



**Travursity**<sup>TM</sup>  
Travel Showcase

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Travel Showcase

Travel Shows for  
Today's Travel Industry

*Vincent Yeck & Monique FitzPatrick*

**2022**

**SPRING & FALL SHOWCASE INFO  
For Participating Travel Partners**

# WELCOME!

*"These events are the backbone of the travel industry! This is where relationships are built and developed, where new business is recognized and generated and ultimately where future growth and increased sales are realized."*

As we all are enduring some of the most difficult times in recent memory, we at Travursity, LLC, parent company of Travursity Travel Showcase, Travursity Agent Experience and Travursity Agent FAM Experience are dedicated to overcoming the challenges that the COVID-19 pandemic has presented.

Although there are no simple solutions, it is important to put the safety of the travel agents and the travel partners first and foremost in front of any decisions we make regarding our future events. We continue to reassess our shows and the precautions necessary to make these events as safe as possible.

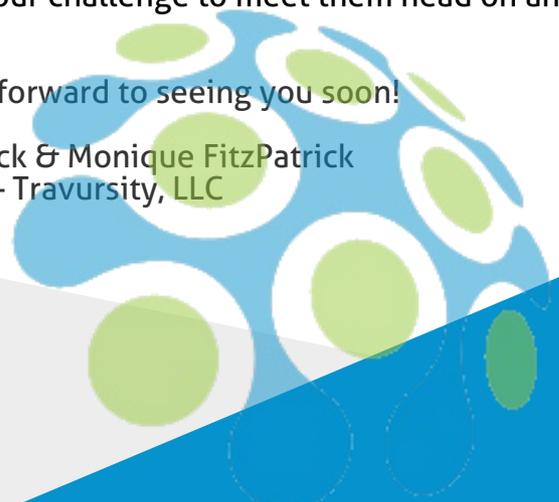
Being that there is not one set of rules to work by, and public opinion can differ greatly regarding what is appropriate; we must ascertain the risk and provide at minimum, what is considered safe practices at all our events.

Travursity, LLC will continue to take cautious measures at every event and recognize local and regional recommendations. Safe gathering practices will be employed, and active monitoring of potential signs of illness and hygiene will be conducted, and we will coordinate with the host venue and their staff to employ these guidelines as well.

As we set out to regain our foothold in the face-to-face world of live events, we hope we all can overcome these challenges appropriately while providing the necessary opportunity of producing live events once again for the travel agents, travel suppliers and the entire travel industry. These shows are vital to the rebound of this industry that has been hit so hard over the last couple of years, and it is our challenge to meet them head on and move forward in a positive direction.

We look forward to seeing you soon!

Vince Yeck & Monique FitzPatrick  
Owners – Travursity, LLC



Let's Get Started...

# TRAVURSTY TRAVEL SHOWCASE IS...

## 1 To the Travel Supplier

A series of regional travel industry events designed to attract the travel agent focused travel supplier and unite them with producing travel agents in an educational, networking and business development environment. Combining full audio/video presentations with exhibitor space, the supplier can develop relationships with the attending travel agents and establish marketing and promotional opportunities for mutual benefit.

