

Ranked Top
250
Trade Show
by TSN

TRAVEL IS... ALL THINGS AT
THE 2020 TRAVEL GOODS SHOW!

EXHIBITOR PROSPECTUS

- **Reach** key decision-makers from the travel goods industry
- **Connect** with companies representing millions of dollars in travel goods sales
- **Gain** access to senior buyers, owners and senior management of retail stores across the U.S. and abroad
- **Meet** face-to-face with your existing accounts and new buyers
- **Showcase** how your products and services will improve their bottom line

The
Travel
Goods
Show '20[®]

RESERVE YOUR SPACE TODAY AT THETRAVELGOODSSHOW.ORG

OR CONTACT CATHY TRECARTIN AT 877-842-1938, X-702; CAT@TRAVEL-GOODS.ORG.

SPONSORED BY
 **Travel Goods**
ASSOCIATION

TRAVEL IS... FULL OF OPPORTUNITIES

61% FINAL DECISION-MAKERS/BUYERS
23% INTERNATIONAL BUYERS
40,000+ PRODUCTS
50+ COUNTRIES
500+ BRANDS

RETAILERS' SELLING POWER

- 28% \$10M+
- 14% \$3M-\$10M
- 18% \$1M-\$3M
- 40% Up to \$1M



Here's a snapshot of diverse categories and brands from The 2019 Show:

LUGGAGE AND BAGS

Andiamo
Baggallini
Bric's
Briggs & Riley
Heys Luggage
it luggage
London Fog
Olympia USA
Ricardo Beverly Hills
Sharper Image
Travelon

FASHION

Aeropostale
Anne Klein
Ancx Fluid
Betsey Johnson
GUESS
Isaac Mizrahi
Kipling
Lodis
Nine West

TRAVEL ACCESSORIES

Cabeau
Go Travel
Lewis N. Clark
Talus
Travel Smart by Conair
Voltage Valet

APPAREL

Baubax
Craghoppers
Sockwell
WRIGHTSOCK
Propét

OUTDOOR

Coleman
Columbia
Matador
Pacsafe
Thule
Timberland

And Much More!

WHY EXHIBIT?

The 2020 Travel Goods Show is set to deliver a worldwide audience of retailers and buyers who will attend the event to source new suppliers and manufacturers, as well as to learn about innovation in the market today and prepare for what they foresee in the future.

Only at this exhibition can you meet in person with these valuable attendees and generate direct sales while simultaneously enhancing your brand image, launching new products, researching the travel goods market, building your prospect databases AND maintaining relationships with your existing customers.

WHO SHOULD EXHIBIT?

Product manufacturers, distributors and companies seeking to present their products to top decision-makers in the travel goods industry in order to generate more sales leads, close sales effectively, maximize their future pipeline and speed up the sales process.

Don't miss this valuable opportunity to communicate in-person with influential retailers and buyers of every kind.

RESERVE YOUR SPACE TODAY AT THETRAVELGOODSSHOW.ORG

OR CONTACT CATHY TRECARTIN AT 877-842-1938, X-702; CAT@TRAVEL-GOODS.ORG.



CUSTOMIZABLE EXHIBIT PACKAGES

Minimum inline booth size is 10' x 10'

Minimum corner booth size is 10' x 20'

Call soon and we will accommodate requests for end placements, islands, aisle caps and other location preferences, space and floor plan permitting.

BOOTH RATES

- Early-Bird TGA Member - \$10/SF (Ends July 1)
- TGA Member - \$15/SF
- Nonmember - \$23/SF



LEVERAGE SHOW PROMOTIONAL AND ADVERTISING OPPORTUNITIES

Travel Goods Showcase

The Number 1 travel goods industry resource, *Travel Goods Showcase* magazine is a 'must' for brands and retailers who want maximum, high-impact exposure. Its influence extends far and wide, reaching significant retailers, media and consumer publications, broadcast outlets, distributors and more.

Travel Goods Product Guide (TGPG)

As The Show's de facto index and go-to reference manual for all of the season's red-hot products, the Product Guide is also dispersed to TGA media contacts, making it a powerful advertising tool in your promotional arsenal.

The Travel Goods Show Directory

This high-visibility resource is referenced by everyone – from media to buyers for the rest of the year. A great promotional opportunity available only to exhibitors.

NEW PRODUCTS PAVILION (NPP) PRODUCT DISPLAY

You gain exceptional, wide-reaching exposure among media and retailers by displaying your products in the New Products Pavilion. The five **Product Innovation Award** winners are drawn from NPP products on display, which are judged by a committee of highly accomplished retailers from leading department and discount stores, travel specialty stores, and travel websites and catalogs. You also have a chance to win the coveted **Buzz Award** which is awarded to the product that created the most buzz with attending retailers and the media who visit the pavilion.



