

# VACATION EXPO 2021

FRI./SAT./SUN., FEBRUARY 26-28, 2021: POMPANO CIVIC CENTER

Friday-Sunday, SEPT. 24-26, '21: POMPANO CIVIC CENTER (South Florida)

**EVENT TITLE:** *Vacation Adventure Expo* – South Florida's Leading Travel Market Event

**EVENT FOCUS:** This 3-day travel trade and consumer show for South Florida is designed to spotlight special rate availabilities in today's market, and brings together travel opportunities, qualified travel advisors, consumers, cruise agents and mass media exposure ... all at very affordable exhibiting costs.

**EXPO MANAGEMENT:** Expo Media, Inc. – Show Producer with over 30 years of convention planning trade and consumer show management experience in various major markets and venues, including: Madison Square Garden, Jacob Javits Convention Center, Broward County Civic Center, Los Angeles Convention Center, Santa Clara Convention Center, Orange County Convention Center, and McCormick Place in Chicago. We were the original producers of the International Adventure Travel Expo in New York City and San Francisco. Expo Media Inc. produce events in the healthcare, marine, travel, foodservice, B-2-B and hospitality industries.

**ATTENDEE PROMOTIONS:** Our unique advertising campaign and press release distribution will be broad-based and will encompass multiple major newspapers and many prominent professional travel publications, including: *Sun Sentinel, Miami Herald, Palm Beach Post, Pompano Pelican, New Times,* Local Community Newspapers, *Travel Weekly, Recommend, Travel Agent Central, Travel World News, JAX FAX & Successful Meeting.* Other travel media avenues will include: direct mail, e-blasts, web postings, travel calendar listings, e-Travel Grams, e-Travel News, VIP Ticket Distribution, FAM NEWS, all national and Int'l. CVBs and online with Google, Facebook, Yahoo, and [www.VacationAdventureExpo.com](http://www.VacationAdventureExpo.com) .

**TARGETED AUDIENCE:** 7.3 million South Floridians. Avid Consumer Travelers, Cruise Fanatics, Travel Agents, Meeting Planners, Corporate Travel Buyers, Family Vacation Seekers and Adventure Sports Enthusiasts.

**EXPO LOCATION:** EMMA LOU OLSON CIVIC CENTER: 1801 N. E. 6<sup>th</sup> Street, Pompano Beach, FL 33060

**EXPO DATES:** FEBRUARY 26-28, FRIDAY-SUNDAY, 10AM to 5PM : FRIDAY, TRADE ONLY / SAT. & SUN. OPEN  
SEPTEMBER 24-26, FRIDAY-SUNDAY, 10AM to 5PM : FRIDAY, TRADE ONLY / SAT. & SUN. OPEN  
(Expo/Seminars) includes: Travel Trade Exhibits, Educational Seminars and Travel Presentations.

**MARKET AREA:** 7.3 Million South Floridians. This Expo will draw consumers, agents and meeting planners from the all over South Florida and will be regionally advertised in the travel press, newspapers and online.

**ANTICIPATED TRAVEL EXHIBITORS:** 85 Suppliers (Travel, Tours, Cruises and Adventures).

**ANTICIPATED CONSUMERS, CRUISE AGENTS & TRAVEL PLANNERS:** Up to 3000 Attendees.

**COST TO EXHIBIT:** \$795, Standard Space. \$895, Larger Display. Sponsor Packages from \$1095 to \$1595.

**ADMISSION COST:** FREE admission, parking and giveaways.

**CONTACT:** Expo Media ... (tel) 754-246-3515, (fax) 954-462-6672, (e-mail) [drew@vacationadventureexpo.com](mailto:drew@vacationadventureexpo.com)

[www.VacationAdventureExpo.com](http://www.VacationAdventureExpo.com)