## 2 To the Travel Industry

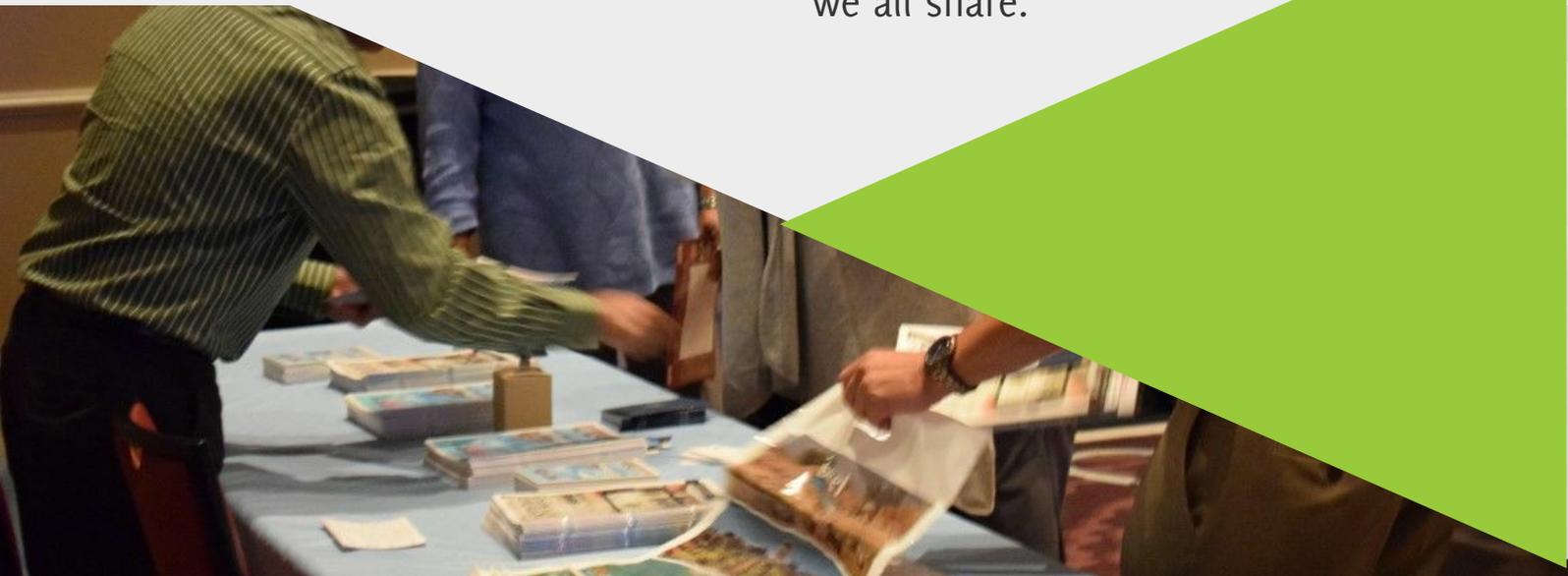
A commitment to the travel industry to promote education and training to active and vetted travel agents across the country by producing quality events that promote the travel supplier, their brand, products, and destinations. Travursity, LLC understands the needs of both the suppliers and the agents and mutually unifies the two creating strong prospects for success.

## 3 To the Travel Agent

An opportunity to connect and network with local BDM's and industry sales managers that participate in each event, allowing the travel agents to gain important product knowledge to offer their clients and establish relationships that result in greater sales and income.

## 4 To Travursity

A passion to bring quality events that both the travel suppliers and travel agents can find unique value in which to unite and build relationships, increase sales, and ultimately benefit financially. We certainly believe that this is one of the most exciting businesses to be in; with the ability to make dreams come true, fulfill bucket lists and to explore our wonderful world we all share.



# OUR ATTENDEES

## VERIFIED TRAVEL AGENTS

We work hard to attract quality Travel Agents to each of our events to ensure that our supportive suppliers and vendors can maximize their investment and participation. All suppliers receive a detailed agent database following each showcase.

We review each travel agent, that registers to attend our showcases, by confirming their IATA/CLIA/ARC/TRUE #'s are valid and in good standing. We also require complete agency info including host and/or consortium details which provide us additional verification of credentials.

Although our methods and processes are thorough, registrations that do not meet our requirements may be rescinded, maintaining a guest list of active and producing agents for your benefit.

## TRAVEL AGENT FORECAST

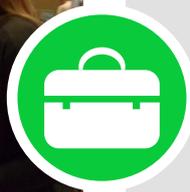


\*Ref: DataUSA-Travel Agents



## WHY CHOOSE TRAVURSITY

We recognize that there are numerous options in today's marketing choices and at Travursity Travel Showcase, we believe there are many benefits to consider. We hope you take the time to explore what our events offer and how they may fit into your overall marketing/training strategy.



### NETWORKING SESSIONS

Travel agents that are active and producing at every event, eager to meet travel industry professionals and enhance their product knowledge.

### SUPPLIER PRESENTATIONS

Immersive live presentation opportunities through large screen video and audio, resulting in highly effective travel agent engagement.



### TURNKEY OPPORTUNITY

Simple and more cost effective than self-produced events; allowing for a broader coverage of market exposure without the high investment

## SHOWCASE FORMAT



### Showcase Timeline

Travursity Travel Showcase looks to maximize the travel agents' and travel suppliers' time so that everyone participating will receive the utmost value at each event.

Unless noted, each Showcase typically begins at 5:45 PM in the main venue with a 30-40 minute mini-tradeshow networking period to exchange marketing materials with the attending travel agents.

