

Get Your Share of Ohio's **\$1.5 Billion** Vacation & Travel Spending!



It All Starts Here!

January 20-22, 2012

Veterans Memorial
Columbus, Ohio

AAAGreatVacations.com



One of the Hottest Travel Markets in the U.S.

By mid-January, Ohioans are ready to plan for warmer days and brighter skies. Even better, the people of central Ohio are just the consumers you want to meet, an enormous audience of well-heeled travelers, outdoor enthusiasts, and adventurers.

Ohio Travel Spending Starts Here!

The AAA Great Vacations EXPO delivered an audience of 14,016 travelers in 2011, all with tremendous buying power. Ohioans spend more than \$1.5 billion on vacation travel and accommodations annually - well above the national average. Plans are underway for an even bigger and better event in 2012. We hope you'll join us!

The Region's Premier Consumer Travel Event

It's the best place to attract the most desirable vacation planners for 2012 and beyond, this action-packed travel extravaganza features every imaginable vacation option, including:

- Cruises
- Travel packages
- Regional, national, and international travel ideas
- Luxury resorts and spas
- Sports and adventure travel
- Guided Tours

Benefits of participation include:

- Booking travel packages and "deals" with a highly sought-after travel audience.
- Generating qualified leads and building your direct marketing database.
- Building relationships and brand recognition with customers as you meet them in person!

Travel purchasing of AAA Ohio Auto Club members includes:

- 32% made airline reservations
- 22% made rental car reservations
- 31% made hotel reservations
- 25% purchased an individual vacation package
- 10% purchased a cruise
- 33% took an international leisure trip
- 66% took a leisure trip of any distance that included an overnight stay at least 100 miles from home
- 66% feel they get the best value when booking leisure travel with AAA and direct suppliers



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“ We have attended every year and continually trumpet the good news of this show. It's AWESOME! ”

Jeff Mills
Mills Marketing Group/
Southern Destinations



The AAA Great Vacations EXPO includes 60,000 square feet of prime, easy-to-reach exhibit space at the Franklin County Veterans Memorial in Columbus, Ohio. Top-quality exhibits and nonstop attractions tailored for the right target market make the AAA Great Vacations EXPO a can't-miss destination for thousands of high-income travelers.

Interest areas and special attractions include:

- *Vacation Marketplace*, featuring the AAA Explore Store & more than 150 travel destinations from near and far
- *The Great Outdoors* adventure area
- *AAA Travel Stage*, featuring local and national travel celebrities
- *Play In Your Own Backyard Pavilion*
- *Paradise Pavilion*

Marketing and Promotion

The AAA Great Vacations EXPO draws a primary audience from a 60-mile radius in and around central Ohio through an aggressive marketing and public relations campaign valued at over \$545,000. Central Ohioans can't miss hearing about the AAA Great Vacations

EXPO and all it has to offer. Marketing activities include:

- Aggressive promotion to AAA Ohio Auto Club's membership base – over 760,000 members!
- A significant paid advertising schedule that targets the most affluent travel audience.
- Ticket giveaways, announcements, live interviews and promotions on multiple radio and TV stations.
- Media relations that generate significant news coverage of all aspects of the show.
- An extensive interactive website and social media strategy along with grass-roots efforts.

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AAA Great Vacations EXPO
January 20-22, 2012
Veterans Memorial – Columbus, Ohio

Event Hours

Friday	12:00 p.m. – 8:00 p.m.
Saturday	10:00 a.m. – 8:00 p.m.
Sunday	11:00 a.m. – 5:00 p.m.

Exhibit Rates

Standard booth (10' x 10')	\$ 950
Corner booth (10' x 10')	\$1,050

Exhibiting in the EXPO includes:

- Exhibit Space with black 8' backdrop, 3' sides and booth signage
- Company name listed in the official EXPO program distributed on-site
- Online directory feature with link to your company's website
- Listing in the Jan/Feb issue of AAA's Home & Away magazine (503,000 circulation). Standard magazine print deadlines apply.
- 15 Exhibitor Guest tickets (per 10' x 10' booth)

All booths must be carpeted or have other acceptable floor covering. Floor covering, furniture, parking and electric/Internet services are not included in booth price.

