



130 East Chestnut Street, Suite 301  
Columbus OH 43215  
800-896-4682 or 614-572-1931  
Fax 614-572-1937  
info@heartlandtravelshowcase.com  
www.heartlandtravelshowcase.com

**March 25, 2009**

**To:** Convention and Visitor Bureaus and Statewide Tourism Divisions or Departments  
(Illinois, Indiana, Kentucky, Michigan, New York, Ohio, Ontario, Pennsylvania,  
Tennessee, Wisconsin, and West Virginia)

**From:** Janet Johnson, Show Manager and Marc McQuaid, Director,  
Heartland Travel Showcase (HTS), 800-896-4682 or 614-572-1931

**Re:** Familiarization (FAM) Tour Application for the 2010 Heartland Travel Showcase in  
Columbus, OH

Heartland Travel Showcase's FAM program is the right move for attracting the attention of tour operators coming to your area!

Heartland Travel Showcase is designed to offer professional, for-profit tour operators from across North America the opportunity to meet with tourism destinations in the Heartland Region. The show includes trade show appointment sessions, educational programs, social functions and FAMS!

The Showcase FAMS occur before and after the showcase itself. This is where you have the opportunity to create an "up close and personal" view of your area, while offering HTS tour operators unique itinerary options that can turn into \$\$\$\$\$ for your locale.

Already, more than 70 tour operators have registered to attend the 2010 Heartland Travel Showcase, February 19-21, 2010 in Columbus, OH.

Attached are the Pre and Post FAM procedures. If you would like to host a HTS FAM tour in February 2010, you will need to fax or email us by May 4, 2009. A letter of intent, the enclosed application and draft itinerary are due by **May 29, 2009**. Should you have any questions, please call the Heartland Travel Showcase office at 800-896-4682 or 614-572-1931 or email [jjohnson@ohiotravel.org](mailto:jjohnson@ohiotravel.org). We look forward to hearing from you!

## **2010 HEARTLAND TRAVEL SHOWCASE**

### **SPONSORING ORGANIZATION(S) STRUCTURE:**

- 1) The sponsoring organization(s) shall secure a **Tour Escort** and additionally shall appoint/elect a **FAM Tour Coordinator**. Both the Tour Escort and the FAM Tour Coordinator shall be registered 2010 Heartland Travel Showcase (HTS) Delegates.
- 2) The FAM Tour Coordinator and/or sponsoring organization(s) is responsible for the following:

*In your proposal to host a FAM-*

- Provide a draft description including tour stops and short descriptions of each.
- Establish the minimum and maximum number of tour operator attendees that are acceptable to produce the tour. This information must be included on the Application Form.

*After you are confirmed to host a FAM -*

- Secure overnight accommodations, plan tour stops and meals and provide transportation via motorcoach or other approved vehicle.
- Finalized itinerary including stops with descriptions and timeline of FAM tour.
- Provide confirmation letters with details (where to park during the FAM, when to arrive, if shuttles will be provided to and from airport, etc.) to FAM Tour attendees.
- Advise FAM Tour Attendees of charges they may incur while taking the FAM including: parking fees, bag storage, gratuities, etc.
- Communicate regularly of any changes and updates regarding FAM with Heartland staff.
- Provide emergency contact information during FAM, including FAM tour coordinator(s) cell phone.
- Certificate of insurance covering your FAM and should include Heartland Travel Showcase. Should have general liability and vehicle insurance of no less than \$1 million.

### **PRE OR POST FAM TOURS...SPONSORSHIP ELIGIBILITY:**

- 1) Official State Travel and Tourism Agency of any participating state or province, who is exhibiting at the 2010 Heartland Travel Showcase.
- 2) Convention and Visitor Bureaus who are exhibiting at 2010 Heartland Travel Showcase from any participating state or province.
- 3) A Consortium of Convention and Visitor Bureaus and or destination marketing organizations from any of the participating states or provinces.

NOTE: In the case of a consortium sponsoring a Post FAM Tour, the consortium as a group or the majority of its member organizations must be exhibitors at the 2010 Heartland Travel Showcase.

**FAM TOUR SELECTION PROCESS:**

- 1) There will be no more than two (2) Pre FAM Tours, and no more than two (2) Post FAM Tours offered in conjunction with 2010 Heartland Travel Showcase.
- 2) A review of applications submitted for the Pre and Post FAM Tours will be considered by the 2010 Heartland Travel Advisory Council and the final selection will be made by the 2010 Chairperson. Decisions will be based upon industry standards in consistency with the overall purpose and focus of Heartland Travel Showcase. All decisions are final.

