel, 'no shows', or do not attend their appointments.
- 9) International Buyers are not permitted to sell their own sales or marketing representation services or the products or services of any other agency.
- 10) U.S. Travel Association cannot be held liable for any financial responsibilities incurred on the part of individual delegates or organizations.
- 11) As participants at an official U.S. Travel Association event, attendees acknowledge that the possibility may arise wherein the participant may appear in photographs taken by a designated staff or professional photographer. Every attempt will be made to secure permission from specific photo subjects; however, by submitting this registration application, participants agree to allow U.S. Travel Association to use their image in future pre- and/or post-conference coverage in our publications or on our website.

By agreeing to the online Eligibility and Conditions for Acceptance, you are indicating your understanding and acceptance, on behalf of your organization and its representatives, of the conditions, instructions and other stated information necessary to attend International Pow Wow as set forth by the U.S. Travel Association.





INTERNATIONAL JOURNALISTS AND NON-BUYER INFORMATION

- KEY DATES & DEADLINES
- REGISTRATION AND HOUSING INSTRUCTIONS
- ELIGIBILITY AND CONDITIONS FOR ACCEPTANCE

KEY DATES & DEADLINES FOR INTERNATIONAL JOURNALISTS AND NON-BUYERS

JANUARY 23, 2012

Last Day to Take Advantage of the Early Registration Discount

Registration fees increase from \$765 USD to \$1,095 USD for any payments not received by this date for U.S. Embassy/ Commercial Service delegates, IAC Representatives, VUSA Committee Representatives and Airline Observer Delegates.

Registration for International Journalists, IAC Chairs and VUSA Committee Chairs is complimentary.

Full Refund Deadline

Last day to receive a 100% refund for cancellations. Cancellations between January 23 and February 13, 2012 will receive a 50% refund.

FEBRUARY 13

50% Registration Refund Deadline

Last day to receive a 50% refund for cancellations. No refunds offered after this date.

END OF FEBRUARY

Online Appointment Scheduling Available

Appointment scheduling instructions will be emailed to registered International Journalists, Visit USA and Commercial Service delegates and online appointment scheduling will be available.

MARCH 16

Appointment Requests Due

International Journalists, Visit USA and Commercial Service delegates must submit their Appointment Requests directly to the U.S. Travel Association by this date to be included in the computer-generated scheduling process.

MARCH 26

Delegate Registry CD Deadline

Last day for International Journalists to submit information to their IAC Chair for inclusion in the Delegate Registry CD.

Registration Closes and Hotel Information Due

International registration closes. If applicable, your completed and updated hotel information must be submitted directly to U.S. Travel by this date to ensure hotel availability. No on-site registration.

EARLY APRIL

Appointment Lists Distributed

International Journalists will receive their list of prescheduled appointments.



INTERNATIONAL JOURNALIST REGISTRATION AND HOUSING INSTRUCTIONS

REGISTRATION

Each registration is subject to approval by the International Advisory Committee (IAC) Chair and U.S. Travel Association.

All registration must be completed online. Visit www.powwowonline.com to begin your online registration.

Please note: The registration cutoff date is March 26, 2012. Registration closes after that date and no registrations will be accepted onsite at International Pow Wow. There are no spouse, guest or partial registrations available for International Pow Wow social events.

If you are a first-time International Pow Wow participant (or a veteran who wants to learn about what's new), you should read the *International Pow Wow Orientation Manual*, a comprehensive guide to getting the most out of your participation (This manual is also available online at www.powwowonline.com in the General Information Section).

Registration is complimentary for approved International Journalists and includes:

- Up to 25 prescheduled appointments with U.S. Suppliers
- A discount on round trip airfare to Los Angeles (subject to availability)
- Round trip airport/hotel transfers in Los Angeles and group ground transportation between function sites
- All meals and related functions which are an official part of International Pow Wow
- One-Day Media Marketplace
- Media Brunch and Sightseeing Tours
- Year-long company listing on powwowonline.com and online access to all U.S. Suppliers
- Access to Online Press Room April through August 2012

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

- Lodging at your assigned delegation hotel for the five (5) nights of April 21-25 (room & tax only), with checkout on April 26

Substitutions

In the event you are unable to participate in International Pow Wow 2012, another qualified journalist from your organization may be substituted pending approval by the IAC Chair and U.S. Travel Association. You must notify your IAC Chair in writing (by fax or email) of any substitutions by March 26, 2012.

ACCOMMODATIONS

Lodging for approved International Journalists is provided at your assigned official International Pow Wow 2012 Host Hotel for five (5) nights beginning **Saturday, April 21 with checkout on Thursday, April 26** (room and tax only). Should you wish to arrive earlier or stay later, you will be responsible for the additional charges, at discounted rates (subject to availability). You will be held responsible for any personal charges (telephone, room service, etc.) incurred during your entire stay.

Delegates are housed by country. The IAC Chair for your country will inform you of your delegation's hotel assignment. U.S. Travel Association cannot guarantee that we can accommodate hotel requests or changes received after March 26, 2012.

Under no circumstances will delegates be allowed to stay at a hotel other than the hotel assigned by U.S. Travel Association. Any delegate who stays in a hotel other than the one assigned will be responsible for his/her own room charges, and will be charged at the prevailing U.S. Supplier rate.

