



Midwest Travel Suppliers Association

2014 Handbook of Information and Conditions

Midwest Travel Suppliers Association (MTSA) is comprised of over 100 members, representing a wide array of travel products. Major tourist boards, hotels and resorts, cruise lines, tour operators and more, make up our membership and our numbers continue to grow.

Our main focus is to offer the perfect blend of experience and expertise in disseminating information to our travel partners. Working as a unified team to educate the travel agent community and to keep all segments abreast of changes in the travel industry.

The following pages are information and conditions regarding the policies of MTSA. Please be advised that the policies are subject to change in accordance with the MTSA Executive Board and with no prior notification of the membership.



Membership:

Midwest Travel Suppliers Association is a volunteer organization and participation by our members/volunteers dictate our success. MTSA is comprised of the MTSA Executive Board and its many members. The MTSA Executive Board consists of President, Vice President, Treasurer, Secretary, Membership, Venue Coordinator and Public Relations. The Executive Board is on a volunteer basis and nominations are taken for voting by the membership every two years.

MTSA membership is \$50.00 for the first member and \$20 for each additional member from the same company. Membership is for calendar year January 1 – December 31 and can be paid at any time throughout the year. However, membership must be current and the member must be in good standing in order to participate in any MTSA event.

New membership/renewal applications are e-mailed out in September of each year and can also be found on the MTSA website (www.midwesttravelsuppliers.com). The completed membership application **MUST** be returned with payment or via e-mail.

MTSA Membership breakfast meetings are held the 3rd Friday of each month. Members are sent an e-mail reminder of the meeting one week prior which includes the meeting agenda, location and the minutes from the previous month's meeting. The meetings are designed to discuss current industry trends, upcoming MTSA series', other industry events, employment opportunities and any other relevant information.

As a member of MTSA, you will:

- receive communications regarding industry updates and changes
- receive employment listing/opportunities in the travel industry
- be able to participate in various functions
- have your contact information listed on the MTSA website.



MIDWEST TRAVEL SUPPLIERS ASSOCIATION

2014 APPLICATION FOR MEMBERSHIP

Please enter information to appear on our website (addresses are not listed):

Name: _____ Title: _____

Company: _____ Date: _____

Local Phone #: _____

Local Fax #: _____

Cell #: _____

Local Address: _____

E-mail Address: _____

Company Web Address: _____

MEETINGS ARE 8:30 AM ON THE 3RD FRIDAY OF EACH MONTH AT THE FOUR POINTS
SHERATON CHICAGO O'HARE

*Midwest Travel Association (MTSA) covers the states of: Illinois, Indiana, Michigan, Ohio, Wisconsin, Missouri, Kansas, Minnesota, Iowa, Nebraska, Kentucky, North Dakota and South Dakota. **Please cross off states you are not responsible for.***

Your company may add members who are based and/or are responsible for any MTSA covered state for an additional annual fee of \$20.

Please fill out a separate application for each additional member.

YEARLY MEMBERSHIP IS \$50.00 – each additional member is \$20.00

PLEASE MAKE CHECK PAYABLE TO: Midwest Travel Suppliers Association and mail along with this completed application to: Midwest Travel Suppliers Association, P.O. Box 9351, Naperville, IL 60567

Please note the new MTSA e-mail address: info@midwesttravelsuppliers.com

Midwest Travel Suppliers Association
P.O. Box 9351
Naperville, Illinois 60567



Volunteer Assistance:

All of our events are member directed and planned.

Planning Template:

- 1) Timeline:
 - A) 3 months out: Source venues and confirm with board
 - B) 2 months out: Contracts signed/deposits requested
Room blocks set up (7-10 rooms)
Send all venue information to
MTSA.RSVP@comcast.net
 - C) 7 days out: Guarantees to Hotel (depending on venue)
 - 2) Hotel Set Up:
 - A) Post Event as: Midwest Travel Suppliers Assn
4:00pm Supplier Set-up
5:00pm – 9:00pm Event
 - B) Tradeshow/Round table room:
 - One room for round tables and one room for trade show
 - 10 round tables of 8 seats (determined by registration)
 - 20-30 display tables (6 – 8' skirted)
 - Podium/Microphone
 - Numbers on tables/one reserved seat per round table
 - One registration table with 2 chairs and a bowl for cards
 - Self-serve soft drink and coffee bar, cookies, cheese or appetizers
 - Water, pens and paper on tables
- Dinner room:
- Rounds of 10 (determined by registration)
 - Votives
 - Podium/Microphone
 - Cash bar
 - Dinner service begins at 7:30 – 7:45



