

MDA/DIVISION OF TOURISM
SALES AND PROMOTIONS BUREAU
CO-OP CALENDAR FY 2011

Tradeshow /Trade Promotions Co-ops

Date	Event/Promotion	Site	Co-op/Cost
July 23-25, 2010	Elvis Festival	Collingwood, ON Canada	Free participation in State Booth
Sept.10-12, 2010	Southside Shuffle	Mississauga Canada	\$1,100.00 per booth
Nov. 2010	Zoomers'	Toronto Canada	TBD
January 8-12	American Bus Association Speaker/Program Sponsorship	Philadelphia, PA	\$400 maximum per person Minimum of 6 participants Includes, listing in program, mention during speaker introduction and materials in special booth
Jan. 7-9 Feb. 11-13 Feb. 18-20	Kentucky Golf Show Philadelphia Golf Show Cleveland Golf Show	Louisville, KY Philadelphia, PA Cleveland OH	3 – North Coast Golf Shows - \$600.00 (Attend Shows or Send Brochures)
Jan. 14-16	Cincinnati Golf Show	Cincinnati, OH	\$300
January 19-21	UMA Motorcoach Expo 703- 838-2929 www.uma.org	Tampa, FL	5 Co-ops available Lottery \$1,000 each (max)
Jan. 21-23	St. Louis Golf Show	St. Louis, MO	\$400
February 21	Atlanta Sales Lunch Event Tour Operators, Meeting Planners & Media	Atlanta, GA	\$375 maximum per person

February	London Golf Show	London, ON Canada	Free participation in State Booth
Feb. 25-27	Chicago Golf Show	Chicago, IL	\$450
Mar. 4-6	Toronto Golf Show	Toronto, ON Canada	Free participation in State Booth
Mar. 11-13	Milwaukee Golf Show	Milwaukee, WI	\$400
Mar. 11-13	Montreal Golf Show	Montreal Canada	Free participation in State Booth
Mar. 18-20	North Texas Golf Show	Dallas, TX	\$400
Mar. 18-20	Ottawa Golf Show	Ottawa Canada	Free participation in State Booth
Spring 2011	European Sales Mission	Benelux, France, UK	Fees and opening to be determined

- **At least 4 participants are needed for golf shows to be offered as listed.**
- ***All co-op arrangements must be made through the Mississippi Development Authority/ Tourism Division office unless otherwise specified.***

Memberships

African American Travel Conference
American Bus Association
American Hiking Society
American Society of Association Executives
American Society of Travel Agents
Bank Travel
Florida Motorcoach Association
Hospitality Sales and Marketing Association Int.
International Association of Golf Tour Operators
Meeting Professionals International

Mississippi Society of Association Executives
Mississippi Tourism Association
National Golf Foundation
National Tourism Association
Ontario Motorcoach Association
Professional Outdoor Media Association
Receptive Service Association
South Central Motorcoach Association
Southeastern Outdoor Press Association
Student Youth Travel Association of North America

Tennessee Motorcoach Association

Travel South USA

United States Tour Operator Association

U.S. Travel Association