



## **AAA Invites You To Be Part of the AAA Arizona Travel Show**

### **Location**

**US Airways Center** is a sports and entertainment arena located in downtown Phoenix, Arizona and home to the Phoenix Suns of the National Basketball Association, the Phoenix Mercury of the Women's National Basketball Association. This award-winning venue hosts nearly 200 events a year with more than two million attending guest.

### **Why become an exhibitor at AAA Arizona Travel Show?**

- For the last 3 years AAA has been the sponsor of a major Travel Show in Arizona, which averaged 7000 travel-motivated consumers.
- Through increased advertising, marketing and a more central location, attendance at the first 1<sup>st</sup> Annual AAA Arizona Travel Show is expected to reach 10,000.
- AAA Travel Agents will be on hand in our booking areas, fully equipped with phones, laptops, Internet access and Galileo GDS booking capabilities so travelers can book their dream vacation right at the show.
- Advertising on television, radio, broadcast email, online advertising, targeted direct mail, newspaper, and local consumer and trade magazines
- Great Partners
  - Arizona Republic\*
    - The Arizona Republic is a top 10 daily AND Sunday newspaper
    - The Arizona Republic reaches 55% of all area adults including (Past 3 years):
      - 60% who took a cruise
      - 64% who traveled to the Caribbean
      - 67% who traveled to Europe
      - 61% who traveled to Hawaii
      - 58% who took any foreign trip
  - Phoenix Suns\*\*
    - Each Suns broadcast on KUTP reaches 1.8 million households
    - Each Suns FS Arizona Cable broadcast reaches 2 million households
    - More than 275,000 Suns fans have taken a cruise in the last three years
    - More than 885,000 Suns fans have traveled internationally in the last three years
  - Ticketmaster.com
    - nearly 350 million page views per month
    - sold over 141 million tickets in 2008
    - 650K TicketAlert email subscribers in AZ

\* Source: 2007 Scarborough Phoenix Market Study, Release 2

\*\*Source 2009 Scarborough Phoenix Market Study, Release 1



AAA ARIZONA TRAVEL SHOW | January 30-31, 2010 | US Airways Center | Phoenix, AZ

**1. AAA ARIZONA TRAVEL SHOW 2010 EXHIBIT SPACE & SERVICES AGREEMENT:**

This is an Agreement for your organization to participate in the AAA Arizona Travel Show.

**2. INSTRUCTIONS:**

Please read, complete, sign and return to AAA TRAVEL with the appropriate payment by November 15 , 2009.

**3. CONTACT INFORMATION:**

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

**4.. FEES:**

Each Booth Package includes: 10' x 10' Booth Space, 6' Draped Display Table,, 2 Chairs

1 Booth/Set Up: **\$1,200**      2 Booth/Set Up: **\$2,000**

**5. AGREEMENT SIGNATURE:**

By completing Exhibit Space & Services Agreement, Exhibitor acknowledges that Exhibitor has read and understands the Exhibit Space & Services Agreement. The individual completing this Agreement represents and warrants that he/she is duly authorized to execute this binding agreement on behalf of named Exhibitor.



**The AAA Arizona Travel Show 2010 Exhibit Space & Services Agreement Terms and Conditions**

**Cancellation Policy:** (a) Full payment must be received by November 15 , 2009 in order to guarantee Exhibitor space. In the event the Exhibitor cancels all or part of the exhibit space contracted for herein, the Exhibitor must do so in writing, and will be obligated to pay AAA Travel the following amounts: for cancellations received on or PRIOR to November 15 , 2009, 50% of the exhibit space rental fee. For cancellations received after November 15 , 2009, 100% of the exhibit space rental fee. If exhibit space is not occupied by the Exhibitor by the opening time of the Exhibition, Exhibitor shall be deemed to have canceled the exhibit space contracted for and Show Management shall have the right to use such space as it deems appropriate and the Exhibitor shall pay to Show Management all amounts which would have been due, upon the terms of agreement.

**Liability:** Neither AAA Travel, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the Exhibitor, or the Exhibitor's employees or property from any cause whatsoever. Under no circumstances will AAA Travel be liable for lost profits or other incidental or consequential damages. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the facility and shall indemnify and hold harmless the facility, agents, servants and employees from any and all such losses, damages and claims.

TOTAL FEE: \$

AMOUNT ENCLOSED:

Invoice #: (if applicable)

**Please Mail Payments To:**

AAA Travel  
3144 N. 7<sup>th</sup> Ave.  
Phoenix, AZ 85013  
Attn: Leondria Bryant

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

AAA Travel Management

Signature \_\_\_\_\_ Date \_\_\_\_\_