

2nd Annual 'Fiesta in Desert II' – September 10, 2005

Supplier/Sponsor Participant for Agent/Consumer Tradeshow

Arizona ASTA invites you to be a part of the Fiesta in the Desert II Themed Agent and Consumer Travel Tradeshow. This ASTA Agent Training series promises to be better than ever. The Tribune Newspaper, ASTA member and Fiesta in the Desert sponsor, will provide consumer advertising, media support and collateral materials.

Who : Partners representing: Mexico, Caribbean and Latin America. Tour Operators, Hotel Partners, Land Operators, Tourism Suppliers, and Tourism Boards are encouraged to attend.

What: Fiesta In The Desert II Agent/Consumer Showcase

Saturday Morning Program includes:

Breakfast Presentation with Agents by Presentation Sponsors

Agent Presentations by attending Suppliers

Agent Tradeshow

Saturday Afternoon Program includes:

Vendor luncheon hosted by ASTA

Consumer Tradeshow

Destination Presentations open to agents and consumer

Booking tables hosted by ASTA Travel Agencies-with one day consumer specials/discounts being offered. We encourage our suppliers to offer day of show specials and raffle drawing items.

When: September 10, 2005

Where: Caleo Resort and SPA (formerly Sun Burst Hotel)
4925 N. Scottsdale Road in Scottsdale, Arizona
Phone: 480 945 7666

How: Complete the requested information below. Fax the completed form to 602-268-4224. Mail check and copy of this form to: Marina Tours, 7035 South Central, Ste 4, Phoenix, AZ 85042

Sponsors: We need Presentation Sponsors and Premium Show Sponsors to help underwrite the cost of producing the Crusin in the Desert Agent and Consumer Tradeshow for Breaks, Destination Breakfast Presentation to Agents and Consumer Presentations during the Consumer Tradeshow.

Agent Breakfast and Sponsor Presentations: Sponsors will host breakfast and make presentations.

Supplier Presentations: Each Supplier Participant will participate in the Mid-Morning Agent Presentations. Each Supplier will conduct 3 separate 5 minute presentations to agents. Agents will be assigned to three separate presentation rooms.

Tradeshow: You are invited to participate in both the morning agent only tradeshow and the afternoon consumer tradeshow. 100 Agents and 500 Consumers are estimated to attend the Fiesta in the Desert II in the Desert program.

Booth: Each booth assignment includes lunch for 2 and round table participation. Booths are 6' skirted tabletop with 2 chairs. Optional electricity and video options will be available to confirm.

	By Aug 1 st	Aug 2 – Sep 2
Individual booths to represent one company (IB1)	\$395.00	\$450.00
Multi booths (same destination)		
2 booths, 4 representatives (MB2)	\$700.00	\$795.00
3 booths, 6 representatives (MB3)	\$900.00	\$995.00

Presentations: We need presentation sponsors to host the Agent Breakfast with destination presentations and conduct afternoon consumer presentations during the Consumer Tradeshow.

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Supplier/Sponsor Participant for Agent/Consumer Tradeshow
Intent to Participate – Complete and Fax by July 15, pay by August 1st.

Check one of the following: Tour Operator Land Operator Hotel Supplier Tourism Board _____

Company: _____ Name: _____ Position: _____

Address: _____ Name: _____ Position: _____

City _____ State _____ Zip _____

Primary contact information: Ph. _____ Fax _____ Email: _____

Supplier Booth: Each booth assignment includes Agent Presentations, Agent Tradeshow, Lunch for 2, afternoon Consumer Tradeshow participation. Booths are 6' skirted tabletop with 2 chairs. Optional electricity and video options will be available to confirm.

		Pay by 8/1	After 8/2
IB1 - Individual booths to represent one company (2 representatives)-----		\$ 395.00	\$ 450.00
Multi booths (same destination)			
MB2 - 2 booths, 4 representatives-----		\$ 700.00	\$ 795.00
MB3 - 3 booths, 6 representatives -----		\$ 900.00	\$ 995.00

Presentation Sponsorships: Please indicate If you are interested in sponsoring one of the following:

AL15- 15 Minute Presentation at Agent Breakfast/Destination Presentation/Consumer-----	\$ 895.00
<i>Includes One IB1 Booth* plus 15 minute Sponsor Presentation</i>	
AL30- 30 Minute Presentation at Agent Breakfast/Destination Presentation/Consumer-----	\$ 1,145.00
<i>Includes One IB1 Booth* plus 30 minute Sponsor Presentation</i>	
AL45- 45 Minute Presentation at Agent Breakfast/Destination Presentation/Consumer-----	\$ 1,395.00
<i>Includes One IB1 Booth* plus 45 minute Sponsor Presentation</i>	

* Additional tradeshow booths (IB1) are available for \$395/\$450 each. Optional electrical and video options available.
 Note: Limited presentations availability with only 2 – AL15, 1-AL30 and 1-AL45.

Premier Sponsorship Opportunities available. Please indicate if you want more information: _____

Calculations:

Supplier Booth:

Presentation Sponsorships w/Booth:

Check one:

Check one:

IB1 _____ \$ 395.00/\$450.00
 MB2 _____ \$ 700.00/\$795.00
 MB3 _____ \$ 900.00/\$995.00

AL15 _____ \$ 895.00
 AL30 _____ \$ 1,145.00
 AL45 _____ \$ 1,395.00

Amount: \$ _____ Total Amount: \$ _____

Method of payment:

_____ Check - Payable to AzASTA in US Dollars/US bank
 _____ Credit Card [] MasterCard [] Visa [] AmEx (add 3% for credit card processing fee)

Card Number _____ Name on Card _____ Signature _____

Agreement: By signing this application, the exhibitor agrees to abide by ASTA rules and regulations governing tradeshow as well as the conditions with which the exhibit space is leased to ASTA and is subject to change. (For complete disclosure call 520 836 7411.) Space will be held on a first come basis only after full payment is received. A \$50.00 cancellation fee will be imposed after receipt of contract and payment. No refunds 45 days prior to the event. Additional details will be sent upon receipt of contract.

Date: ___/___/___ Signature: _____ Revised June 27, 2005

Paperwork Instructions:

1. Fax completed application to Laura Rodriguez-Verbera at 602 268 4224 **or**
2. Mail to Marina Tours at 7035 S. Central Ave., Ste. 4, Phoenix AZ 85042 (Send with Check payable to AZ ASTA in US Dollars/US bank)