



Now, more than ever, US destinations need to ensure their message reaches the #1 market for the US - Canada

13th Annual Discover America Day - Canada

When: **Date Change - October 4, 2019**

Where: Arcadian Lofts, 401 Bay St, Toronto

Meet Canada's Top Travel Media! Register as an Exhibitor Today

- ✓ **Connect with over 30 leading Canadian travel writers, bloggers and radio hosts**
- ✓ **Promote your US destination or attraction**
- ✓ **Ten pre-arranged, one-on-one media meetings of 10-minutes each**
- ✓ **Additional networking opportunities - breakfast, breaks and lunch**
- ✓ **Get vital market intelligence from our lunchtime keynote speaker**



"It's always wonderful for Canadian travel journalists to get to meet with folks representing great destinations. Discover America Day provides us with the perfect venue for learning about everything from the latest Chicago restaurants to the top spring holiday spots in Florida. It's a can't-miss date on all of our calendars."

Jim Byers, JimByersTravel.com: travel writing, photography

Don't miss this once a year opportunity to highlight your destination to key media in Canada. Opportunities are limited so act quickly to avoid disappointment.

Exhibit Booth

\$799 Members; \$999 Non-Members. Shared Booth/Appointments ADD \$250

Includes morning (Media Marketplace) and one Luncheon Ticket Registration for a maximum of two exhibit representatives. Continental Breakfast and Market Update with 6' table with sign and two chairs. Scheduled appointments at the request of media attendees. Post-show list (Name & Publication) of all media attendees.

Discover America Day - Canada (DAD) is the only media marketplace held in Canada that focuses purely on inbound tourism to the USA.

As an Exhibitor you are guaranteed face-to-face time with top Canadian journalists at a focused media marketplace equipped with efficiently scheduled appointments. You will be offered up to ten 10-minute appointments at the request of attendees, with the remaining time free for you to make new contacts and explore new business opportunities.

Media representatives that have attended previous Discover America Day events have represented the **key** media outlets in Canada including:

Air Canada enRoute Magazine
Baxter Travel Media
BBC World TV's The Travel Show
CAA Magazine (Totem/TC Media)
Canadian Traveller Magazine
Dreamscapes Travel & Lifestyle Magazine
Logimonde Media (Paxnew.com/PAX Magazine)
Meetings & Incentive Travel Magazine
The Chris Robinson Travel Show
Toronto Star
Toronto Sun
Travel Industry Today Inc.
Travelweek
Zoomer

MEET QUALITY CANADIAN MEDIA ALL IN ONE MORNING!

Discover America Day – Canada is a half-day Media Marketplace followed by a Travel Industry Luncheon, and is the only marketplace held in Canada that focuses purely on inbound tourism to the USA.

Discover America Day – Canada will offer face-to-face 10 minute meetings with top Canadian media, as well as other generators of USA travel and consumer interest at a Media Marketplace. In addition, there will be an invitation-only luncheon of key travel industry executives.

“Discover America Day has been a fantastic way for travel writers to gather information on U.S. destinations. I found my meeting times were invaluable in making connections, creating story angles and getting the ball rolling in crafting pitches that would lead to writing assignments and trips to experience the best the U.S. has to offer”!

Josephine Matyas, Freelance Writer
<http://www.writerwithoutborders.com>
<http://www.travelswithrigby.com>

About Discover America Canada Committee

The Discover America Canada Committee is a volunteer organization sanctioned by the U.S. Travel Association whose focus is on expanding the travel/tourism market from Canada to the United States. Its 40 plus members represent a cross-section of hotels and attractions, airlines and marketing companies who conduct business into the United States or represent USA destinations.

Discover America Day - Canada Schedule

7:30 am to 9:00 am	Set-up and Continental Breakfast for Exhibitors
9:00 am to 12:15 pm	Media Marketplace, which will allow you to get in touch with over 30 Canadian travel writers, communicate your news for the year, and arrange press trips and/or promotions
12:15 pm to 2:00 pm	Networking Lunch with Canadian media and travel industry executives and a keynote speaker

SPONSORSHIP OPPORTUNITIES ARE ALSO AVAILABLE.
Please contact admin@discoveramerica.org for sponsorship details

Discover America Day - Canada - October 4, 2019

CONTRACT FOR EXHIBITOR PARTICIPATION

To confirm your participation, please complete this contract and email to admin@discoveramericacanada.org Participation is on a first-come, first-served basis.

Early Rate (before August 2, 2019):

- Member \$799 CDN
- Non-Member \$999 CDN
- *Shared Booth/Appts ADD \$250 CDN
- Additional Luncheon Ticket \$75 CDN

Late Rate (after August 2, 2019):

- Member \$899 CDN
- Non-Member \$1099 CDN
- *Shared Booth/Appts ADD \$250 CDN
- Additional Luncheon Ticket \$75 CDN

**All fees are plus 13% HST

_____ agrees to be the Above indicated Exhibitor of Discover America Day – Canada. Upon execution of this Agreement, we agree to be bound to the payment terms above. The information contained in this agreement is CONFIDENTIAL and shall not be disclosed to any third party. We understand that as a Discover America Day - Canada exhibitor, we MAY NOT organize or sponsor any other activities that conflict with the official Discover America Day – Canada program. Violation of these rules may render our organization ineligible for the future participation in Discover America Day – Canada programs.

Name of Company	
2nd Company (if sharing booth)	
Contact Name	
Position/Title	

Address	
City	
State/Prov	
Zip/Postal	
Phone	
Email	
Attendee Name	
2nd Attendee Name	
Payment	accepted by Visa, MasterCard, or Cheque
Name on Card	
Card Number	
Expiry Date	
CVV #	
Signature	
Date	

Payment is required to confirm your ship and/or booth. Payment may be made in the form of cheque, Visa or MasterCard. If paying by cheque an invoice will be generated upon receipt of your signed letter of agreement. If payment is not received by Discover America Canada Committee (DACC) according to this schedule, DACC has the right to terminate this Agreement. Please note: **Cancellations after September 1, 2019 are non-refundable.**

For Discover America Canada Committee: _____ Date: _____

Please review the document carefully. This document will serve as the directive for the meetings and marketing department to fulfill your exhibit booth.