

# Americas Real Estate Expo On Tour - USA 2010

Americas Real Estate Expo in conjunction with the Washington, D.C. and Chicago  
ADVENTURES in TRAVEL EXPOS



**Don't miss this opportunity to place your business in front of tens of thousands of potential buyers and investors.**

**Who should showcase at AREExpo On Tour?**

Real Estates Companies.  
Banking Institutions.  
Financial Intuition.  
Mortgage companies.  
Insurance Companies.  
Investment Companies.  
Government Agencies.  
Interior Decorators.  
Developers & Building Contractors.  
Environmental Sector.  
Attorneys At Law.  
Realtors Associations  
Chamber of Commerce.  
Apartment Finders and Renters.  
Other Service companies.

**As part of our network promotion, you will also meet real state professionals from Maryland, Virginia and the Carolinas, Chicago and other cities of Illinois, Michigan, Wisconsin and Indiana.**

Don't miss this exceptional opportunity to gain expose in two of the hottest buying markets in the U.S.

Plan now to attend the AREExpo On Tour - USA 2010 programs in **Washington, D.C, March 6-7**, and in **Chicago, March 20-21, 2010.**

Call Fernando Chinchilla at 305.978.5601 or email [Fernando@AmericasRealEstateExpo.com](mailto:Fernando@AmericasRealEstateExpo.com), [www.AmericasRealEstateExpo.com](http://www.AmericasRealEstateExpo.com).



AREExpo Costa Rica, Panama and the Dominican Republic sponsored by



# America Real Estate Expo On Tour - USA

In Conjunction with the Adventures in Travel Expos



**The focus of the AREExpo On Tour campaign is to reach Baby Boomers - future retirees and qualified real estate buyers.**

With the existing Adventures in Travel Expo (ATE) attendees - buyers are qualified because of their income and their purchasing power.

**People that do not travel internationally will not consider purchasing real estate abroad.**

80% of the expected attendees will be from the U.S. and are interested in domestic real estate opportunities.

Americas Real Estate Expo - On Tour and ATE attract more than 22,000 (Washington, D. C. and Chicago) consumers and 775 agents flock seeking unique and authentic travel experiences.

Take advantage of a valuable face-to-face marketing opportunity by showcasing your business to the most serious buyers spending over \$63 million annually.

## **Best 25 Places to Retire To:**

1. Asheville, NC
2. Sarasota, FL

3. Prescott, AZ
4. Paris, TN
5. Winston-Salem, NC
6. Athens, GA
7. Green Valley, AZ
8. San Diego, CA
9. Austin, TX
10. Phoenix, AZ
11. Halifax, Nova Scotia (CAN)
12. Charlottesville, VA
13. Fort Myers, FL
14. Venice, FL
15. Oxford, OH
16. Sedona, AZ
17. Gainesville, FL
18. Flagstaff, AZ
19. San Luis Obispo, CA
20. Old Saybrook, CT
21. San Antonio, TX
22. Mount Airy, NC
23. Beaufort, SC
24. Tucson, AZ
25. Crossville, TN

## **Marketing and Promotion of the Americas Real Estate Expo - On Tour 2010**

The unrivaled promotional campaign blankets the D.C. and Chicago markets with over 20 million Impressions.

We spend our dollars targeting YOUR prospects utilizing various media, including: print and online advertising in local and national

newspapers, print advertising in travel enthusiast magazines, television coverage, radio promotion and an extensive, public relations campaign geared to promoting the show, programs and exhibitors.

## **The Washington Post**

With more than 2.2 Million Readers, The Washington Post has the widest coverage in one of the highest-earning, most highly educated markets in America. Readers are upscale, with 50% earning \$75,000+. The Washington Post Travel Section, has a worldly travel audience that wants the best experiences and the best values. 68% of Travel readers are between the ages of 25-54 and 75% own their residence.

## **The Chicago Tribune**

In the nation's 3rd largest market no other newspaper can boast the same reach as the Chicago Tribune - read by nearly 2 million people every day and close to 4 million people each week in the Chicagoland area.

# Americas Real Estate Expo On Tour - USA 2010

## Regional Expo Demographics

### WASHINGTON, D.C.

### CHICAGO, IL

#### AGENTS

**ATE Attracts Over 500 Experienced Travel Agents, 56% of which have been selling travel for over 3 years.**

**Number of Years Selling Travel**  
 45% Over 5+ Years  
 11% 3 to 5 Years  
 44% Under 3 Years

**Personal Bookings**  
 84% Up to \$499,000  
 8% \$500,000-\$999,000  
 4% 1 Million-1,499,999  
 4% Over 1.5 Million

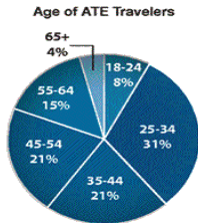
#### CONSUMERS

**Attendee Demographic Profile:**

- 55%** are Female
- 73%** are between the ages of 25 and 54
- 66%** make a HHI of \$75,000+
- 47%** earn \$100,000+
- 87%** have a college degree or more
- 60%** own their own homes

**Attendee Travel Profile:**

- 59%** of attendees will spend over \$2,500 on travel annually
- 78%** travel within 6 months of planning their vacations
- 73%** found their next vacation at the show
- 60%** will book that vacation within 6 months
- 82%** of attendees will book vacation directly with the tour operator or destination
- 94%** are passport holders