To truly maximize your Travel Goods Show experience and achieve your goals, we recommend choosing from one of the many impactful Exhibitor Promotional Packages offered.

RESERVE YOUR SPACE TODAY AT [THETRAVELGOODSSHOW.ORG](http://thetravelgoodsshow.org)

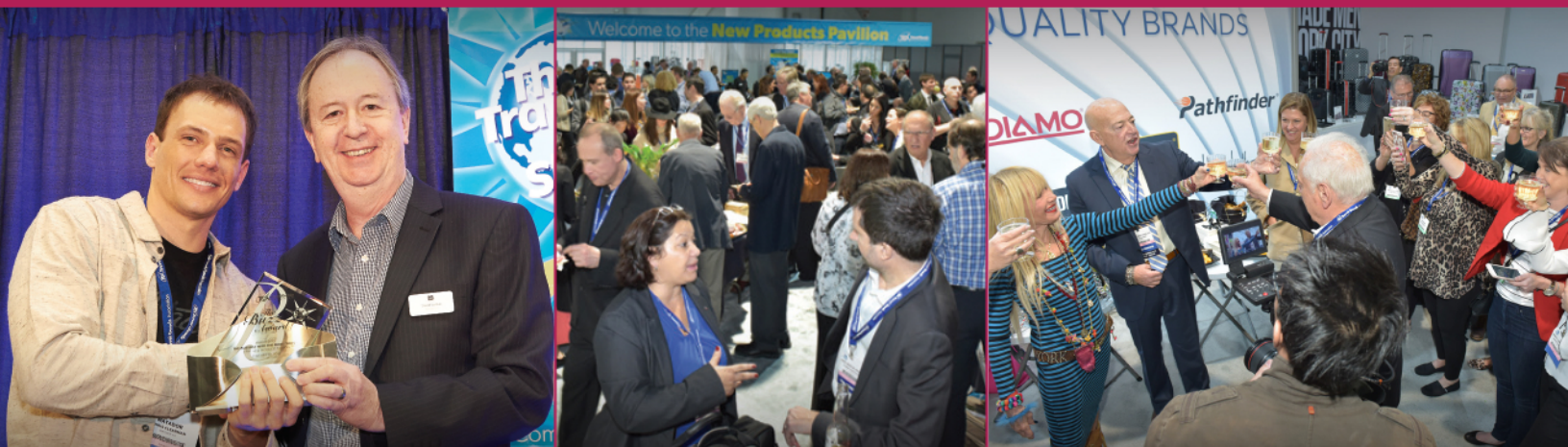
OR CONTACT CATHY TRECARTIN AT 877-842-1938, X-702; CAT@TRAVEL-GOODS.ORG.



Ranked Top
250
Trade Show
by TSNN

TRAVEL IS... ALL ABOUT MAKING CONNECTIONS

Lift your glass at the industry's biggest professional mixer – the **TGA WELCOME PARTY** on the first evening of The Show. Socialize with industry pros, network with manufacturers and influencers and enjoy complimentary drinks, hors d'oeuvres and live music. Now *that's* a party!



Don't miss the **BEST OF Awards Ceremony** on the evening of the second day where we honor companies at the top of their class in five categories:

1. Product Innovation
 - a. Best New Design – Luggage
 - b. Best New Design – Business
 - c. Best New Design – Accessories
 - d. Best Use of Technology
 - e. Most Eco-Friendly Product
2. Community Service
3. Industry Buzz
4. Booth Design
5. The TGA Award – recognizing one stand-out individual who demonstrates professional excellence and initiative while advancing the cause of the Travel Goods Association and the travel goods industry

EXHIBITORS ARE TALKING



"The perfect show to rebuild and reinforce relationships with our buyers, and reach out to new accounts. As always, we had a great show, and we look forward to next year!"

JOHN YU, Olympia USA

"The Show continues to be a great investment for us, year after year."

MAGI RAIBLE, LifeGear Design



"I've been doing a lot of trade shows and The Travel Goods Show has the best ROI. It's the most affordable show yet gives a greater exposure, especially to big-box retailers."

SUNCHEA PHOU, YaY Novelty

"The Travel Goods Show continues to be a great way to introduce our latest innovations and campaigns to both our supportive, long-term partners as well as the new retailers who attend The Show. The immediate, one-on-one insight and feedback gained at The Show is invaluable to our success."

LAURA BALLEREAU, Briggs & Riley



RESERVE YOUR SPACE TODAY AT THETRAVELGOODSSHOW.ORG

OR CONTACT CATHY TRECARTIN AT 877-842-1938, X-702; CAT@TRAVEL-GOODS.ORG.

SPONSORED BY
TGA Travel Goods
ASSOCIATION