

FEATURING:

- Alaska
- Arizona
- California
- Colorado
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Texas
- Utah
- Washington
- Wyoming

LAS VEGAS, NV

February 6-9, 2012

 **GO WEST SUMMIT**
Discover the American West



LEGENDARY LAS VEGAS: ENTERTAINMENT CAPITAL OF THE WORLD. Las Vegas naturally brings to mind gaming and world-class entertainment, but Go West Summit invites you to explore all that this region has to offer. In 2012, Go West Summit partners with the Las Vegas Convention and Visitors Authority and the Nevada Commission on Tourism to bring you the ultimate Las Vegas convention experience!

With humble beginnings as an outpost for weary pioneers traveling through the America West, Las Vegas has grown into a thriving metropolis unrivaled in its beauty, opportunity and rich history. Located in a sub-tropical desert bordered by the Spring Mountains to the west the city enjoys an average of 320 sunny days each year. Lake Mead, the US's largest man-made lake, sits just outside the city and is a popular attraction with visitors enjoying the mild climate year-round. Gambling was legalized in 1931 and has since transformed the city of Las Vegas into the awe-inspiring oasis that served 36 million visitors in 2010.

Our host hotel, Green Valley Ranch Resort & Spa, is located off the Las Vegas Strip and offers eight restaurants, a 50,000 square foot casino, 490 guest rooms and suites, and the perfect amount of meeting space for Go West Summit. Green Valley's elegant décor and hotel accommodations, world-class cuisine and lively entertainment create an exciting experience for the senses. The hotel is adjacent to The District, a thriving mixed-use development home to high-end retail stores and restaurants.

Multi-day FAM trips, created by the Nevada Commission on Tourism, will include tours to some of the most scenic vistas in the American West. Tour Operators can choose from six trips designed to showcase the region's attractions. Adventure Day activities (available to all registrants) include serene, relaxing spa packages as well as thrilling, action-packed options designed for the adventurous type.

**Experience Las Vegas for yourself at
Go West Summit 2012.**



REGISTER ONLINE AT WWW.GOWESTSUMMIT.COM



WHERE YOU'LL FIND
THIS YEAR'S SUMMIT

LAS VEGAS
NEVADA





Go West Summit – Where Lasting Relationships Are Born.

Go West's successful event formula and comprehensive, well-rounded program are designed to provide you with every available opportunity to negotiate business contracts, establish relationships, and gain a better understanding about a variety of topics relevant to the tourism industry.

Suppliers representing destinations, properties and attractions from the American West and international tour operators participate in multi-day networking sessions, familiarization trips and Adventure Day activities with the goal of showcasing the destination for future tourism business.

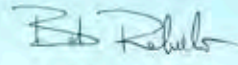
Our effective and easy to use, custom-designed computer software ensures a successful meeting experience. By matching tour operators from around the globe with Western U.S.-based suppliers in a one-on-one, business-friendly environment, Go West Summit is an event where exciting, profitable and lasting relationships are born.

Go West combines the conveniences of a large event with the intimacy of a smaller event, and we pride ourselves on our low supplier to tour operator ratio. We are confident that you will find great value in attending the show and invite you to take part in the premiere tourism event of the American West - **Go West Summit**.

Thank you!



Mary Motsenbocker
President, Go West Summit



Bob Rebello
Vice President, Go West Summit



"Go West Summit 2011 was informative, fast-paced, packed with opportunity, and everyone was extremely professional and friendly. I will be back, no question about that."

—Bob Christensen, President Roads2.Com

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THE 2012
GO WEST SUMMIT

OVERVIEW

“Go West Summit is like Pow Wow, but more intimate.” – Roger Dow, President and Chief Executive Officer, Travel Industry Association

WHY ATTEND GO WEST SUMMIT?

Effective Sales Investment: Instead of spending many hours covering great distances, **meet with suppliers and tour operators representing hundreds of companies** in just a few productive days.

Negotiate Contracts On the Spot: Our marketplace format enables you to **establish relationships and plan itineraries.**

Tour Operators: Access unique suppliers from the American West that you won't see elsewhere.