Transportation

Your IAC Chair will provide you with instructions regarding contacting your local originating carrier for airline ticketing. This information will be available after December 1, 2011.

Complimentary ground transportation will be provided from Los Angeles International Airport to your assigned Host Hotel on **Friday, April 20; Saturday, April 21; and Sunday, April 22 during specified hours**. Check in at the International Pow Wow Welcome Booth at the airport before boarding your shuttle bus. Return service to the airport is provided on **Thursday, April 26 only**.

Official International Pow Wow shuttle buses will provide complimentary transportation between Host Hotels and the Los Angeles Convention Center as well as from the Host Hotels to official events. Shuttle bus schedules will be provided in the Official Program Book and will be posted in Host Hotel lobbies. Delegates seeking transportation to other sites, hotels or to International Pow Wow function sites at times other than official hours or posted shuttle scheduled times must make and pay for their own arrangements.

Appointment Scheduling

International Journalists will be able to search for your appointment prospects and submit your requests online. Any International Journalist who wants to make appointment requests must register and submit his/her requests by March 16, 2012. Appointment Requests will not be accepted after this date.

INTERNATIONAL JOURNALIST REGISTRATION AND HOUSING INSTRUCTIONS

Onsite In Los Angeles

You may pick up your badge and registration materials beginning Saturday, April 21 in the Press Room at the Los Angeles Convention Center (See the Program At-A-Glance on pages 6 & 7 for registration hours).

Admission to the Marketplace Hall will be granted only to those registered delegates wearing the official badge. Any individual not displaying proper International Pow Wow credentials will be escorted from the hall. You may be asked at any time for proof of identification to compare to your registration credentials. Badges may not be altered, defaced or obscured by appliqué, stickers, or other decoration or souvenirs. Any duplication, reproduction, sharing or exchanging of badges will result in confiscation of the badge and the offender being escorted from the hall as well as jeopardizing future attendance.

We are delighted to have you as our guest at International Pow Wow 2012 and expect you to participate in all official Press events in addition to attending your appointments. We appreciate your cooperation in declining any social event invitations that conflict with official International Pow Wow business sessions and functions.

ELIGIBILITY AND CONDITIONS FOR ACCEPTANCE FOR INTERNATIONAL JOURNALISTS

- 1) Each International Journalist registration is subject to International Advisory Committee and U.S. Travel Association approval.
- 2) All International Journalists must be working journalists actively writing about USA travel products.
- 3) All International Journalists must be pre-registered. No international press credentials will be issued onsite at International Pow Wow.
- 4) International Journalists are not allowed to sell advertisement space or representation services while at International Pow Wow.
- 5) All International Journalists attending International Pow Wow are expected to attend all official press activities including press conferences, Media Marketplace, the press brunch, media tours and official evening events.
- 6) All International Journalists attending International Pow Wow are expected to submit to U.S. Travel Association at least one published article on USA travel within one year of the show.
- 7) All International Journalists must be able to read and speak English.
- 8) As participants at an official U.S. Travel Association event, attendees acknowledge that the possibility may arise wherein the participant may appear in photographs taken by a designated staff or professional photographer. Every attempt will be made to secure permission from specific photo subjects; however, by submitting this registration application, participants agree to allow U.S. Travel Association to use their image in future pre- and/or post-conference coverage in our publications or on our website.



HILTON CHECKERS HOTEL

535 South Grand Avenue
Los Angeles, CA 90071

**JW MARRIOTT LOS ANGELES
AT L.A. LIVE**

900 W. Olympic Boulevard
Los Angeles, CA 90015

**KYOTO GRAND HOTEL
AND GARDENS**

120 South Los Angeles Street
Los Angeles, CA 90012

**LOS ANGELES MARRIOTT
DOWNTOWN**

333 South Figueroa Street
Los Angeles, CA 90071

LUXE CITY CENTER

1020 South Figueroa Street
Los Angeles, CA 90015-1305

**MILLENIUM BILTMORE
HOTEL LOS ANGELES**

506 S. Grand Avenue
Los Angeles, CA 90071

**OMNI LOS ANGELES HOTEL
AT CALIFORNIA PLAZA**

251 South Olive Street
Los Angeles, CA 90012

**SHERATON LOS ANGELES
DOWNTOWN HOTEL**

711 South Hope Street
Los Angeles, CA 90017

**WESTIN BONAVENTURE
HOTEL & SUITES**

404 S. Figueroa Street
Los Angeles, CA 90071





Come **Star** in **LA!**

We can't wait to welcome you to Los Angeles for International Pow Wow 2012 and dazzle you with LA magic!

Opening night will be a red-carpet affair featuring IRIS by *Cirque du Soleil*® at the Kodak Theatre at Hollywood & Highland. The excitement continues the following night as Universal Studios HollywoodSM becomes the ultimate Hollywood stage exclusively for Pow Wow attendees. Experience LA's famed lifestyle with world-class shopping, sightseeing and dining. And, as a grand finale, celebrate LA-style under the stars at California Plaza.

So, stay in touch, we're ready to get this party started!

 [facebook.com/InternationalPowWow](https://www.facebook.com/InternationalPowWow)

 wowla.discoverlosangeles.com

powwow.discoverlosangeles.com



Scan for more information

los angeles INTERNATIONAL **powwow** April 21-25, 2012

Host City Partners:



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