



March 9, 2010

Dear Exhibitor:

On behalf of the Caribbean Tourism Organization, we are happy to announce that a Caribbean Media Marketplace will take place during Caribbean Week in New York, Thursday, June 10 from 3:30 pm – 5:30 pm at the New York Helmsley Hotel.

We are offering booth and tabletop displays on a strict first-come, first-served basis. Priority will be given to CTO-member governments and CHTA-member hotels until Friday, April 9, 2010. This is always a sold-out event so we are asking all interested government and hotel members to submit their applications as soon as possible before the deadline. In the interim, we will waitlist all other suppliers (airlines, tour operators and public relations agencies).

All participants will be charged a fee, which will be used to cover the costs of the event. Payment information must be indicated on the attached registration form. The costs are as follows:

- \$1095 exhibitor fee for a full-sized BOOTH space. Included in the space are one six-foot table and three chairs. No pipe and drape will be provided. Please keep in mind there are a limited number of booth spaces available. If you plan to use a pop-up display of any sort you must reserve a booth space as tabletops cannot sustain any large displays or standing backdrops. Booth displays may not exceed 8 ft. in height.
- \$895 exhibitor fee for a TABLETOP. A six-foot table and three chairs will be provided. Tabletop displays must be small enough as not to obstruct neighboring exhibitors. Pop-up displays and backdrops are NOT permitted because tabletops may be in the middle of the room.
- \$545 SHARE fee. Each exhibitor who chooses this option will be allocated half of a six-foot table and one chair. The registration fee includes one representative. CTO will arrange shares if requested. Materials must fit on half of the table and may not obstruct the other exhibitor. No pop-up displays will be permitted.

Each booth or full tabletop exhibitor is allowed a maximum of three (3) representatives at tabletop or booth space. Shared tabletops are allocated one representative each.

Tablecloths will be provided but tables will not be skirted.

Should you require more than the maximum number of persons allowed at a booth, tabletop or shared tabletop, you may submit a request for an additional representative from the limited number that are available at \$300 each.

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We are inviting qualified travel writers representing print, broadcast and Web-based outlets. Please note our agency qualifies each writer so that this event remains the leading event for media interested in the Caribbean tourism industry. We welcome input from public relations colleagues interested in inviting qualified writers who may not have attended in the past.

Since this event is designed to benefit the entire region, we request that governments and hoteliers avoid making plans to host writers between the hours of **3:30 pm – 5:30 pm** on June 11 to avoid conflict with this official Caribbean Week event.

We urge you to complete and return the attached registration form with the proper payment information to:

Michelle Horn
Lou Hammond & Associates
michelleh@lhammond.com ❖ Fax: 212-891-0200

IMPORTANT INFORMATION

- All exhibitors will be provided with signage.
- Set-up will begin at 12:00 noon.
- We suggest you bring materials with you and not ship them to the hotel because items do get lost. If you prefer to ship items, please contact our office and we will provide you with appropriate shipping information as we get closer to the event.
- Doors open to the media at 3:30 pm.
- The Luncheon for Ministers, Commissioners, Directors of Tourism at which the Media awards will be presented precedes the marketplace and will take place from 12:30 p.m. – 2:30 p.m.
- We suggest that governments and hoteliers use this event to pre-qualify writers they are interested in hosting on future press trips. We also encourage you to collect business cards to help build your database of journalists.
- AV equipment/electrical connections and easels will be available at the exhibitor's expense and will be subject to space availability, time and noise limitations. Those interested in securing AV equipment are asked to contact our office for contact details for the AV provider at the hotel.
- Pop-up displays and backdrops are not permitted as part of the purchase of a tabletop. If you have or need space for a large display you must purchase booth space as most tabletops are in the middle of the room and cannot sustain large displays.

Sincerely,

Michelle Horn
Lou Hammond & Associates
39 East 51st Street ♦ New York, NY 10022
Phone: 212-891-0237 ♦ Fax: 212-891-0200 ♦ michelleh@lhammond.com



CARIBBEAN MEDIA MARKETPLACE
The New York Helmsley Hotel, 212 East 42nd Street, New York city
Thursday, June 10, 2010; 3:30 pm – 5:30 pm

REGISTRATION FORM

NAME OF EXHIBITOR: _____

Please choose one exhibit in boxes below:

Booth (Exhibitor must have own pop-up booth as we will not provide pipe and drape. Booths are confirmed on a first-come, first-served basis). Cost: \$1095

Displays cannot exceed 8 ft. tall or 8 ft. x 8 ft.

Tabletop Display (6 ft. by 3 ft. table): Cost: \$895

Shared Tabletop (1/2 of 6 ft. by 3 ft. table): Cost: \$545

RMF contributors deduct \$100 for booth or tabletop; \$50 for shared tabletop.

For badge purposes, please **PRINT** the names of delegates, including title and organization **(Please note, NO TBA's will be accepted)**.

1. _____

2. _____

3. _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

Signed: _____

FULL PAYMENT MUST ACCOMPANY REGISTRATION FORM. All registration forms should be faxed to:
212-891-0200

If paying by **credit card**, complete the section immediately below.

Amex Discover MC VISA

Credit Card Number: _____ Expiration Date: _____

Signature of Cardholder: _____ Date: _____

If paying by **check**, indicate the **CHECK #:** _____, make the check payable to **Caribbean Tourism Organization** and mail with a copy of the registration form to:

Michelle Horn
Lou Hammond & Associates
39 East 51st Street ♦ New York, NY 10022
 Phone: 212-891-0237 ♦ Fax: 212-891-0200 ♦ michelleh@lhammond.com