C) If one room for entire event:

Round tables are used for dinner: Need to pre-set silverware/glasses

Used only if space is not available or room charge is too expensive

3) Sample Budget

Revenues*:

10 round tables @\$250	\$2500
15-20 trade show only @\$150 (Minimum)	\$2250 - 3000
TOTAL	\$4750 - \$5500

Expenses*:

Banquet Room Rental	\$400
Soft Drinks: 80@\$4++	\$425
Appetizers	\$500
Dinner: 80@\$32 plus tax & service	\$3375
TOTAL:	\$4700

***Estimate only:** Actual will be based on number of suppliers and number of attendees and costs. Please remember to negotiate for costs. This is your organization. Contact any Executive Board Member with questions prior to the event.

4) Deposits/Payments

Send contract and credit form to the MTSA Treasurer for deposits with final payment and billing to be made day of show, using MTSA debit card.



Planning Form:

The MTSA showcase schedule and planning sheet for the following year is e-mailed to the membership in September. The form is for **planning purposes only** and does **NOT** register any member for a series or event. This form can also be found on the MTSA website.

Registrations:

Registration is open to members in good standing of MTSA. Dues must be paid in full in order to register for an event and all previous balances due must be paid.

The event registration form will be sent out to members approximately 8 weeks prior to each series. Registrations must be returned 30 days prior to an event. Payment must be received at least 14 days prior to event. The information collected on the registration form is used for printing the handouts that are given to agents at each event.

Upon receipt of the registration form, an invoice will be generated and sent via e-mail with confirmation of your registration. If you do not receive an invoice we have not received your registration form.

All registration forms are posted on the MTSA website.



2014 MTSA Showcase Schedule

The following schedule is confirmed for your planning purposes. It is **NOT** a registration sheet.

Round table participation will be limited to 2 series per calendar year with the March event not included. Round table presentations require a commitment to participate in all scheduled venues during that series.

Below is the planning sheet to determine how many members are planning on attending each venue in 2014. Final registration sign-up sheets for March and April will be distributed in January 2014; May's final venue sign up will be sent in March 2014; June's final venue sign up will be sent in May 2014; and the October final venue sign up will be sent in July 2014. **IN ALL CASES FULL PAYMENT IS DUE 30 DAYS PRIOR TO THE EVENT DATE.**

Please check the line to the right if you are available to coordinate the venue location for a particular event(s).

		<u>Round Tables</u>	<u>Trade Show</u>	<u>Coordinate Venue</u>
March 5	Oak Brook, IL*	_____	_____	_____
April 1	Appleton, WI	_____	_____	_____
April 2	Milwaukee, WI	_____	_____	_____
May 5	Minneapolis, MN	_____	_____	_____
May 6	Des Moines, IA	_____	_____	_____
May 7	Kansas City, MO	_____	_____	_____
May 20	St. Louis, MO	_____	_____	_____
May 21	Indianapolis, IN	_____	_____	_____

*This event is being held at Drury Lane and we anticipate 250-300 agents will attend. The cost per round table will be \$750 and the trade show portion is \$450. More information will follow.

Midwest Travel Suppliers Association
P.O. Box 9351
Naperville, Illinois 60567



2014 MTSA Showcase Schedule (cont)

June 10	Grand Rapids, MI	_____	_____	_____
June 11	Detroit, MI (Dinner)	_____	_____	_____
June 12	Detroit, MI (Luncheon)	_____	_____	_____
October 6	Cleveland, OH	_____	_____	_____
October 7	Columbus, OH	_____	_____	_____
October 8	Cincinnati, OH	_____	_____	_____
October 9	Louisville, KY	_____	_____	_____

NAME: _____

COMPANY: _____

EMAIL: _____



MIDWEST TRAVEL SUPPLIERS ASSOCIATION

APRIL SERIES

	TRADE SHOW	ROUND TABLES
April 16 – Des Moines, IA	_____	_____
April 17 – Kansas City, MO	_____	_____
April 18 – St. Louis, MO	_____	_____
Check here for vegetarian meal	_____	_____

Trade show cost is \$150.00/show

Round Table cost is \$250.00/show – you **MUST** do the entire series and you are limited to round tables at 2 series each calendar year.

