

**TRAVEL  
AGENT**

**FORUM**

**OWNERS EDITION**

Connecting supplier partners to agency-owners  
with qualified decision-making power

Moon Palace Jamaica | Ocho Rios, Jamaica | November 16-19, 2020



# 2020 EVENT PROSPECTUS

Produced By:

**TRAVELSHOW**  
MARKETING GROUP

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



## ABOUT THE FORUM

Travel Agent Forum: Owners Edition will bring your company together with a select audience of 200 agency-owners from across North America, collectively representing over 3,000 front-line travel sellers (employees and independent contractors) with annual sales power exceeding \$600 Million! Creating an event that brings you face-to-face with owners who have decision-making powers allows participating supplier partners the chance to forge new relationships and foster existing connections, streamlining engagement efforts and spend, while maximizing potential ROI.

Participating travel suppliers will have the opportunities to interact with owners through mutual one-to-one meetings, unique interactive networking events, and formal top-level discussions. To ensure suppliers and travel advisors have sufficient time to conduct meaningful exchanges, participation at Travel Agent Forum: Owners Edition is limited to 200 travel agency owners and 100 supplier companies.

## HOSTED ADVISOR PROGRAM

Travel Agent Forum: Owners Edition is a hosted travel advisor program, prioritizing participation of travel agency owners with proven production and year-to-year growth.

Through a stringent vetting process, we'll be hand-selecting and hosting a fully qualified audience of owners representing travel agencies with significant production. All advisor delegates are hand-selected to attend through a rigorous multi-tiered qualification process, comprising a written application, comprehensive review of each agency production, telephone interview, professional reference checks and more.

While the event will bring in agency owners from across North America, the impact of your connection goes far beyond the Forum. Each owner in attendance will have influential sales power with a minimum of 3 front-line sellers (with their own unique book of business), further multiplying your investments impact!



Travel Agent Forum: Owners Edition features a diverse representation of supplier types, both categorically and geographically. Supplier company types include:

- All-inclusive resort chains and individual properties
- Cruise Lines (Ocean and River)
- Hotel and resort properties
- Boutique/independent hotel properties
- Destinations/tourism boards
- Wholesalers
- Destination management companies
- Transportation providers
- Technology
- Back-office solutions

The debut Travel Agent Forum: Owners edition will feature partners spanning the globe. As a limited space program, the Event Management team will work to ensure there is no over-representation in any given area, closing out sign-ups within individual categories as necessary. Don't delay, secure your spot today!

## SUPPLIER BENEFITS

Participation at Travel Agent Forum: Owners Edition offers your company direct access to a fully-vetted audience of agency owners with decision-making powers. With our turnkey package options, your company will have the chance to maximize your brands presence among delegates, who have been hand-selected and identified as an important prospect to your business.

**BONUS:** The all-inclusive venue allows you to take full-advantage of top amenities at no additional cost – simply show up and be prepared to conduct business!

- 2-to-1 Seller-to-Supplier Ratio
- Access to owners with multiple front-line sellers to maximize your investment
- Branded Showcase Table with as many as 35 one-to-one meetings
- Access to fully-vetted agency owners from the US and Canada, who attend on a hosted basis
- Complete access to networking events
- Accommodations at our host property, Moon Palace Jamaica

*Space is limited – ACT NOW to secure your position!  
Sponsorship and additional marketing options are available.*

For more details or to secure your position, contact:  
Jennifer Fernandez at (718) 979-1952 or [Jennifer@TravelSMG.com](mailto:Jennifer@TravelSMG.com)

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

This Forum will host a select audience of fully-vetted agency owners from across North America. Our stringent vetting process ensures your time is well spent with travel advisors that have the proven ability to move business forward.

## Travel Agent Forum: Owners Edition by the Numbers

- 200 fully-vetted agency owners with decision-making powers
- \$600 Million in collective annual bookings
- 3 or more years as an agency owner
- 3 or more independent contractors or employees (an average of 15 per owner)

TravelSMG has a proven track-record in producing highly-effective B2B events with sales power. Check-out what partners have to say about our events:

*"Travel Agent Forum is always an incredible opportunity to meet a diverse group of Agents. It's always a boost for our business we consistently learn a lot."* — **David Chait, Travefy**

*"The Travel Agent Forum provides a unique opportunity to reach thousands of travel agents, looking for the very unique, authentic experiences we can provide to their customers."*

— **Marco Fernandes, Sagres Vacations, Portugal and Spain Expert**

*"I would like to thank TravelSMG's team for another excellent show...we are happy to be part of the show and grow and develop together. Close personal relationship and strong business bonds are what makes our industry successful and flourishing!"*

— **Elena Ulko, Shore Excursions Center St. Petersburg Russia**

## TENTATIVE SCHEDULE AT A GLANCE

*(Subject to Change)*

### Monday, November 16

Arrivals all day/Supplier table set-up  
Evening Experience

### Tuesday, November 17

Welcome Session  
One-to-One Meetings  
Peer-to-Peer Sessions/Owners  
Education  
Networking Lunch  
One-to-One Meetings  
Peer-to-Peer Sessions/Owners  
Education  
Evening Experience- TBD

### Wednesday, November 18

Breakfast  
One-to-One Meetings  
Peer-to-Peer Sessions/Owners  
Education  
Networking Lunch  
One-to-One Meetings  
Peer-to-Peer Sessions/Owners  
Education  
Evening Experience- TBD

### Thursday, November 19

Departures- Post FAMs

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# SUPPLIER PACKAGE MENU

## B2B Package - \$4,950.00 (USD)

**Includes:**

- Three-night all-inclusive accommodations for ONE representative at Moon Palace Jamaica (Monday arrival; Thursday departure)
- Branded Showcase Table
- Access to Experiential Networking Events
- One product posting across our social media platforms
- Listing online official event website and within private meeting software

## Enhanced Package - \$5,950.00 (USD)

**Package includes everything in the B2B Package PLUS:**

- Supplier Spotlight Interview residing on the official website and showcased in our private Owner Facebook Discussion Group
- Interactive marketing package, including three social media posts; two mobile push notifications, one email blast (scheduling based on availability)

### Interested in a larger presence?

Contact us to receive a complete menu of sponsorship and marketing opportunities.

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