

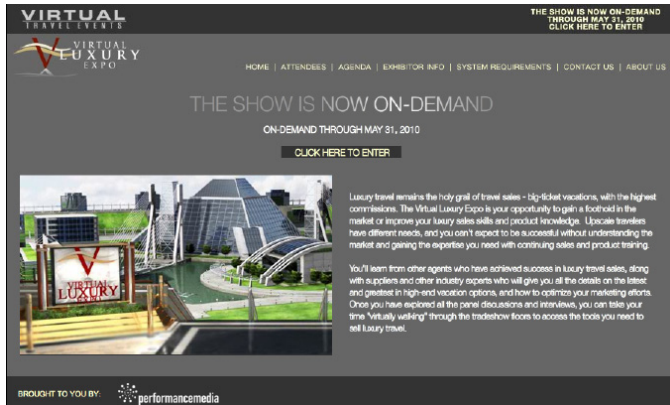


VIRTUAL
TRAVEL EVENTS

Interactive Expos, Tradeshows
and Conferences Delivered
Live and On-Demand

HOW CAN YOU ENGAGE WITH AGENTS IN A MARKET THAT GROWS MORE FRAGMENTED EACH DAY?

Add Virtual Travel Events to your marketing mix.



Many of today's leading companies have discovered the benefits to combining virtual events with their physical event strategy to connect with their customers and partners more regularly throughout the year. For travel suppliers looking to develop a deeper connection with Travel Agents, there's no better way to engage today's busy travel professional.

Virtual Travel Events provide a cost-effective way to maximize your event strategy and deliver greater results:

- Reach a targeted, more selective audience
- Archive your important presentations and training seminars
- Access international speakers who can "attend" with little or no expense
- Save your executives, presenters and moderators time with video presentations
- **Reduce your overall costs**

THE 95% SOLUTION

Only 5% of travel agents attend major industry events annually. Virtual Travel Events helps you connect and get business from the other 95%.

What Suppliers Are Saying...

"The best virtual show yet. Terrific results. Thanks for the opportunity to participate" **-NACTA**

"...a really innovative way to reach travel agents across the country without having to travel to multiple shows. No carrying brochures across town, no time spent travelling to the location. This adds a level of excitement to the traditional tradeshow format!"

-Carnival Cruise Lines

"...fantastic job putting together another successful virtual tradeshow. The chat function was a great feature that allowed our attendees to participate in real-time conversations. We are very pleased with the overall experience" **-AMA Waterways**

"The Expos have been a great success. In today's economic environment, providing this medium of communication in our industry makes complete sense."

-OSSN

LET AGENTS EXPERIENCE YOUR BRAND IN A WHOLE NEW WAY!

Virtual Travel Events offers a rich media experience where participants attend general sessions, breakouts, product seminars, panel discussions, virtual inspections and more from the convenience of their home or office.

The same benefits as a physical tradeshow, helping you attract many more times the number of visitors you can through physical events alone:

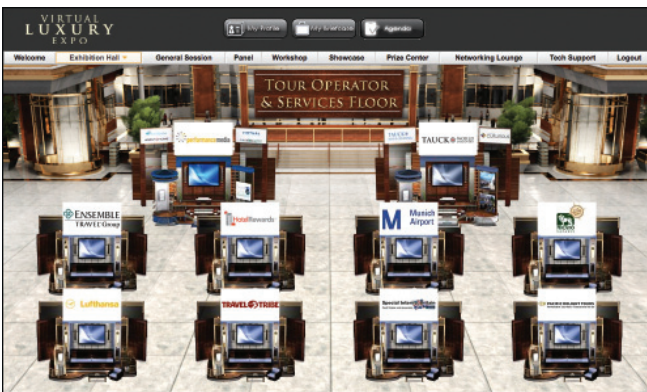
- **Brand Marketing:** Your customized branded booth—immediately visible to Travel Agents from the trade show floor entrance.
- **Product Showcases:** Your properties and destinations come to life through video and other rich media presentations. Sponsored workshops provide a comprehensive and personal tour of your offerings.
- **Face-to-Face Meetings:** Live chat features to add your personal “handshake” with your visitors.
- **Direct Marketing:** No postage required—participants download your most recent brochures and sales collateral materials directly from your booth.

Close the Loop – A Return You Can Measure!

- Know how many attendees visited your booth.
- Analyze what they did there – i.e. watch videos, download brochures, chat.
- Receive extensive demographic information on each individual that took action.
- Follow-up with every person – pre-qualified leads enable you to target the Agents most interested in your products and services.

Maximize Your Investment

Events are available on-demand 90 days after the “live” show to help you maximize your investment. This gives you additional exposure over a longer period of time, helps you reach agents who were not able to attend, and keeps your brand top of mind with visitors long after the show floor closes.



VIRTUAL TRAVEL EVENTS FOR 2011

Display your products and services, interact with Travel Agents in real-time. **Generate valuable contacts and leads**



Coming
March 2011



Coming
June 2011



Coming
October 2011

Participation Opportunities

Sponsorship affords strategic opportunities to effectively promote your products and services. You will receive acknowledgement in direct communications reaching more than 100,000 Travel Agents. So hurry and take advantage of all that sponsorship has to offer including:

Event Sponsors

- Workshops
- Showcases
- Pavilion space on the exhibit floor

Product Floor Sponsors

- Editorial introduction
- Product videos
- Virtual Training Seminar
- Chat area
- Brochures area

Let Us Produce Your Custom Virtual Event

In addition to our branded Expos, Performance Media can build, power and host your own virtual event. We offer a complete turnkey solution from design through sponsorships and booth sales that can result in significant cost savings for your organization.

WHAT AGENTS ARE SAYING

I think it is great and I have gotten a lot of information. Thank you so much"

— *Natasha*

"Thanks for this wonderful learning experience, very informative and don't have to wait in lines for access."

— *Dana*

"I visited all the vendors in the Exhibition Hall and listened to all the Marketing & Educational seminars - great info - thanks for offering this venue for our education!"

— *Jan*

FOR A DETAILED ANALYSIS ON WHAT VIRTUAL EXPOS CAN DO FOR YOU, CONTACT:

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