



Exhibitor Publicity Form

Help us promote your destination!

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Tell us your story! What's **DIFFERENT**, **UNIQUE** and **NEW** about your destination or products? We are looking for media opportunities and news story ideas to showcase the incredible offerings our exhibitors are bringing to the AAA Great Vacations EXPO. Help us by filling out the information below. The more ideas you share with us ... the better!

This is our primary source for the information we distribute to media to generate EXPO publicity. The more interesting, visual and timely/trend-related information and ideas you give us, the better your chances are for being featured within our publicity efforts. **Note:** please feel free to attach additional sheets to this form if you require more space for information.

Name: _____ Title: _____

Destination/Company Name: _____

Address: _____

Phone: _____ E-mail: _____

Fax: _____ Website: _____

Describe your destination or company: _____

What makes your destination, property or company so special? *(Why might a reporter be interested in featuring you in a story?)*

Describe the product and/or experiences you offer. Be sure to highlight any particularly new, unique or unusual information. Feel free to send us brochure(s), photos or other information that might help us promote you at the EXPO.

Describe any special exhibit, interactivity, themes, events, attractions, giveaways or characters you'll feature at the EXPO.

IMPORTANT - please outline any EXPO-only discounts or special pricing you will offer. The economy continues to be top of mind for travelers and journalists. EXPO-only specials and deals will receive special marketing consideration!

Are you interested in providing radio and/or TV prize package giveaways to promote your business? _____ **If yes**, please describe the item or package and indicate value.

Describe any interesting or important trends or issues your destination/business or industry faces. Be sure to highlight how you embody or address these trends (such as green travel, ecotourism, volunteer vacations, economic issues, etc.).

Please fill this form out and fax, mail or e-mail it to:

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Feel free to contact us if you think of any other newsworthy "angles" or to investigate ways to best promote your business at the EXPO.

Due to the anticipated high number of submissions, we cannot make any promises of coverage prior to or during the EXPO. However we do review all forms submitted and will work hard to get your story told.