



CARIBBEAN MEDIA MARKETPLACE

TORONTO: DOUBLETREE HILTON | 108 CHESTNUT STREET

MONDAY, NOVEMBER 13TH, 2017 – 9:00AM – 3:00PM

MONTREAL: INTERCONTINENTAL HOTEL | 360, RUE SAINT-ANTOINE OUEST, MONTREAL

FRIDAY, NOVEMBER 17TH, 2017 – 10:30AM – 2:00PM

INFORMATION AND REGISTRATION FORM

Dear Exhibitor:

We are happy to announce that Caribbean Media Marketplace will take place during Caribbean Week 2017 in both Toronto and Montreal. The dates, times & locations are as follows:

- Toronto - Monday, November 13th from 9:00am to 3:00pm, Doubletree Hilton, Toronto
- Montreal - Friday, November 17th from 10:30am to 2:00pm, Intercontinental Hotel, Montreal

We are offering booth and tabletop displays and again this year, we will incorporate interviews with television stations to maximize participants return on investment.

The event is open to all Caribbean tourism suppliers and the schedule for the two days will be as follows:

Toronto – Monday, November 13th:

9:00am – 10:00am	Television Stations visit and film at Media Marketplace
10:30am – 12:30pm	Media Marketplace open to the Media
10:30am - 12:30pm	One-on-one interviews between Ministers and select media outlets. Please indicate on the attached registration form your Minister's availability for interviews, by choosing up to 4 options . Some media will want to know which Ministers will be available before they commit – please provide your information by September 30th .
1:00pm – 3:00pm	Travel Industry & Media Awards luncheon

Montreal – Friday, November 17th:

10:00am – 10:30am	Television Stations visit and film at Media Marketplace
10:30am – 12:00pm	Media Marketplace open to the Media
10:30am - 12:00pm	One-on-one interviews between Ministers and select media outlets. Please indicate on the attached registration form your Minister's availability for interviews, by choosing up to 4 options . Some media will want to know which Ministers will be available before they commit – please provide your information by September 30th .
12:30pm – 2:00pm	Travel Industry & Media Awards luncheon

The participation options are as follows in both cities:

- **BOOTH** - Included in the space are one six-foot table and two chairs. No pipe and drape will be provided. If you plan to use a pop-up display of any sort you must reserve booth space as tabletops cannot sustain any large displays or standing backdrops. **Booths will be located in an area that provides for backdrop displays, but displays may not exceed 8 ft. in height.**
- **TABLETOP** - A six-foot table and two chairs will be provided. Tabletop displays must be small enough so as not to obstruct neighboring exhibitors. Pop-up displays and backdrops are **NOT** permitted because tabletops may be located in the middle of the room and displays may obstruct the neighboring exhibitor
- **SHARED TABLETOP** - Each exhibitor who chooses this option will be allocated half of a six-foot table and one chair. CTO will arrange shares, if necessary. Materials must fit on half of the table and may not obstruct the other exhibitor. No pop-up displays will be permitted.

Each booth or full tabletop exhibitor commitment includes a maximum of two (2) representatives. Shared tabletop includes one (1) representative.

Should you require more than the maximum number of representatives included in your registration, you may submit a request for additional representatives from the limited number that are available.

We are inviting qualified travel writers representing print, broadcast and Web-based outlets. We qualify each writer so that this event remains the leading event for journalists interested in the Caribbean tourism industry. We welcome input from public relations colleagues interested in inviting qualified writers who may not have attended in the past.

Since this event is designed to benefit the entire region, we ask that governments and hoteliers avoid making plans to host writers **on November 10 to 12** to avoid conflict with this official Caribbean Week event.

Please complete and return the attached registration form with the applicable payment to:

Nancy Drolet
Caribbean Tourism Organization-USA, Inc.
Email: droletn@caribtourism.com | Tel: 905-857-1986

IMPORTANT INFORMATION

- All exhibitors will be provided with signage.
- The Luncheon for Ministers, Commissioners, Directors of Tourism and the Travel Industry at which the Media & Travel Industry Awards will be presented follow Media Marketplace and will take place from 1:00pm – 3:00pm in Toronto, and 12:30pm to 2:00pm in Montreal. **Governments may host media at this luncheon.**
- Media Marketplace set-up will begin at 8:00am in Toronto and 9:00am in Montreal.
- Doors will open to all media at 10:30am.
- We suggest you bring materials with you and not ship them to the hotel to avoid any potential complications. If you prefer to ship items, please contact our office and we will provide you with appropriate shipping information as we get closer to the event.
- We suggest that governments and hoteliers use this event to pre-qualify writers they are interested in hosting on future press trips. We also encourage you to collect business cards to build your database of journalists.

AV equipment/electrical connections and easels will be available at the exhibitor's expense and will be subject to space availability, time and noise limitations. Those interested in securing AV equipment are asked to contact the AV provider:

Toronto – Doubletree Hilton Toronto Downtown
Freeman Audio Visual Canada – Eduardo Gonzalez
eduardo.gonzalez@freemanco.com | Tel: 416-967-5000 x2801; Cell: 416-624-3150

Montreal – Intercontinental Hotel Montreal
PSAV – Peter Tertsakian
ptertsakian@psav.com | Tel: 514-847-0119; Cell: 514-606-6990

Sincerely,

Nancy Drolet
Business Development Representative, Canada
Caribbean Tourism Organization-USA, Inc



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REGISTRATION FORM

NAME OF EXHIBITOR: _____

I wish to secure space in: Toronto or Montreal or both Toronto and Montreal

Booth (Exhibitor must have own pop-up booth as we will not provide pipe and drape. **Displays cannot exceed 8 ft. tall or 8 ft. x 8 ft.) Two representatives included**

\$1,000 Government Member \$1,100 Non-Government Member \$1,200 Non-Member

Tabletop Display (6 ft. X 2.5 ft. table) **Two representatives included**

\$900 Government Member \$1,000 Non-Government Member \$1,100 Non-Member

Shared Tabletop (1/2 of 6 ft. X 2.5 ft. table) **One representative included**

\$500 Government Member \$550 Non-Government Member \$600 Non-Member

Registration for additional attendees:

\$200 - Government Member \$250 - Non-Government Member \$300 Non-Member

**** Note prices are per location****

For badge purposes, please **PRINT legibly** the names of delegates and include title, affiliation, city and prov/state. (Please note, TBAs will not be accepted).

1. _____
NAME TITLE AFFILIATION/COMPANY CITY STATE/COUNTRY

2. _____
NAME TITLE AFFILIATION/COMPANY CITY STATE/COUNTRY

Please schedule Minister _____ for the selected 4 interviews from among the options below:

10:30am – 10:45am 10:45am – 11:00am 11:00am – 11:15am

11:15am – 11:30am 11:30am – 11:45am 11:45am – 12:00pm

Name of person completing form: _____

Company: _____

Address: _____ City: _____ Prov/State: _____

Telephone: _____ Email: _____

FULL PAYMENT MUST ACCOMPANY REGISTRATION FORM. If paying by **credit card**, complete the section below.

() AMEX () MC () VISA Card Number: _____ CV #: _____ Exp. Date: _____

Cardholder Name: _____ Signature: _____ Date: _____

If paying by **cheque**, please indicate the **CHEQUE #**: _____. Make the cheque payable to **Caribbean Tourism Organization-USA, Inc.** and mail it with a copy of the registration form to:

Nancy Drolet | Caribbean Tourism Organization-USA, Inc.

137 Birchlawn Rd. | Bolton, ON L7E 3W3 | Tel: 905-857-1986 | Email: droletn@caribtourism.com