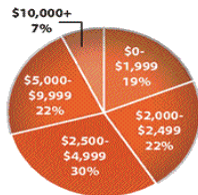
**Median Household Income \$102,157**



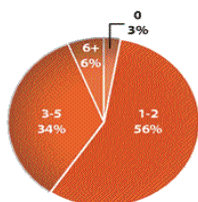
**Plan to Book a Vacation with ATE Provider within**



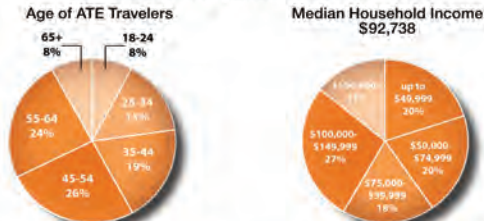
**Annual Travel Expenditures**



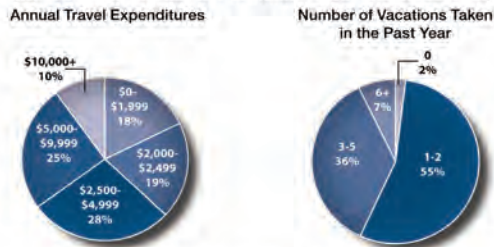
**Number of Vacations Taken in the Past Year**



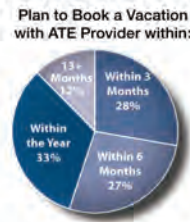
#### They are in Peak Travel and Earning Years



#### They are in the Market to Purchase Travel and Travel Frequently



#### They are Ready to Book their Next Vacation



#### AGENTS

**ATE Attracts Over 450 Experienced Agents**

**Number of Years Selling Travel**  
 Over 5+ Years 52%  
 3 to 5 Years 13%  
 Under 3 Years 35%

**Personal Annual Bookings**  
 Up to \$499,000 14%  
 \$500,000-\$999,000 11%  
 1 Million-1,499,999 7%  
 Over 1.5 Million 3%

#### CONSUMERS

**Attendee Demographic Profile:**

- 58%** are Female
- 60%** are between the ages of 25 and 54
- 60%** make a HHI of \$75,000+
- 42%** earn \$100,000+
- 74%** are college graduates or more education
- 77%** own their own homes
- Attendee Travel Profile:**
- 63%** of attendees will spend over \$2,500 on travel annually
- 77%** travel within 6 months of planning their vacations
- 70%** found their next vacation at the show
- 55%** will book that vacation within 6 months
- 80%** of attendees will book vacation directly with the tour operator or destination
- 92%** are passport holders

# Sponsor Packages

## **BRONZE: \$3,350 (Add \$125 for Corner; Islands add \$500 - four booths required)**

- 8 x 10 booth.
- 1 table (6x3) skirted.
- 2 chairs.
- Company identification sign & exhibit number.
- Garbage pail.
- Complimentary WiFi.
- Company name in the show program.

## **SILVER (Five Positions Available) \$5,595**

- 8 x 10 booth.
- 1 table (6x3) skirted.
- 2 chairs.
- Company identification sign & exhibit number.
- Garbage pail.
- Complimentary WiFi.
- Company name at the show program.
- Prominent presence on event website.
- Company Logo and Link on the Americas Real Estate Expo website.
- Public recognition at the reception function.
- One 30 minute seminar presentations for professionals and public (Jan 09).
- Marketing material in trades bags.

## **GOLD (Two Available) \$9,998**

- 8x 20 booth.
- 2 tables (6x3) skirted.
- 4 chairs.
- Company identification sign & exhibit number.
- Garbage pail.
- Complimentary WiFi.
- Company name at the show program.
- Prominent presence on the event website.
- Company logo and link on the Americas Real Estate Expo website.
- Banner placement in professional realtors & brokers) reception room.
- Public recognition in the reception function.
- 2 - 30 minutes seminars presentations for professionals and public (Jan 9 &10).
- Marketing material in trades bags.

## **Other Marketing Opportunities**

- AMERICAS REAL ESTATE SHOWCASE publication ad, \$950.
- Seminar slots \$500.
- Bag Sponsors for Trade (3) \$999.
- Reception presentation for realtors & brokers sponsor (2) \$3,500.
- Badge & lanyard for trade sponsor \$2,000.
- Wrist band for consumers identification \$2,000.
- Company logo and link on Americas Real Estate Expo website (1 yr.) \$500.

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## **Locations:**

**WASHINGTON: Washington Convention Center,**  
801 Mount Vernon Place, NW. D.C.

### **Professional Realtors Trade Hours:**

- Saturday, March 6: 8am to 10am.  
Breakfast presentation - by invitation ONLY.
- Saturday, March 6: 10am to 5pm.
- Sunday, March 7: 11am to 4pm.

### **Public Show Hours:**

- Saturday, March 6: 10:30am to 5pm.
- Sunday, March 7: 11am to 4pm.

**CHICAGO: Donald E. Stephens Convention Center**  
(formerly the Rosemont Convention Center)  
5555 N. River Road, Rosemont, IL.

### **Professional Realtors Trade Hours:**

- Saturday, March 20: 8am to 10am.  
Breakfast presentation - by invitation ONLY.
- Saturday, March 20: 10am to 5pm.
- Sunday, March 21: 11am to 4pm.

### **Public Show Hours:**

- Saturday, March 20: 10:30am to 5pm.
- Sunday, March 21: 11am to 4pm.

**Call Fernando at 305.978.5601 or email [Fernando@AmericasRealEstateExpo.com](mailto:Fernando@AmericasRealEstateExpo.com)**

# Floor Plan

March 20 & 21, 2010  
ROSEMONT CONVENTION CENTER  
ROSEMONT, IL