Reserve Your Space Today by filling out and returning the 2012 Application/Agreement Form!

For questions or additional information, please contact:

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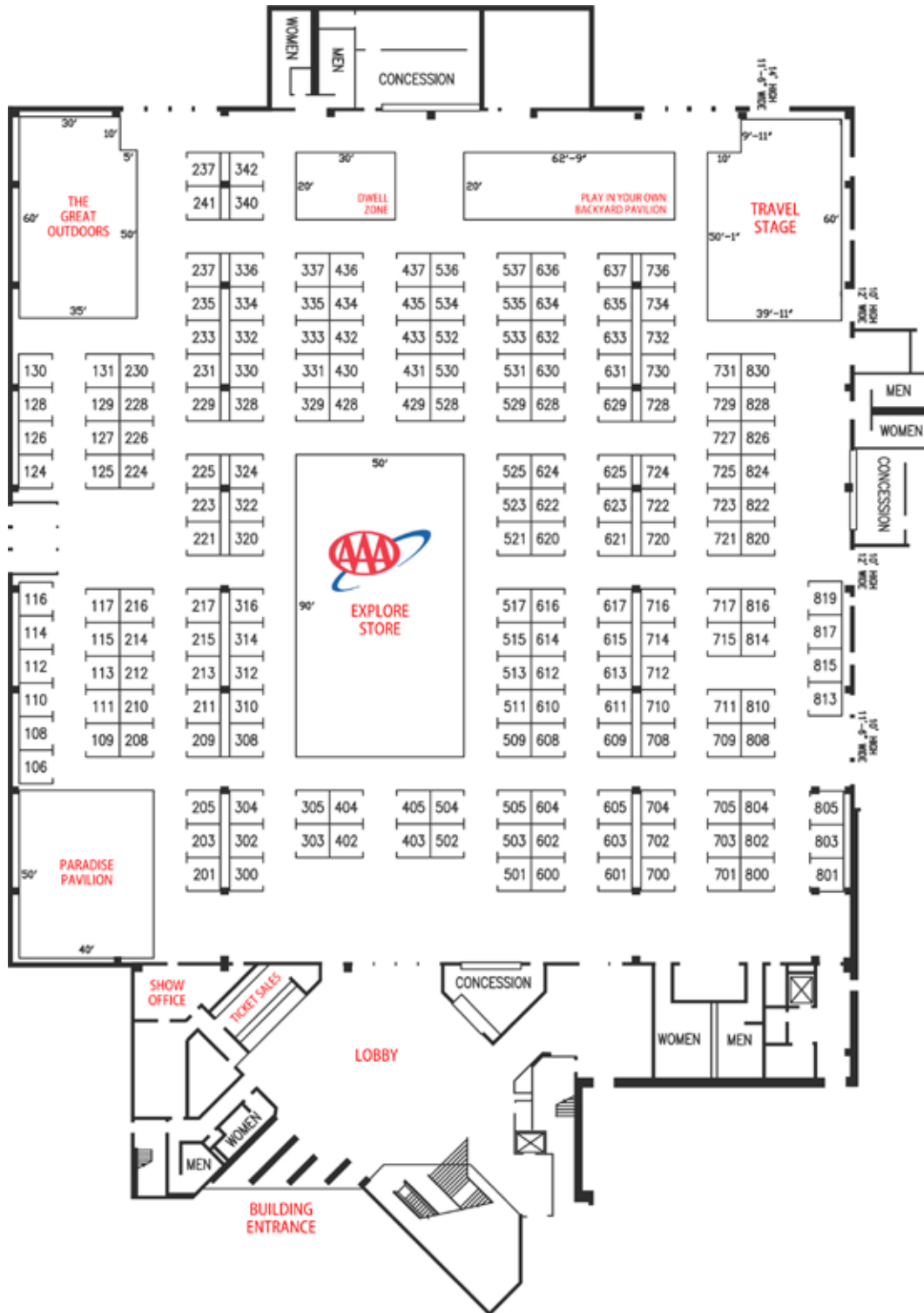
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