



# U.S. Travel Pavilion Catalog Show **EQUITANA 2013**

## Attract European Travelers to your Destination

Attract international visitors to your equestrian destination by participating in the U.S. Travel Pavilion at EQUITANA, March 16-24, 2013. With more than 203,000 visitors and 825 exhibitors from 30 countries, EQUITANA provides a unique opportunity to connect with potential visitors from around the world.

## Connect with a World of Opportunity

With the Catalog Promotion, we market your destination to thousands of potential travelers from around the world from our U.S. Destinations booth.

Participation includes:

- Distribution of your marketing material by a qualified Trade Specialist during the 9-day show
- Video presentation at the pavilion highlighting your destination
- Post-show Exposure Report and assistance with follow up
- Inclusion in E-newsletter presenting the U.S. Travel Pavilion
- Representation in Press release & Pavilion Media exposure before and during the show.

## About the U.S. Commercial Service

Located across the United States and in U.S. Embassies and consulates in nearly 80 countries, our global network of trade professionals helps U.S. businesses succeed in markets around the world. Whether you're looking to make your first export sale or expand to additional international markets, we offer the services you need to connect with lucrative business opportunities.



Connecting you to global markets.

## Register today at:

<http://export.gov/industry/travel>

**Date:** March 16-24, 2013

**Venue:** Exhibition Centre, Essen  
GERMANY

**Deadline:** February 15, 2013

**Cost:** \$600

## Questions?

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For nearly 40 Years EQUITANA has inspired the horse world. EQUITANA is the most popular exhibition, trade fair and meeting place for the equestrian industry. EQUITANA is a grand event which touches the hearts of all horse lovers.

Participants interested in greater exposure can participate with a kiosk for \$2700 through Reed Exhibitions.

