

# Wake up @ DISCOVER AMERICA

Friday, March 7<sup>th</sup>, 2008  
Sydney & Madrid Rooms -- Grosser Stern (Between Halls 10 & 11)  
9:30am – 11:00am

## **PARTICIPATION DEADLINE:**

February 15, 2008

## **AUDIENCE:**

German and International Media.

## **DESCRIPTION:**

Meet with more than 100 German media over breakfast at the Wake Up @ Discover America event. We will repeat the successful format of last year which will consist of a buffet breakfast with exhibitors each at a table to interact with the media. There will be no chairs in order to maintain the flow and make networking easier.

- **9:30 am** Doors Open
- **9:45 am** Welcome Introductions
- **10:00 am** Networking Breakfast
- **11:00 am** Conclusion of Session

The event is held in cooperation with the Visit USA Committee Germany to maximize the US visibility within the German media. Please note, you must be an exhibitor at the Discover America Pavilion at ITB to participate in the Wake Up @ Discover America event.

## **COST:**

A maximum of 50 tables at **\$500 each**.

## **PARTICIPATION BENEFITS:**

- Listing in exhibitor directory translated in German
- Wake Up @ Discover America table
- Media contact list

*\*Please note: At this event, it is requested that a maximum of two people per table attend.*

**CONTACT INFORMATION:** Michael Martin, TIA

Tel: 202.218.3620, Fax: 202.408.1255, E-Mail: [mmartin@tia.org](mailto:mmartin@tia.org)

**Presented by:**



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**REGISTRATION FORM**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**\*Please email a 50 word description and company logo, for the directory, to [presse@vusa-germany.de](mailto:presse@vusa-germany.de) no later than February 15, 2008. The description is preferred in German but English is accepted. Be sure to include your website in the description.**

I would like to register for:

Wake up @ Discover America at ITB - \$500 USD

**Payment details:**

Total Amount: \$ \_\_\_\_\_

Please charge my credit card as follows:  American Express  MasterCard  Visa

Cardholders name exactly as it appears on the card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorized Cardholder Signature:

\_\_\_\_\_

My check is attached.

Please make checks payable to the 'Travel Industry Association'

***Please fax to Michael Martin at 202.408.1255 by February 15, 2008.  
Space is limited so register today.***