

## **2014 Media Shows**

The Tartan Group has selected the three top media marketplace shows to attend on behalf of Comox Valley. Each show enables one-on-one meetings with media that write or produce for outlets within our targeted markets. The shows average about 190 attending media from which we select media that best suit our client stories. We have found that these shows are beneficial in extending and developing relationships with media which strategically has resulted in a higher success of story placements. The shows also provide a platform for networking, insight on travel trends and updates on the evolving media landscape. We also take advantage of the shows professional development seminars for exchange of ideas and expertise and to also connect with industry and tourism organizations – Canadian Tourism Commission, Destination BC, Destination Marketing Organizations - to build partnerships and position our clients.

### **Canada Media Marketplace**

**San Francisco, CA March 31-April 2, 2014**

<http://www.canadamediainmarket.org/exhibitors/>

Entering its 27<sup>th</sup> year, this marketplace is organized by the Canadian Tourism Commission and takes place over three days. The show specifically focuses on USA media outlets. The show enables face to face meetings with influential print, television and electronic media. Destination BC and the Canadian Tourism Commission also provide market activities overviews, insight and trends unveiling in the USA marketplace. Tartan will have two representatives attend the show and arrange approximately 50 scheduled appointments.

### **Travel Media Association of Canada**

**Pittsburgh, PA May 28 – 31, 2014**

[http://www.travelmedia.ca/event/event\\_home.shtml](http://www.travelmedia.ca/event/event_home.shtml)

Organized by the TMAC board and 3-Way Street, the 20<sup>th</sup> annual marketplace will take place in Pittsburgh, Pennsylvania from May 28 – 31. This three-day conference features professional development sessions, chapter and AGM business, networking events and the media marketplace. Invitation to media is membership based and comprised of high profile Canadian travel writers and editors, ranging from publications like Canadian Living to the Globe & Mail. Tartan will have one representative in attendance and arrange approximately 20 scheduled appointments.

### **GoMedia Canada Marketplace**

**Winnipeg, MB August 17-21, 2014**

<http://www.media.gomediacanada.com/english/exhibitors/>

The 11<sup>th</sup> edition of Canadian Tourism Commission's annual GoMedia Canada Marketplace will take place over four days - two days of meetings and two days of media and industry panels, awards luncheon, networking opportunities and professional development sessions. Attending media are about 55 percent Canadian and the rest from International markets identified by the Canadian Tourism Commission with the exception of the USA (see Canada Media Marketplace). The CTC will also have their international representatives on site for meetings and to provide updates on market activities, trends and opportunities. Tartan will have two representatives and arrange approximately 48 appointments.