Each additional dinner is \$50.00 per person per event.

Please email this form with what shows you will be participating in to: mtsa.rsvp@comcast.net **no later than April 5, 2012. NO EXCEPTIONS!** An invoice will be sent once a registration form has been confirmed.

PAYMENT FOR THE ABOVE SHOWS MUST BE RECEIVED NO LATER THAN:

APRIL 8th, 2012

The information provided below will be used on the handouts at the event:

NAME: _____

COMPANY: _____

PHONE: _____ CELL: _____

EMAIL: _____

PLEASE MAIL THIS FORM WITH YOUR CHECK PAYABLE TO:

MIDWEST TRAVEL SUPPLIERS ASSOCIATION (MTSA)
P.O. BOX 9351
NAPERVILLE, IL 60567

Midwest Travel Suppliers Association
P.O. Box 9351
Naperville, Illinois 60567



INVOICE

Midwest Travel Suppliers Association
Roger Kraemer, President

INVOICE #404APR
 DATE: MARCH 2, 2012

P.O. Box 9351
 Naperville, IL 60567
 Phone 630-470-9766
 mtsa.rsvp@comcast.net

TO SUPPLIER BILLING INFORMATION

EVENT(S)	PAYMENT TERMS	DUE DATE
April	30 days after date of invoice	30 days after date of invoice

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
	Travel Suppliers Showcase - April 16, 2012 (Des Moines, IA)		250.00
	Travel Suppliers Showcase - April 17, 2012 (Kansas City, MO)		250.00
	Travel Suppliers Showcase - April 18, 2012 (St. Louis, MO)		250.00
SUBTOTAL			\$750.00
SALES TAX			N/A
TOTAL			\$750.00

Make all checks payable to Midwest Travel Suppliers Association



Show Participation:

All suppliers must stay for the dinner or as a courtesy notify any board member more than **seven days prior to the event** that they are unable to stay. Please note that there are cases where we have more agents at an event than what was confirmed in which case a supplier may be requested to forego the dinner portion of the evening. All situations will be evaluated on a case by case basis by the attending board member(s).

Suppliers must be set-up for the event prior to doors opening for the trade show portion of the evening.

Invitations are created and sent to each supplier that is registered to participate in a show. In order to maximize the success of each event, suppliers are expected to forward the invitation to all of their contacts in the show vicinity. MTSA maintains a database from previous show years and the invitation is sent out to those agents.

MTSA is requiring agents to provide a CLIA, IATAN or TRUE card at the door for entrance to an event. Agents are notified in advance of this requirement and it is printed on the invitation. Exceptions to this rule will be made on a case by case basis. If a supplier has a contact that does not have any of these credentials, you can contact any member of the board to get the agent confirmed to attend and have it noted on the sign-in sheet for the event.

Suppliers registered to participate in an event will receive a Supplier Information Sheet 3-4 weeks prior to the event detailing the venue location, phone number, shipping information and show schedule. You will receive the supplier information sheet prior to the event date if your registration has been received.

Handouts are produced for each show based on the information that is submitted on the registration forms. The handouts are referred to as "passports" and contain the suppliers name and contact information and a separate signature sheet that each agent must have signed by each supplier at a show. This ensures that all agents visit all suppliers. The agent will then submit the passport for the prize drawing during the dinner.



Each participating supplier is encouraged to provide a door prize(s) at each event. The supplier will be asked to present the prize at the conclusion of the dinner or during the two minute presentation time at the luncheon.

Suppliers participating in a series will receive a list of agents that attend each venue in excel format.

