

JTBNA 2008 Marketing & Advertising CO-OP BUDGET

JTBNA has a co-op budget and we want to work with you on joint marketing and advertising activities. We feel you know best what drives business to you and we are willing to partner with you on various activities. It can be direct mail to your top clientele database, co-advertising, or any other idea you might have that will help you to increase sales of your Jordan Itinerary. Please let us know if you are interested and send us your proposal (including action details and expected ROI) ASAP as this budget will be distributed on first come first bases. This co-op opportunity is offered to American and Canadian Tour Operators.

JTBNA 2008 CONSUMER SHOWS

For the past couple of years, JTBNA has been attending some consumer travel shows throughout USA. We had a great return on our investment, as well as incredible feedback from the tour operators that joined us in some of the shows. For that reason, in 2008 we will be continuing with this strategy and we will attend the following shows:

Nov. 15-16 – Chicago NBC Travel Expo / Dec. 13-14 – Miami NBC Travel Expo

Understanding that this would be a great opportunity for your company to promote and sell its packages to Jordan, we would like to invite you to partner with us during this exhibition for a fee of \$500 (20% off to TO participating in both shows). Since booth space is limited, a maximum of 3 tour operators will be allowed to join us, it will be distributed on a first come first serve basis. Please note that a Jordan itinerary of a minimum of 5 nights is a must and needs to be visible at these shows (stand alone itineraries are preferred).

JTBNA VIRTUAL TRAVEL SEMINARS

JTBNA is working on its first version of the Jordan Virtual Travel Seminar with Performance Media Group and we would like to invite you to be part of this new activity. The following is some of the Jordan Virtual Travel Seminar Highlights:

- Jordan Travel Seminar is going to be on-demand for one year. (We intend to launch it in mid April)
- Jordan Tourism Board and its partners (tour operators) will own the database of all registrants and attendees.
- JTBNA and PMG will work on marketing activities driven by a sophisticated database from PMG's contacts of over 73,000 agents. Specifically targeting and inviting the 'ideal' agent for Jordan to attend, based on pre-determined profiles... not just *any* agent. Marketing activities will also target 2,500 Canadian agents in PMG's database as well.

As a partner, your company will get to be highlighted on the presentation screen the entire time. Your company will be mentioned throughout the presentation, especially when we will talk about "Selling Jordan". You will receive a bi-weekly report with all the information on all the agents that attended the seminars. The cost to participate in this JTBNA activity (for 12 months) is \$1,000.00.