



— MILLS MARKETING GROUP —  
*Southern  
Destinations*

## Travel Show Savings

BROCHURE DISTRIBUTION & REPRESENTATION IN TWO PRIME MARKETS

### *Indianapolis Boat, Sport & Travel Show*

Indianapolis State Fairgrounds, Indianapolis, Indiana

February 17-27, 2017

*Largest Sport Show in the Nation*

Over 200,000 attendees over nine days seeking vacation ideas and travel information

### *AAA Travel Marketplace*

Hofstra University, Long Island, New York

March 10-12, 2017

*Well-heeled Travelers, Outdoor Enthusiasts and Adventurers*

The best place to attract the most desirable vacation planners in AAA Northeast

**BOTH SHOWS \$595.<sup>00</sup>**



Reserve your spot at these two shows!

**MILLS MARKETING GROUP / Southern Destinations**

678-910-1439 / [jeff-mmg@bellsouth.net](mailto:jeff-mmg@bellsouth.net)



**Indianapolis Boat, Sport & Travel Show**  
**Indianapolis State Fairgrounds, Indianapolis, Indiana - February 17-27, 2017**

*Largest Sport Show in the Nation with over 200,000 attendees over nine days seeking vacation ideas and travel information. The most cost effective way to reach buyers from multiple Midwest cities all in one show. Eighty percent of all attendees gather information relating to fishing, camping, hunting, houseboat, vacations, whitewater rafting, motorcycling and much more!*

**AAA Travel Marketplace,**  
**Hofstra University, Long Island, New York - March 10-12, 2017**

*Think this area is too far away? Think again. Mills Marketing Group/Southern Destinations exhibited at this show last year. Being "well received" would definitely be an understatement. Attendees scoured our displays for planning their southern journey. This show delivers an audience of active travelers, all with tremendous buying power and who are ready to book their next getaway/vacation. These are well-heeled travelers, outdoor enthusiasts and adventurers. The timing of this annual show is perfect in the midst of winter as the attendees are ready to plan for warmer days and brighter skies. The best place to attract the most desirable vacation planners in AAA Northeast.*

**STS MEMBER Pricing:** Select either market/show \$ 395  
Select both shows \$ 595  
STATE TRAVEL GUIDES - BOTH SHOWS \$ 795 + drayage

Excel database included from each show of registrations at our booth. Database complete with opt-in/opt-out request from attendees desiring more information. Here's a perfect opportunity to increase your newsletter campaign and reach these customers long after the show has passed.

**LIMITED SPACE AVAILABLE! REGISTRATION ON FIRST-COME/FIRST SERVED**

**Deadline is January 15, 2017 - BOTH SHOWS \$595.<sup>00</sup>**

Don't delay reserving your brochure distribution. Once received, we will confirm your reservation and invoice your company. Reserve your spot at these two shows, contact:

**MILLS MARKETING GROUP / Southern Destinations**  
**678-910-1439 / jeff-mmg@bellsouth.net**

These AAA members want destination information including attractions, restaurants, hotels/resorts, special events, festivals/fairs, southern culture, adventure sports, biking, motorcycle events, fishing events and tournaments, kids activities, unique/themed tours, etc.

**How many brochures?** Please ship a minimum of 500. Should we need more between shows, we will alert you. Pricing shown is for one brochure or travel guide for each show please. (Multiple brochure distribution pricing is available for a nominal charge.) Shipping instructions and required dates for receiving will be sent at a later date after payment has been received.