Please do not put the liquor licenses of our venues in jeopardy by consuming liquor brought from the outside on the event premises.

Formats:

Dinner:

- 4:00 Supplier set-up
- 5:00 Registration/Trade show/doors open
- 6:10 Round tables begin
- 7:30 Dinner
- 8:15 Prizes

Luncheon:

- 10:00 Supplier set-up
- 11:00 Registration/Trade show/doors open
- 12:00 Lunch/podium presentations

Round Table Participation:

Round table participation is limited to 2 series per calendar year. It is \$250.00 per venue and includes participation in the tabletop trade show and dinner for one representative. Dinners for additional representatives are \$50.00 each. Round table presentations require a commitment to participate in all scheduled venues during that series. Round table presenters are required to assist with registration at a minimum of one venue during the week.

Round tables are generally limited to a maximum of 10 presenters per series however the number of presenters may be adjusted at the discretion of the MTSA Executive Board. Each round table presentation is approximately 6 minutes each.



Tabletop Participation:

Tabletop participation is \$150.00 per venue and includes trade show and dinner for one representative. Dinners for additional representatives are \$50.00 each. There are no restrictions on the number of venue for tabletop participation.

As a courtesy to those giving round table presentations, tabletop participants will NOT be allowed to breakdown their displays until after the completion of the presentations.

We will make every effort to have a single vendor per table however suppliers may be required to share tabletop space at a venue based on room layouts and the number of participants for that event.

Luncheons:

Luncheons are tabletop participation only and the cost is \$150.00 per supplier. Each supplier will be allotted a two minute product presentation that should include a prize giveaway.



"TRAVEL SUPPLIERS' SHOWCASE"

Participating Vendors:

Apple Vacations
 Carey International
 Cartan Tours
 Cayman Islands Dept. of Tourism
 CIE Tours International
 Fairmont Royal York Hotel
 Globus Family of Brands
 Holland America Line
 Israel Ministry of Tourism
 Kenya Airways/Air Namibia
 Radisson Aruba & St. Martin
 Reuther & Associates
 Royal Caribbean International
 Sceptre Tours
 Sunset Resorts Jamaica
 TMA Associates
 Tourisme Quebec
 Tourist Office of Spain
 Travel Guard
 TravelSafe Insurance
 Universal Orlando Resort
 Uniworld Boutique River Cruise Collections
 Vacation Express
 Valentin Imperial Maya
 Viking River Cruises
 Ya'lla Tours USA

Kansas City

Tuesday, April 17th

Ritz Charles

9000 West 137th Street

Overland Park, Kansas

Format for the evening:

Registration/Trade Show:	5:00PM
Round tables begin:	6:10PM
Dinner:	7:15PM
Prizes:	8:15PM

R.S.V.P. to: mtsa.rsvp@comcast.net

One registration form per agent.

Name(s)	_____	Phone	_____
Agency	_____	Fax	_____
Address	_____	City	_____
State	_____	Zip	_____
Consortium	_____	CLIA/IATAN/TRUE #	_____
Vegetarian Meal	_____		

A CLIA, IATAN or TRUE in addition to a BUSINESS Card must be presented for admittance.

All information must be filled out in full to be confirmed for the event.

Participation is limited to travel agents only.

Midwest Travel Suppliers Association
 P.O. Box 9351
 Naperville, Illinois 60567



Midwest Travel Suppliers Showcase Venues for the April 16th, 17th, and 18th Series

All suppliers must stay for the dinner or notify Stephanie 7 days prior to the event that you will not attend the dinner portion

April 16th – Des Moines

West Des Moines Marriott

1250 Jordon Creek Parkway
West Des Moines, IA 50266
515-267-1500

Room block of \$109 per night and must be booked by March 26 by calling 866-202-9771. Boxes will NOT be accepted prior to April 13th. They should be labeled "MTSA Function 4/16/12."

April 17th – Kansas City

Ritz Charles

9000 West 137th Street
Overland Park, KS 66221
913-685-2600

No room block. The closest hotel is Doubletree; most other brands are less than 2 miles away. Boxes will NOT be accepted prior to April 13th. They should be labeled "MTSA Function 4/17/12."

