

Connecting Like Minds In Travel



gtm
GLOBAL TRAVEL
MARKETPLACE

AUGUST 21-23, 2016

DIPLOMAT RESORT & SPA
HOLLYWOOD / FORT LAUDERDALE • FL

gtm
West

MAY 4-6, 2016

THE WESTIN LA PALOMA RESORT & SPA
TUCSON • AZ

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The Business Meeting Reinvented

GTM's unique format gives you multiple ways to connect —

APPOINTMENTS: One-on-one meetings with qualified travel professionals

BOARDROOMS: Tell your story — 30 minutes of dedicated presentation time with an intimate group of advisors

SPONSORSHIPS: Create an experience that brings your product or service to life

Post survey results show 100% of GTM advisors have booked or plan to book business with GTM suppliers.

Global Travel Marketplace (GTM) connects the most influential North American travel advisors with global travel suppliers who provide and support the very best travel experiences.

GTM's inspirational business environment allows you to expand your network through pre-scheduled, one-on-one appointments, boardroom presentations, sponsorships and social functions. Travel advisors are pre-qualified to ensure you meet the right people for your business. They represent the highest producers in the travel industry and must qualify through a meticulous screening process.



GTM offers companies a chance to meet with a large number of qualified advisors in a very short period of time. You could say, it's one of the most efficient ways to engage with top-notch advisors available to suppliers today.”

HOWARD TANENBAUM
Playa Hotels and Resorts



GTM and GTM West - What's the Difference?

	GTM	GTM West
Region	Travel advisors from North America	Travel advisors from Western States and Canadian Provinces
Sales Revenue	\$1 million+ in annual global travel sales	\$800,000+ in annual global travel sales
Title Level	Authority to make non-consortia partner decisions	Authority to make non-consortia partner decisions
Owner	Agency owners of multi-million dollar agencies who actively book travel	Agency owners of multi-million dollar agencies who actively book travel
Advisors	100-125	75-100
Suppliers	100	75

Pre-qualified Travel Advisors = Real Leads

Our Advisors Mean Business

We'll put you face-to-face with an exclusive group of travel professionals. These advisors continuously cultivate their networks of hotels, resorts, tour companies, airlines, cruise lines and ancillary products and services — and come to GTM actively seeking new relationships.

You'll meet professionals who:

- Maintain a diversified global product portfolio with qualified and verified annual sales.
- Own multi-million dollar agencies and actively sell travel.
- Make decisions on travel products and services. Our advisors have the authority to book with partners they choose.
- Know their destinations. These are some of the most well-traveled people in the world.
- Attend only select industry events. If you want to meet these advisors, GTM is your chance!

We're Serious About Selection

Each advisor or owner must undergo a rigorous screening process and meet qualifying criteria in order to attend GTM. This means you are meeting with the leaders and influencers who drive the travel industry.

The GTM Agent

In order to be considered for GTM, all travel advisors must undergo a thorough selection process that includes:

- Comprehensive online application
- Personal one-on-one phone interview
- Minimum of 3 industry reference checks
- For individual advisors, verification of individual sales
- For owners, verification of business revenue and booking activity
- Evaluation of the advisor's business goals and alignment to GTM's mission

Advisor Success Story

This GTM advisor attended the event and immediately booked these trips and products from GTM suppliers:

- A two-week custom trip to China for 12 individuals over the Christmas holidays through Personalized Services for \$90,000
- Two separate cruises for two passengers with Regent Seven Seas
- An Amsterdam to Budapest cruise itinerary for two passengers with Scenic Cruises
- A Cancun honeymoon with GoGo Vacations



GTM excels at qualifying individuals in order to create opportunities for business connections with the greatest potential for truly mutually beneficial partnerships.”

RYAN LETTOW
Travel Impressions



100%

One hundred percent of advisors accepted are unique to both GTM and GTM West. Attending both events gives you access to two entirely different groups of influential advisors.

A High Service Event Tailored to You

Save Time & Money with Turnkey Event Participation

Your event participation includes:

- Up to 50 pre-scheduled appointments
- Participation for one representative
- One night hotel accommodation for one representative
- Three evening receptions
- Two breakfasts
- Two luncheons
- Company logo, description and representative information in event directory
- Official participation announcement to travel advisors on private social media channel.

Suppliers rate GTM

9.4 **out of 10**
in overall excellence

High-Visibility Sponsorships

Greet attendees at the Welcome Parlor or showcase your brand on the Event Bag, pull out all the stops for the Closing Reception or make an impression with the much-loved Survival Kit. We have the perfect sponsorships for your brand.

EXPERIENTIAL SPONSORSHIPS

When you sponsor an experiential meal function, you engage with attendees on an entirely new level. Our staff works with you to custom tailor an immersive experience — transforming our agents into your guests.

BOARDROOMS

Boardrooms are your opportunity to meet privately with an elite group of travel advisors. We deliver the advisors to your boardroom, set up audiovisual and make sure your presentations are running on time. Showcase specific offerings or hold a focus group — it's up to you. Boardrooms are extremely effective: 93% of last year's suppliers rated them as excellent. Boardrooms for 2016 are sold out. Contact Emmy Morales to be placed on the waitlist.



The personalized appointments and boardroom settings allowed me to discover in detail how each supplier could better meet the needs of my clients. It was the most personalized training event I have ever been to, because we were encouraged to direct the conversations towards the needs of our own customer base.”

MARY KRUEGER
Butterfly Travel International



ADDITIONAL SPONSORSHIPS:

- Survival Kit
- Mobile App
- Official Event Directory
- Room Drop
- Hotel Room Key
- Pad and Pen
- Event Bag
- Faces of GTM: Headshot Sponsor
- Appointment Room
- Countdown Clock
- Travel Advisor Table Signs
- Event Badges
- Welcome Parlor Gift
- Post-it Notes
- Appointment System
- Goal-Setting Postcards (NEW!)



Why Global Travel Marketplace?

A Better Way to do Business

We created GTM because we think there's a better way for suppliers and travel agents to do business. Advisors connect with key suppliers to build their partnership base and suppliers meet with travel advisors with a global book of business and clients who are looking for the ultimate trip.

We Care About Travel Professionals

They take their business seriously and don't have time to waste. We built GTM as a tightly choreographed event with the travel advisor at its center — suppliers meet the advisors in their "office" to provide the intelligence and connections they need.

We're Dream-Makers

Travel is about creating experiences and bringing people together. GTM celebrates and promotes these connections by bringing the most influential travel advisors and suppliers together at one venue.

**GTM is the winner of 2014 E.X.C.I.T.E. Awards
Best Buyer-Seller Event**

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FOR EXHIBITOR & SPONSORSHIP INFORMATION

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