



Heartland Travel Showcase Explained

Q: What is the Heartland Travel Showcase?

A: The Heartland Travel Showcase is a group tour trade show focused on the Heartland region of the United States. Heartland Travel Showcase (HTS) provides the opportunity for tour operators from across the United States to meet via scheduled appointments with more than 250 exhibitors from 12 states (Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee, West Virginia, Wisconsin and the province of Ontario).

Q: I'd like to register for the Heartland Travel Showcase, what now?

A: To register as an exhibitor, see the exhibitor registration area of the HTS website for show details and the exhibitor contract. Please contact Janet Johnson at jjohnson@ohiotravel.com with questions or for additional information. To register as a tour operator, see the tour operator registration area of the HTS website for show details and the tour operator application. Please contact Kelly Florian at kflorian@ohiotravel.org with questions or for more information.

Q: As an exhibitor, how should I maximize the opportunities available at the HTS?

A: Do your homework. When available, research the tour operator profiles on the Heartland meeting site, visit their websites and social media outlets. The more you know about their businesses, the better you'll be able to tailor your sales strategy accordingly.

At Heartland Travel Showcase, all exhibitors can create a sampling of their destination within the confines of their designated booth space or online video. Be creative in your approach to how you visually tell your story and the experiences associated with your destination. Creativity varies, but most exhibitors bring appealing images, banner displays, and period costume, if appropriate. Have plenty of business cards or online contact information and an engaging profile sheet for distribution.

Attend all of the planned events, as you never know when you'll have the opportunity to strike up a conversation, develop a new relationship, and book business.

Q: Is there any other advice you can give to create a meaningful experience at the Heartland Travel Showcase?

A: Many exhibitors and tour operators report that they participate in Heartland Travel Showcase because they enjoy doing business with their friends. There is a friendliness unique to the heartland region and naturally, with the show. In fact, you may momentarily join the show as a stranger, but you'll leave a friend of many.

Have questions at the show? No problem! The Heartland Travel Showcase staff will be available to welcome you and assist throughout the process. You'll also find that many veterans of the show are happy to help and welcome you into the inviting rhythm known as the heartbeat of America. The Heartland Experience!