Suppliers: Increase your bottom line! **Establish a sales network of tour operators around the globe** to sell your destination or property.

Focus Your Efforts: We create “mini offices” on the Marketplace floor! Our **one-on-one meeting format** allows delegates to focus on the business at hand.

The Stage is Set for Networking: Unlike other tradeshow, we provide **many opportunities for networking** during all business, dining and entertainment functions.

Premier Tourism Tradeshow: Quality and quantity. Go West Summit provides suppliers with **a minimum of 15 pre-scheduled appointment sessions.** Spend your time and money effectively at Go West Summit!

“Go West is the ideal forum for collaboration between specialized suppliers for the Western USA and travel planners who are devoted to discovering and promoting this awe-inspiring region. The warmth and enthusiasm of the staff and suppliers, combined with flawless organization and focus, provides an unparalleled opportunity for experienced tour operators and first-time delegates alike.” – Mariette Oppenhuizen, COO, TRAVALCO USA Inc.

WHO QUALIFIES TO ATTEND?

1. Tour Operators:

- Internationally-Based Tour Operator or Wholesaler
- Receptive Operator
- Airline Vacation Division

All tour operators must be an established international operator selling pre-packaged or customized multi-day tours to Go West Summit States and produce a brochure promoting these tours.

2. Pre-Qualified Media

3. Tourism Suppliers:

- CVBs
- Lodging Properties
- Winter & Summer Resorts
- Adventure Outfitters
- Shopping Facilities
- Attractions
- Air Tours
- Sightseeing and Transportation Providers from the States of Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming looking to increase international sales for the long term.



"For our destination, no other show creates such a successful marketing environment as Go West Summit. So many operators all at one place, at one time." —Carrie Whitley, Sales Manager, Durango & Silverton Narrow Gauge Railroad

MONDAY, FEBRUARY 6 — EDUCATION DAY

7:00AM - 6:00PM

Go West Summit Registration - Grand Ballroom Foyer

7:45AM - 2:30PM

Las Vegas Site Tours - Green Valley Ranch Lobby (Tour Operators only)

8:00AM - 9:10AM

State Caucus Sessions - Meet with suppliers from your state to discuss the latest news and programs

12:00PM - 1:15PM

Luncheon - La Sirena

World-Class Educational Sessions Include*:

- *International Travel Forecast 2012 -*
Presented by U.S. Department of Commerce's Office of Travel and Tourism Industries
- *In The Face of Disaster -*
Diversifying Your Portfolio
- *Acquiring and Keeping the Attention of Receptive Operators*
- *Capitalizing on Top Inbound Markets: United Kingdom and Germany*
- *Emerging Markets: Latin America*
- *How-To-Summit -* A must for first-time attendees

Developing trends in technology, social media, and tour operator panel sessions are also scheduled.

EVENINGS

Exciting evening events are being planned by the Las Vegas Convention & Visitors Authority. Check GoWestSummit.com for agenda updates.

TUESDAY, FEBRUARY 7

7:00AM - 5:30PM

Go West Summit Registration - Grand Ballroom Foyer

7:00AM - 9:00AM

Continental Breakfast - Supplier's Lounge

8:00AM - 8:55AM

Speed Appointment Session - Grand Ballroom. Suppliers meet with tour operators during these 5-minute non-scheduled appointments. Cash giveaway raffle for participating tour operators!

9:00AM - 5:30PM

Supplier's Lounge - Collect your thoughts and prepare for your next meeting.

9:00AM - 12:00PM

Marketplace I - Grand Ballroom

This is the first of four Marketplace Sessions featuring 12-minute, one-on-one, pre-scheduled appointments.

12:10PM - 1:20PM

Luncheon - La Sirena

1:30PM - 5:30PM

Marketplace II

WEDNESDAY, FEBRUARY 8

7:00AM - 5:30PM

Go West Summit Registration

7:45AM - 8:50AM

Breakfast - La Sirena Presented by the 2013 Go West Summit destination host

9:00AM - 5:30PM

Supplier's Lounge

9:00AM - 12:15PM

Marketplace III

12:20PM - 1:20PM

Luncheon - La Sirena

1:30PM - 5:30PM

Marketplace IV

REGISTER BY
June 20th for the
Early Bird Rate!

