

2011 - 2012

Consumer Outreach and Marketing Program

COMP

What is the COMP Program?



In partnership with
Virginia is for Lovers® & **Shenandoah Valley Travel Association**
Plus 40 Travel Industry Participants!

- Virginia booth at national 20+ Consumer Travel Shows
- 1.6+ million attendance at shows along the eastern seaboard
- Over 21,000 Virginia Travel Guides & partner brochures distributed
- Award-Winning booth designs that engage show attendees
- Travel Industry participants can volunteer to work the shows

Consumer Outreach Marketing Program (COMP)

- COMPliments the marketing of our travel industry partners...
- Outdoes the COMPetition...
- Through COMP, we deliver one unified tourism destination voice!



Jim Mathias, Show Coordinator

New for 2012:

Pilot Program: Utilizing QR Code and Text messaging technologies available at New York Times Travel show, AND new facebook page!

Opportunities: to gather and share leads. Last year, participants shared 875 leads that were made available to our partners

Itineraries and packages: will be encouraged

2012 All-Inclusive Rates:

Regular-size brochure \$2250

Larger than rack-card size: \$2750

Sign up now! Contact Jim Mathias

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This program is administered by the
Shenandoah Valley Travel Association
PO Box 1040, New Market VA 22844

22 Shows selected for 2011-2012:

Hershey RV & Camping Show -Hershey, PA
Southern Women's Show Orlando -Orlando, FL
Maryland Home & Garden Show -Timonium, MD
Southern Women's Show -Jacksonville, FL
Metro DC Cooking Show -Washington, DC
Fabulous Food Show -Cleveland, OH
Florida Super RV Show -Tampa, FL
Philadelphia Inquirer Show -Philadelphia, PA
AAA Great Vacation Expo -Columbus, OH
Great Big Home & Garden Show -Cleveland, OH
Eastern Sports & Outdoor Show -Harrisburg, PA
Allegheny Sportsman Show -Monroeville, PA
Southern Spring Home & Garden Show -Charlotte
World Fishing & Outdoor Exposition -Suffern, NY
New York Times Travel Show -New York, NY
AAA Travel Market Place -Foxboro, MA
Washington Home & Garden Show -Washington, DC
Saltwater Fishing Expo NJ -Somerset, NJ
Southern Women's Show Nashville, TN
Southern Women's Show Raleigh, NC
Spring Pentagon Show -Washington, DC
Michigan International Women's Show