April 18th – St. Louis

Orlando Gardens Banquet and Conference Centers

Webster Groves Location – Sorrento Ballroom
8352 Watson Road
St. Louis, MO 63119
314-842-3316

No room block. Boxes will NOT be accepted prior to April 14th. They should be labeled "MTSA Function 4/18/12."

Show Schedule and Instructions

Set up:	4:30PM
Doors Open:	5:00PM
Round tables begin:	6:10PM
Dinner:	7:30PM
Prizes:	8:15PM

- Suppliers may need to share table top space.
- Roundtable suppliers (2) will share in the check-in of the agents at the registration desk.
- Please bring a giveaway for each evening!



SAMPLE

Passport to Success

April 2012

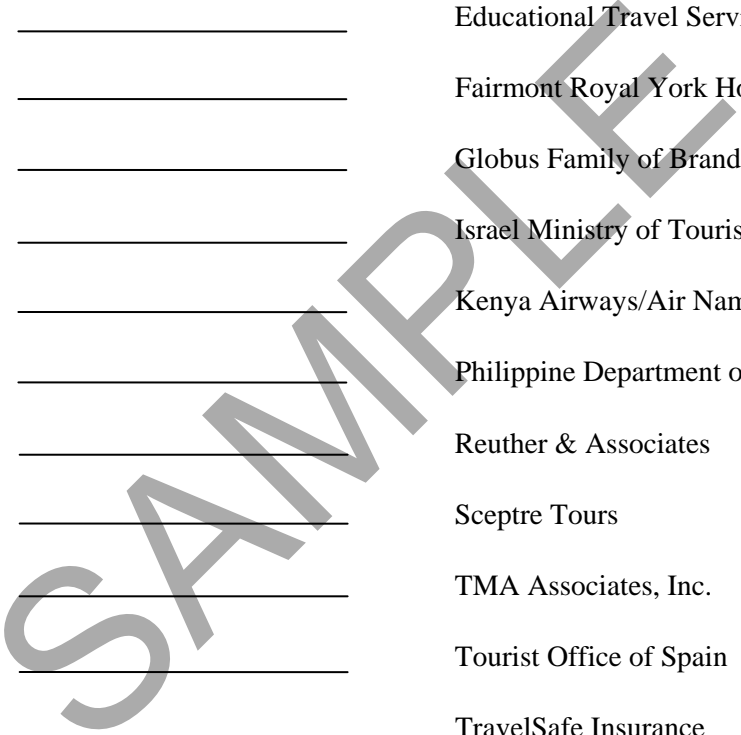


Name: _____

Agency Name: _____

America by Rail, Inc. _____
Blue Sky Tours _____
Bucuti and Tara Beach Resorts _____
Cartan Tours _____
CIE Tours International _____
Crown Paradise Hotels Cancun & Puerto Vallarta _____
Ed-Ventures _____
German National Tourist Office _____
Holland America Line _____
iTravelInsured, Inc. _____
MLT Vacations _____
Radisson Aruba & St. Martin Resorts _____
Royal Caribbean International _____
Sunset Resorts Jamaica _____
Tourisme Quebec _____
Travel Guard Insurance _____
Universal Orlando Resort _____
Valentin Imperial Maya _____
Villa Premiere Hotel & Spa _____

Apple Vacations _____
Borton Overseas _____
Carey International _____
Cayman Islands Dept. of Tourism _____
Club Med _____
Educational Travel Services, Inc. _____
Fairmont Royal York Hotel _____
Globus Family of Brands _____
Israel Ministry of Tourism _____
Kenya Airways/Air Namibia _____
Philippine Department of Tourism _____
Reuther & Associates _____
Sceptre Tours _____
TMA Associates, Inc. _____
Tourist Office of Spain _____
TravelSafe Insurance _____
Vacation Express _____
Viking River Cruises _____
Ya'lla Tours USA _____





America by Rail, Inc.
Kelli Furgason/Mindy Bos
517-333-4223
kfurgason@americabyrail.com
mbos@americabyrail.com

