

TEAM TEXAS
Marketing Promotion Opportunity
October 2-10, 2010



TEAM TEXAS has a wonderful opportunity for promoting your organization to thousands of potential visitors at the Albuquerque International Balloon Fiesta in New Mexico. We are opening up this event to all of our Texas tourism partners. TEAM TEXAS has been exhibiting at the Balloon Fiesta since 2004 with great success.

TEAM TEXAS will once again be organizing a booth for this year's Balloon Fiesta. The Office of the Governor, Economic Development & Tourism will be lending us the use of their pop-up booth for the Fiesta along with materials to pass out. In addition the Texas on Tour, which is the 18 wheeler Texas exhibit, will be joining us for the full Balloon Fiesta this year to help promote Texas.

- New Mexico has been one of our top five feeder markets to Texas
- This event draws from the surrounding states—especially Texas, Colorado and Arizona
- Last year, there were an estimated 750,000 attendees and over 700 worldwide Media representatives at the Balloon Fiesta. The event has a loyal following.
- According to the Balloon Fiesta 25% of those attending are for Texas.

This mission will provide our participants with great exposure to not only the New Mexico market but to the wide variety of attendees from around the country and the world.

Mission Chair: Mark W. Thompson, Plano CVB
Phone: 972-941-5844, email: markth@plano.gov

Booth Sponsor Information: We will be distributing only the literature from those organizations that sign up to be a booth sponsor for this year's event. We will have special signage on our booth highlighting all of our sponsors.

Please note: This is a lengthy show but we are only asking for a one to two-day commitment from our participants. We do not expect anyone to be at the show the entire time. We need your support and feedback to make this event work.

Booth Sponsor Fee - \$575.00 per organization

- This includes your representation in the booth for the entire week of the Fiesta as well as sponsor recognition on booth signage and on any press releases.
- Plus if the partners are interested we may be setting up a website to promote our sponsors and their destination.
- If you want to be a booth sponsor but cannot work the show, you will be represented by those working in the booth but you will need to ship your materials to the designated location. TEAM TEXAS will bulk ship everyone's material to the show site.

Please fax back to Mark Thompson at 972-424-0002

TEAM TEXAS
Marketing Promotion Registration Form



Date: October 2-10, 2010

Hotel Information: We will be setting up a block of rooms at the Homewood Suites by Hilton Albuquerque Uptown 7101 Arvada Avenue Northeast, Albuquerque, New Mexico 87110, this is in the same area as last year. The rate will be the same as last year but for a suite, \$149.00 for a single and \$159 for a double, (plus tax). Housing information will come out at a later date.

Deadline: Because we have deadlines for this event, we need to hear from you by **April 20, 2009**. Please fax this form to Mark Thompson 972-424-0002.

Literature: Suggested amount 250-500 pieces. Each participant is limited to one literature piece.

Shipping: We will ship everyone's material to the show site together on pallets. You are responsible for shipping your material to the warehouse by **September 7, 2010**

TEAM TEXAS / Albuquerque Balloon Fiesta
(Care of Airgroup)
Attn: Becky Love
801 B Port America Place
Grapevine, TX 76051

Please clearly mark what each box contains (or tape a copy on the outside of the box). This will help us when we are at the show site.

Yes! We will participate as a booth sponsor and our participation fee will be \$575.00. (Special note this may be paid now or after Oct. 1, 2010)

I am interested in working the show (*An official sign-up schedule will be sent out later, but please indicate your interest on the days you might be willing to work the show.*_____)

I am interested in only sending material for the show.

Name(s): _____

Organization: _____

Address, CSZ: _____

Phone: _____ **Fax:** _____ **Email:** _____

Please fax back to Mark Thompson at 972-424-0002