Travursity provides a large screen projection system at each event so that each travel supplier will then have the opportunity to present their products and/or destinations to the attending travel agents. This type of presentation is a dynamic way to deliver the suppliers message and creates a strong connection with memorable results.

An optional pre-event special presentation\* may be available for each event date. These presentations are scheduled for 45 minutes prior to the main event and provides an additional opportunity to focus your destination or product to travel agents in an exclusive private setting.

Dinner is included for all agents and suppliers.

At the conclusion of the presentations (approx. 8:30-9PM), prizes will be given away. We encourage all suppliers to provide a prize or giveaway at each event!



\*Limited availability per event. Events schedule subject to change to maximize the events allotted time frame and effectiveness.

## BENEFITS

### Marketing Benefits

Travursity, LLC occasionally partners with leading travel industry marketing firms; allowing multiple databases of over 100,000+ travel agents nationwide receiving our promotions and marketing pieces. Along with an ever growing database of interested and attending travel agents; Travursity Travel Showcase is connecting with the agent sector on a high national level while continuously expanding our market exposure.

All suppliers and vendors receive continuous marketing and exposure with brand/company logo with live link on Travursity's front website page allowing for all agents to see and click through.

Additional exposure is obtained through multiple email marketing promotions to travel agents throughout the year, as well as social media, blog updates and event pictures, resulting in repeated visibility and increased sales possibilities.

### Investment Benefits

Strong travel agent markets are considered for each and every showcase to maximize attendance as well as securing active and producing agents. Travursity also looks to emerging regions with high demand to place events.

Our focus is to deliver a high ratio of producing agents via strategic industry relations and stringent vetting. All registered travel agents must verify credentials and are confirmed prior to each event allowing the suppliers and vendors to have confidence their time and effort is maximized.

### Participation Benefits

All suppliers and vendors can reach new and producing travel agents during Travursity's networking session at the beginning of each showcase. This mini-tradeshow provides ample time to develop and foster new relationships with the attending agents in a business to business environment.

Each showcase provides suppliers and vendors an opportunity to present their presentations via front of the house video projection and audio allowing for a larger than life, immersive experience for the attending agents.

Pre-event showcase presentations are an optional opportunity to exclusively engage the agents in a focused and intimate setting allowing for a more educational and thorough experience.

## Agent's Response



Travel agents from all over the nation have chimed in with their thoughts and feelings about Travursity Travel Showcase!

Their feedback supports a common belief...that events such as these are not only needed, but essential to developing relationships and growing their business!



Great event! Looking forward to the next one!

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Excellent supplier presentations! A+ EVENT!

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Presentations were very informative!

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You did an amazing job! See you next year!

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Extremely organized!

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## Travel Supplier & Vendor Comments

What travel suppliers are saying about Travursity Travel Showcase...



### KENSINGTON TOURS

“Travursity Travel Showcase provides the ability for suppliers such as ours to connect with productive Travel Agents in an intimate, fun filled, face to face event at venues that are always unique and lends well to the learning experience. With a limited number of distinct suppliers at each show, we have a valuable opportunity to fully showcase our product & services to an attentive audience of active travel agents to grow or develop new business!”

Steve Miller, Director of Sales  
-Kensington Tours



### CELTIC TOURS

“Travursity Travel Showcase is a wonderful event as a Supplier! I was able to meet new agents as well as reconnect with familiar faces! The additional time I had to speak and present in front of all the attendees made it possible to delve deeper into what my company can offer the agents then just distributing brochures and flyers. The Travursity format is truly a great opportunity for agents to learn about a destination and products they can offer to their clients!”

Diane Rowe, Midwest Regional Sales  
Manager -Celtic Tours



### ISRAM ISRAEL

“Working with Monique and Vince at Travursity Travel Showcase is a personal and professional pleasure. As a supplier, I appreciate the Travursity format, which enables meaningful dialog with travel agents.

The venues chosen also play an important role in enabling this dialog. I look forward to participating in more Travursity events!”

Joel Rosenfeld  
Director of Marketing & Sales – USA,  
Isram Israel

## 2022 SHOWCASE RATES

Inclusive Travursity Travel Showcase Package - **Our most popular package!**

### **Spotlight Presentation - SP\***

\$695.00

Showcase Event Presentation Includes Exhibitor's Table, Networking Tradeshow during Main Showcase & Spotlight Presentation (\*10-12 min.) with A/V. Includes Dinner with the Agents, live link logo on website and marketing support through Travursity's promotional materials.