Apple Vacations
Jan Lis
847-631-2446
jlis@applevac.com

Blue Sky Tours
Chuck Passwaters
815-354-4552
passwaters@stateline-isp.com

Borton Overseas
Linda McCormick
800-843-0602
linda@bortonoverseas.com

Bucuti and Tara Beach Resorts
Linda Lydon
847-312-6622
lindalydon@att.net

Carey International
Tim Gregory
847-376-6158
tim.gregory@carey.com

Cartan Tours
Warren Hanson
630-778-0300
warren@cartantours.com

Cayman Islands Dept. of Tourism
Jeff Ginther
219-682-6765
jginther@caymanislands.ky

CIE Tours International
Roger Kraemer
973-727-0407
r.kraemer@cietours.com

Club Med
Justin Heckman/James Killen
773-324-6767
justin.heckman@clubmed.com
james.killen@clubmed.com

iTravelInsured
Will Heath
317-655-9787
will.heath@itravelinsured.com

Crown Paradise Hotels Cancun
Hilda Lopez
01152 322 226 6802
lopez61hilda@wmconnect.com

Educational Travel Services, Inc.
Torre Ossmo
800-929-4387 x1-217
tossmo@travelwithus.com

Ed-Ventures
Paul Larsen
800-658-7128
pcl@ed-ventures.com

Fairmont Royal York Hotel
Andrea Mendelsohn
416-860-5013
andrea.mendelsohn@fairmont.com

Fran Gellar & Associates
Fran Gellar
773-281-3017
frangellar@msn.com

General Tours World Traveler
Tresa Reed
502-749-4426
treed@generaltours.com

German National Tourist Office
Heike Pfeiffer
773-539-6303
heike.pfeiffer@gntoch.com

Globus Family of Brands
Denise LaForest
847-842-8801
dlaforest@globusfamily.com

Holland America Line
Judy Hall
630-618-9077
jhall@hollandamerica.com

Israel Ministry of Tourism
Julie Cooper
312-803-7077
juliec@imot.org

Kenya Airways/Air Namibia
Aigars Placitis
866-748-2529 x2000
aigarsp@sitonet.com



Payment/Cancellation:

All membership and participation fees must be paid at least 14 days before the scheduled event. A full refund will be given if participation is cancelled up to 10 days prior to the event. No refund for cancellations made within 10 days of a series or for no-shows. All cancellations should be sent to mtsa.rsvp@comcast.net.

No supplier will be allowed to participate in a new series if payment is owed for past events.

Wire transfers are accepted. Incoming wire transfer fees are \$25 and should be included with your payment.

Please be sure all checks are in U.S. dollars.



E-mail Communications to Agents:

Below are sample e-mails that are sent to the agent lists for each event.

Invitation:

Subject: Travel Suppliers Showcase Invitation

Good Afternoon,

You are cordially invited to attend the *Travel Suppliers Showcase* presented by **Midwest Travel Suppliers Association** on **June 8th** at the **Ukrainian Cultural Center**.

Please see the attached registration form for more information.

We hope to see you there!

Confirmation:

Please remember to bring a business card and an IATAN, CLIA or True card with you to the event for admittance.

We look forward to seeing you there!

Reminder:

Subject: Reminder: Travel Suppliers Showcase June 8th

Good Afternoon,

You are registered to attend the Travel Suppliers Showcase presented by **Midwest Travel Suppliers Association** on **June 8th** at the *Ukrainian Cultural Center* located at **26601 Ryan Road**. If your plans have changed



or you are no longer able to attend, please let me know as soon as possible so we can allow another travel agent to come.

Please remember to bring a business card and a valid IATAN/CLIA/TRUE card with you (and for each member of your party) for admittance to the event. We have 25 fabulous vendors for you to visit. The doors will open and the trade show will begin at 5:00pm.

We hope to see you there!

Follow-up:

Good Morning,

On behalf of Midwest Travel Suppliers Association, I would like to thank you for attending our showcase on June 8th at the Ukrainian Cultural Center. Please feel free to contact me if you would like further information for one of our suppliers or visit our website (www.midwesttravelsuppliers.com) where you can access contact information for all of our suppliers.

I hope that you enjoyed the showcase!