

The logo for the Travel Industry Exchange features the word "TRAVEL" in a large, bold, dark blue sans-serif font. Below it, the words "INDUSTRY" and "EXCHANGE" are written in a smaller, lighter blue sans-serif font. A stylized graphic element consisting of two overlapping curved lines, one light blue and one dark blue, arches over the word "TRAVEL" and under "EXCHANGE".

**TRAVEL**  
INDUSTRY EXCHANGE

*The #1 Event for Specialization*

**October 12-14, 2017**  
Sheraton New Orleans  
New Orleans, Louisiana  
[travelindustryexchange.com](http://travelindustryexchange.com)

**EVENT PROSPECTUS**



**TRAVEL INDUSTRY EXCHANGE** is the #1 event for specialization that will put your brand in front of pre-qualified travel agents who are ready to book business.

This incredible event, organized by the publishers of *Travel Agent* and *Luxury Travel Advisor*, the most trusted publications in the industry, will offer suppliers up to 35 one-to-one, pre-scheduled appointments. And since all the participating agents are vetted in advance to suit your needs, everyone who attends is there to book business, and immerse themselves in destination education.

As a fully hosted buyer event, no-show agents are not an option. So your day can be spent making connections and building relationships via appointments with agents you choose to meet with. No waiting around at empty booths for potential walk-up meetings.



*Travel Industry Exchange is a great opportunity to meet and interact with agents in the top of the industry to showcase products and destinations."*

Richard Liverance  
Western Regional Marketing Director  
Israel Ministry of Tourism



**96% of suppliers found their one-to-one meetings valuable.**

Source: 2016 Travel Industry Exchange post-event survey

# WHY TRAVEL INDUSTRY EXCHANGE?

- Central location that will bring agents from all over North America
- Over nine (9) hours of dedicated face time inclusive of one-to-one appointments and your presentation on a panel
- Top producing agents who sell over \$1 million a year
- Cost effective and turnkey
- Up to 35 meetings with highly qualified US and Canadian agents
- All event meals and networking receptions included
- Attend all conference sessions at no additional charge
- No sessions will conflict with one-to-one meeting time
- No speed dating! Only quality pre-scheduled appointments that suit your business needs

## DESTINATION SPECIALIZATION CONFERENCE

New to Travel Industry Exchange will be a destination-focused conference, allowing suppliers the opportunity to speak on a panel, sponsor a session, or even host a session on your own!

## UNIQUE SPECIALIZATION CONFERENCE PROGRAM

Agent specialization is the key to business success. Our model offers a complete, in-depth look at what it takes to specialize and how to move business forward. Our comprehensive yet intimate conference will bring pre-qualified travel agents, managers, and owners to participate in valuable education programs. Plus, none of the sessions take place during the one-to-one appointments, enabling suppliers uninterrupted face time during their meetings, and the ability to attend sessions for more networking time, and at no additional charge.



*Exciting receptions for additional networking opportunities.*



***This was one of the best events! The attendees were qualified, interested in my products, and valuable connections were made."***

Dennis Smith  
Regional Director of Sales  
WORLDHOTELS

# WHO WILL ATTEND?



**Consortia, independent,  
and non-affiliated agencies.**



**Owners/managers,  
frontline agents, and  
home based agents.**



**LEADING AGENTS WHO  
BOOK OVER \$1 MILLION  
IN ANNUAL REVENUE!**

**AAA  
American Express  
Ensemble Travel Group  
Signature Travel Network  
Travel Leaders Group  
Travelsavers  
Vacation.com  
Virtuoso**

## OPPORTUNITY FOR SUPPLIERS TO SPEAK ON A PANEL!

Sessions will include:

- Hotel Openings Across the Americas – What’s Coming Up
- Europe Not on a Shoestring: Planning Individualized Trips for Discerning Clientele
- Caribbean Vacations From All-Inclusive to Private Hideaways
- Latin America Beckons Family & Celebration Vacations
- Cultural & Historic Asia: Food & Wine Completes the Trip
- Trending Destinations in Africa and the Middle East
- Connecting with the Authentic Caribbean
- Cruise Adventures from River to Antarctic Expeditions
- New Ships and Trips on the Horizon
- From Asia to Caribbean and Back: Celebration and Wedding Destinations Remain Trending Up
- Hotel Global Roundup: What’s Refurbished, What’s New Across All Market Sectors



Other opportunities also available. Please contact your sales representative for more information.

**Preferred Panels May Fill Up Early!**

## INCREASE YOUR VISIBILITY

An enormous array of promotional opportunities are available to help build your brand's visibility both in advance of, during, and even after the event. Some of our most popular opportunities include:

- Breakfast and Lunch Sponsorships
- Evening Receptions
- Event Bag Sponsorship
- Lanyard Sponsorship

Plus, we offer dedicated email blasts, full page ads in our directory, social media and more! Your sales representative will work with you to cultivate the best sponsorship opportunity for your business needs.



*Presentation opportunities to promote your brand.*



*Coverage of the event in Travel Agent magazine and Luxury Travel Advisor.*



*I had several very productive meetings with agents I had never met before who really seem to have tremendous potential."*

Jacqueline Day  
Business Development Manager  
Holland America Line



*This was one of the best appointment shows I've attended in a very long time."*

Teri Laursen  
Southern Nevada Representative  
TravelNevada

**Getting  
the One-on-One  
Face Time with  
Agents is Critical  
when 57% are  
Home Based!**

*Source: 2016 Travel Agent  
Reader Survey*

# IT'S ALL HERE – REACHING 90% OF THE US TRAVEL AGENT MARKETPLACE

For over 85 years, the Questex Travel Group, organizers of Travel Industry Exchange, has offered the most robust opportunity to reach engaged travel agents via our powerful portfolio of media channels, including:

- ➔ *Travel Agent Magazine*  
50,000+ subscribers
- ➔ *Luxury Travel Advisor*  
15,000+ subscribers
- ➔ *TravelAgentCentral.com*  
92,403 average unique monthly visitors
- ➔ *Travel Agent Central Newsletters*  
104,486 unduplicated subscribers
- ➔ *LuxuryTravelAdvisor.com*  
21,066 average unique monthly visitors
- ➔ *Social Media*  
341,462 reach & counting!
- ➔ *Email Promotions*  
75,000 opt-in subscribers
- ➔ *Travel Agent University*  
60,000+ active members

## RESERVE YOUR SPACE NOW!

Contact your respective Sales Director below or visit [TravelIndustryExchange.com](http://TravelIndustryExchange.com) for more information.

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PRESENTED BY:

QUESTEX  
TRAVEL  
GROUP

TravelAgent

LUXURY  
TRAVEL ADVISOR