

**GLUSA
PARTNERSHIP
PROGRAM**

July 1, 2011 – June 30, 2012

GREAT LAKES USA

BROCHURES

GREAT LAKES USA

New Consumer Guides

- UK
 - *Essentially America* insert
 - Advertising contact/rates: Larry Cohen, Northeast Media, 203-255-8800, larrycohen@northeast-media.com
 - **DEADLINE:** Past
- Germany
 - *America Journal* insert
 - Working on a way to combine individual state guides from last year, along with new copy covering entire region, into a new overall guide
 - Advertising contact/rates: Detlef Fox, D.A. Fox Advertising Sales Inc., 212-896-3881, detleffox@comcast.net
 - **DEADLINE:** TBD

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Sales Missions

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German Mission/London Add-on

- October 22-28, 2011
- Düsseldorf, Munich, Stuttgart, Zurich
- London Add-on—host trade/media event with Essex Inn during Chicago Bears game
- Attend Visit USA Germany trade event
- Sales/media calls, product training, reception

- \$4,000 (travel expenses not included)
- \$500 separate London event
- \$500 information distribution only, at all appointments and trainings
- DEADLINE: August 15, 2011

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UK Mission

- March 26-30, 2012
- London (Manchester?)
- Sales/media calls, product training, reception

- \$4,000 (travel expenses not included)
- \$500 information distribution at all appointments and trainings
- DEADLINE: DECEMBER 12, 2011

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Receptive Operator Mission

- Splash Bash!
- 2012 New York Receptive Tour Operator Sales Mission
- Researching new event; possible partnership with Receptive Services Association of America
 - \$TBD (travel expenses not included)
 - DEADLINE: TBD

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TRADE SHOWS

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WTM – London

- November 7-10, 2011
- Prescheduled trade/media appointments
- Can include 2 people but must split time at booth

- \$4,600 (travel expenses not included)
- \$500 brochure distribution only
- DEADLINE: Past

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ITB – Berlin

- March 7-11, 2012
- Prescheduled trade/media appointments
- Trade & Consumer show
- Can include 2 people but must split time at booth

- \$4,600 (travel expenses not included)
- \$500 brochure distribution only
- \$TBD for TravelMarketing Romberg's media breakfast
- **DEADLINE: NOVEMBER 1, 2010**

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BROCHURE DISTRIBUTION

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Brochure Distribution

- Brochures distributed at consumer and trade shows
- Possible shows include:
 - WTM, ITB, UK consumer show, German consumer shows
- \$500 per show

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UK AND GERMAN AGENCY'S MENU OF SERVICES

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UK/German Menu of Services

- GLUSA's 'Menu of Sales and Marketing Services' is provided by our UK and German agencies
- Can be used by states and tourism infrastructure
- Allows easy access for big and small entities to implement their own international marketing and sales
- Avoids cumbersome (government) RFP process as "member" of GLUSA
- Projects could include:
 - Press Release, Press Trips, Sales Missions, Fulfillment, Travel Trade Program
- **INQUIRE ABOUT PRICING**

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- For further information contact:

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