THE 2012
GO WEST SUMMIT

PROGRAM

STAY UP-TO-DATE WITH US ONLINE!

THURSDAY, FEBRUARY 9 — ADVENTURE DAY

All Attendees Welcome! Adventure Day could include activities such as:

- ☀️ Ziplining and Horseback Riding
- ☀️ Lake Mead and Hoover Dam Tours
- ☀️ World-Class Shopping Excursions
- ☀️ Dune Buggy and Hummer Tours
- ☀️ Neon and Mob Experiences
- ☀️ Off-Road Jeep Tours

GO WEST FAM TRIPS

Tour Operators and Travel Writers are invited to explore Nevada—the Silver State before and after Go West Summit with pre- and post-convention options that will have you saying, “I didn’t know that was in Nevada.”

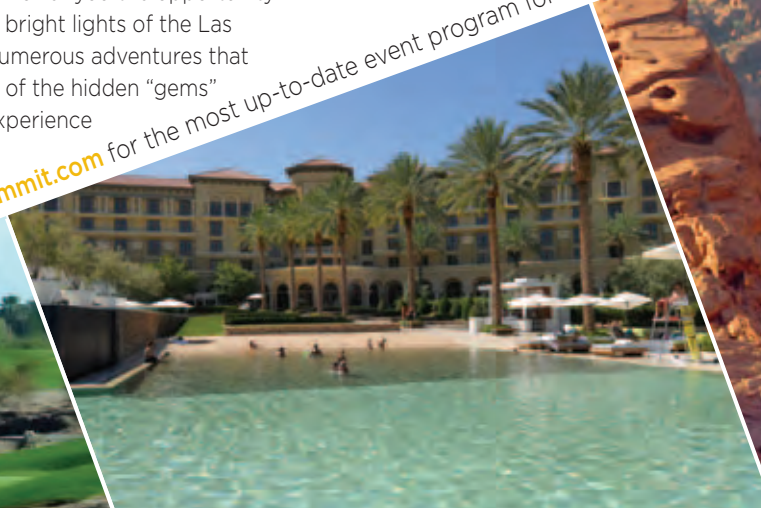
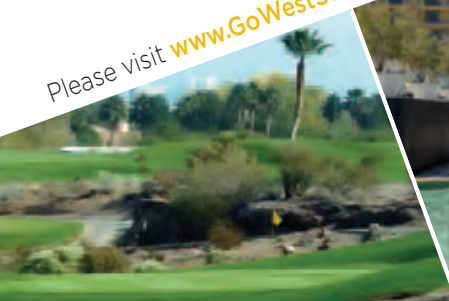
Pre-convention FAM trips will offer you the opportunity to experience the thrills and bright lights of the Las Vegas Strip, as well as the numerous adventures that you can experience in many of the hidden “gems” of our rural Nevada. You’ll experience everything from an exciting helicopter flight to a

ride on an historic steam train. You’ll visit two engineering wonders of the world, as well as the many wonders of Mother Nature in our state.

If you stay over after the convention, you will get a chance put your feet into the boots of a pair of downhill skis or snowboard to enjoy the winter playgrounds of northern Nevada. Or you may choose a pair of hiking boots to explore the splendor of the many state and national parks that are available in eastern Nevada and southern Utah. Regardless of which direction you go, you’re going to enjoy the wide open spaces and find that anytime is a great time to visit Nevada.

**All program items are subject to change.*

Please visit www.GoWestSummit.com for the most up-to-date event program for the 2012 Go West Summit.



GO WEST SUMMIT
Discover the American West

Go West Summit 2011 was one of the most productive and well-organized trade shows I have ever attended.

— Judi Swain, Director of Sales & Marketing ARAMARK

\$3,661,120 was booked on the Go West Summit show floor in 2011, and an estimated \$723 million in revenue will be generated over the next 18 months.



GO WEST SUMMIT

Discover the American West

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REGISTER BY
June 20TH, 2011
FOR THE BEST RATE!

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www.GoWestSummit.com

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