**APPLICATION:**

- 1) The FAM Tour Coordinators from all eligible organizations who want to sponsor a Pre or Post FAM Tour shall submit an application form for consideration to the 2010 Heartland Travel Showcase Chairperson. The application form must be accompanied by a draft of the itinerary.
- 2) A check for \$600.00 must accompany the application form. The application fee will defray the expenses Heartland Travel Showcase incurs promoting the FAM Tours. The fee is only refundable if the applicant's FAM Tour is not selected for the 2010 Heartland Travel Showcase.
- 3) To encourage a successful FAM tour the coordinators should also promote the FAM tour to registered tour operators. Post FAM tour coordinators may not promote their FAM at the showcase.

**CANCELLATION OF FAM TOUR:**

- 1) Should sponsoring organization(s) wish to cancel their FAM Tour for any reason: They must do so in writing to the 2010 HTS Chairperson so that notification of the cancellation is received on or prior to September 7, 2009 in order to receive a 50 percent application refund. No refunds will be given if notification is received after September 7, 2009.
- 2) If a FAM Tour is cancelled by the sponsoring organization(s) after confirmation for attendance has been sent to the attendees, the sponsoring organization is responsible for contacting all attendees and for any financial claims due to air fare restrictions on tickets already purchased, non-refundable accommodations, etc.

**ATTENDEE REGISTRATION:**

- 1) Only tour operators who are registered delegates to the 2010 Heartland Travel Showcase will be eligible to attend Pre or Post FAM Tours.
- 2) Each tour operator will be charged a FAM Tour registration fee of \$50.00 to defray the sponsoring organization's expenses.
- 3) The registration fees will be collected for the 2010 Heartland Travel Showcase as part of the registration process. After the conclusion of the show, the fees will be forwarded to the sponsoring organization(s) of the FAM Tours.

**ATTENDEE CANCELLATION:**

- 1) Refunds of the Pre or Post FAM registration fees will only be granted if cancellation notification is received on or before February 1, 2010.
- 2) No refunds of the registration fees will be granted after February 1, 2010 or for "no-shows."

### **SCHEDULE OF PRE FAMS:**

1) All Pre FAM Tours must commence no later than 1:00 p.m. on February 17, 2010 in the host city at the Hyatt Regency hotel or other previously approved hotel. They must all conclude by 9:30 a.m. on February 19, 2010 in Columbus. The sponsoring organization(s) must provide FAM Tour Attendees transportation to their respective hotels or automobiles in the host city by the hours previously specified.

### **SCHEDULE OF POST FAMS:**

1) All Post FAM Tours shall depart from the Hyatt Regency hotel after the Sunday tour operator lunch is fully concluded.

All Post FAM Tours shall conclude at the Hyatt Regency hotel in the originating host city at noon of the third day following departure. Example: If the closing function of 2010 Heartland Travel Showcase is a lunch scheduled to end at 1:30 pm on Sunday, February 21, the Post FAM Tours would depart from the Hyatt Regency hotel not before 2:30 pm and no later than 3:30 pm. All Post FAM Tours will conclude at the Hyatt Regency hotel on Wednesday, February 24 at noon.

2) It is the responsibility of the Post FAM Sponsoring Organization(s) to transport FAM attendees to the airport at the conclusion of the Post FAM if necessary.

# 2010 Heartland Travel Showcase Pre or Post FAM Application

(Please circle Pre or Post)

**Due: May 29, 2009**

**Please Circle:**

**State Travel & Tourism Agency      Convention & Visitors Bureau      Consortium**

Name of Sponsoring Organization \_\_\_\_\_

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

FAM Tour Coordinator Name \_\_\_\_\_

Phone Number/Email: \_\_\_\_\_

FAM Tour Operator Escort: \_\_\_\_\_

Phone Number/Email: \_\_\_\_\_

If Consortium, please list all partners: (continue on back if additional space is needed)

1. Organization: \_\_\_\_\_

Contact Name & Phone: \_\_\_\_\_

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

2. Organization: \_\_\_\_\_

Contact Name & Phone: \_\_\_\_\_

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

3. Organization: \_\_\_\_\_

Contact Name & Phone: \_\_\_\_\_

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

Theme/Title of FAM and dates: \_\_\_\_\_

Maximum # of attendees for FAM \_\_\_\_\_

**Please return this application, your \$600 deposit check (non-refundable unless your FAM is not chosen) and draft itinerary to:**

Heartland Travel Showcase, 130 East Chestnut Street, Suite 301, Columbus, OH 43215  
800-896-4682 or 614-572-1931 • Fax 614-572-1937