\*All SP - Spotlight Presentation times are minimum 10-12 minutes and may include additional time depending on number of suppliers participating.

Optional Exclusive Pre-Event Packages - **All eyes on your brand!**

### **Pre-Event Showcase - PRE\*\***

\$1295.00

Exclusive Pre-Event Showcase Presentation (45-50 min.) with A/V prior to Main Showcase. NO Additional SP - Spotlight Presentation during Main Showcase. (Limited to one per event date)

### **Pre-Event Showcase Combo - PRE/SP\*\***

\$1,495.00

Exclusive Pre-Event Showcase Presentation (45-50 min.) with A/V Prior to Main Showcase. INCLUDES Additional SP - Spotlight Presentation (\*10-12 min.) with A/V during Main Showcase. (Limited to one per event date)

\*\*PRE & PRE/SP is subject to availability. INCLUDES: Exhibitor's Table & Networking Tradeshow during Main Showcase, Dinner with the Agents, live link logo on website and marketing support through Travursity's promotional materials.

For more information visit [www.travursity.com](http://www.travursity.com) or email [sales@travursity.com](mailto:sales@travursity.com)

Full season & multi-show discounts available!



## 2022 SHOWCASE SCHEDULE

### Spring

■ FEB. 23, 2022	HOUSTON, TX
■ FEB. 23, 2022	AUSTIN, TX
■ MAR. 09, 2022	BIRMINGHAM, AL
■ APR. 20, 2022	RALEIGH, NC
■ MAY 04 2022	CHICAGO, IL
■ MAY 05, 2022	ST. LOUIS, MO

### Fall

■ SEP. 07, 2022	OKLAHOMA CITY, OK
■ SEP. 08, 2022	DALLAS, TX
■ SEP. 21, 2022	PITTSBURGH, PA
■ SEP. 22, 2022	INDIANAPOLIS, IN
■ OCT. 19, 2022	NEW ORLEANS, LA
■ NOV. 02, 2022	ORLANDO, FL

**TO REGISTER ONLINE**

**CLICK HERE**

**REGISTER NOW!**

## ABOUT US



Vincent Yeck, CTC, DS, ACC, owner of Yeck's Cruise & Travel has earned many years of experience as a front line travel agent and agency owner. He is also a former OSSN Regional Director for the Southeastern United States as well as the former OSSN Chapter Director for Palm Beach County and the Treasure Coast (FL). He holds a degree in Electrical Engineering which contributes to his organization skills and attention to detail. His contributions to the travel industry have included years of experience working with major suppliers coordinating travel agent presentations and educational training opportunities. He also has hosted various agent FAM's, holds a position of Instructor for Seminars@Sea and has been invited to speak at a number of national conferences.



Monique FitzPatrick is the owner of Infinite Travel Group, LLC, a travel agency that specializes in many facets of group and FIT travel. Along with managing a growing agency, she also contributes to the travel industry as a FAM host and formerly the OSSN Chapter Director position in Orlando, FL. She holds a Bachelor of Science degree in Business Administration/Management and has a working background in Human Resources which provides the foundation for her achievements in the industry, her agency and the loyalty of her clients.



*“Travursity Travel Showcase brings together a perfect blend of professionals, vendors and suppliers. A great concept that we thoroughly benefited from and look forward to even more so in the future.”*

*~Don Allee, Director of Cruise & Tourism, Port of New Orleans*



(888) 860-TRAV  
[www.travursity.com](http://www.travursity.com)

Vincent Yeck, CTC, DS, ACC  
[vince@travursity.com](mailto:vince@travursity.com)

Monique FitzPatrick  
[monique@travursity.com](mailto:monique@travursity.com)

## RESOURCES & LINKS

<http://travursity.com/>  
<http://travursity.com/suppliers/terms-and-registration/>  
<https://www.facebook.com/travursity>  
<https://www.linkedin.com/company/travursity-travel-showcase>

## TO REGISTER ONLINE





# Travursity™

Travel Showcase



## CONTACT US

(888) 860-TRAV

[sales@travursity.com](mailto:sales@travursity.com)

[www.travursity.com](http://www.travursity.com)