



**CONSUMER TRADE SHOW CO-OP PROGRAM**

*(Shows and co-op fees are subject to change)*

**Louisville Travel Show – Louisville, KY**

September 26 - 27, 2009

[www.southernshows.com](http://www.southernshows.com)

**Registration Deadline:** August 26, 2009

**Cancellation Deadline:** September 4, 2009

**Partner Registration Fee\*:** \$300/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

**Brochure Distribution Fee:** \$400/3 partner maximum - please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

**Travel Association Registration Fee:** \$450/1 regional brochure displayed - please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

**More than 18,000 travel-motivated consumers are expected to attend from the affluent Greater Louisville Metro area – the 16<sup>th</sup> largest market in the country with a population of more than 1.2 million. Attendees are comprised from a very diverse community with a strong willingness to vacation in the coming year. That willingness translated into the average Louisville household spending more than \$6,043 on domestic and international travel in the last year.**

Shipping of materials, lodging, meals and transportation will be the responsibility of each Georgia partner. GDECD will coordinate registration and booth space.

**Trade & Consumer Show Registration Form**

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please identify the show and the level at which you would like to participate:

<u>Show:</u>	<u>Level of Participation:</u>	<u>Representative Attending Show:</u>	<u>Cell Phone #:</u>
_____	_____	_____	_____
_____	_____	_____	_____

***Please mail a copy of this form and payments to:***

Georgia Department of Economic Development – Tourism Division  
Attn: Pam Kruseck, Consumer Sales Specialist  
75 Fifth Street, NW  
Suite 1200  
Atlanta, GA 30308

You may also fax this form to 404-962-4093, attention Pam Kruseck.