

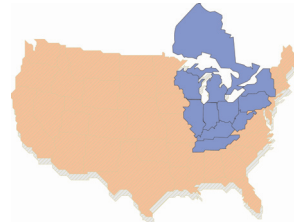
25th Annual HEARTLAND TRAVEL SHOWCASE

FEBRUARY 19-21, 2010 IN COLUMBUS, OHIO

Exhibitor
Registration
Now Open



Exhibitors May Now Register for the 2010 Heartland Travel Showcase



Each year, Heartland Travel Showcase attracts top tour operators from around the United States and Canada who look to do business in the Heartland region.

Bring quality business leads together

SOLID SALES LEADS

- ◆ Get pre-scheduled appointments with qualified, for-profit tour who conduct tours in the Heartland region.
- ◆ Our database of qualified tour operators is continually updated.
- ◆ Those who attend the show are serious about booking tours in the Midwest.



PARTNERING OPPORTUNITIES

- ◆ Geographically arranged aisles and decorated booths give tour operators a feel for what it would be like to bring tours to your area.
- ◆ Potential to pull partners into appointments to demonstrate area cooperation and book more tours.
- ◆ Affordable booth sharing gives suppliers ability to partner to showcase destinations and reduce costs.

DID YOU KNOW ...

Each year, nearly \$13 million in group tour business is conducted through Heartland Travel Showcase bringing in an enormous economic impact to the Heartland region. Make sure you get your share of the business!

Heartland Travel Showcase

North America's LARGEST regional motorcoach marketplace
showcasing TOP group tour destinations

Showcase your business/region ◆ Get connected with tour operators ◆ Generate group tour business!

25TH ANNUAL HEARTLAND TRAVEL SHOWCASE

Increase your earning potential by getting connected with top tour operators

KEEPING UP WITH THE GROUP TOUR MARKET?

Let the Heartland Travel Showcase be your answer for keeping up with group tour business to your destination. Here's how:

- ◆ Experts say that during tough economic times do not cut back on marketing efforts.
- ◆ Heartland Travel Showcase draws tour operators that book tours in the Heartland region and do not attend other shows.
- ◆ The 2010 Heartland Travel Showcase will be hosted in Columbus.



Photo by Dublin CVB



Photo by the Columbus Zoo



Photo by Randall L. Schieber

COLUMBUS, OHIO: SITE OF THE 25TH ANNUAL HEARTLAND TRAVEL SHOWCASE

Greater Columbus Convention Center -- Columbus, Ohio

Unique spaces, sharp angles, wide spotlights and spacious walkways make the Greater Columbus Convention Center a bold landmark -- a truly unconventional convention center.

AROUND COLUMBUS

- ◆ Columbus Zoo and Aquarium named the #1 zoo in the U.S.
- ◆ COSI named the #1 science museum in the country.
- ◆ German Village, with its brick, tree-lined streets and eclectic restaurants, is the nation's largest privately restored historic neighborhood.
- ◆ Columbus is home to The Ohio State University.
- ◆ Nationwide, Wendy's, Cardinal Health and Limited Brands are headquartered in Columbus.



Photo courtesy of Randall L. Schieber

February 19-21, 2010

**Greater Columbus
Convention Center
Columbus, Ohio**

CONTACT INFORMATION

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Photo courtesy of Jeff Greenberg

"It was a rewarding experience. I booked business on the floor at Heartland. I met great people and have begun great relationships with these clients. I look forward to Heartland in 2010!"

-- Ashlee Burgess, Charleston, West Virginia Convention & Visitors Bureau

Successful tours begin at Heartland Travel Showcase!

www.HeartlandTravelShowcase.com