



B2B Virtual Business Development Co-Op 2023

January 10, 17, 24 & 31, 2023*

*Alon, in partnership with New York State Tourism Industry Association
offers this opportunity as part of the Market New York Grant!*

Are you ready to put your destination and/or tourism business in front of inbound travel buyers? This program will introduce you to the top DMC's, international receptive operators, and domestic tour operators based in the major gateways of the United States: **New York, Florida, and California!** This is an opportunity for you to participate in managed **sales calls** to develop **strategic relationships** to grow your business' distribution networks, all with a New York State focus! As unprecedented staff changes have uprooted our industry, now is the time to focus on building new and strengthening existing relationships.

<i>Cost of Program:</i>	<i>\$2,918.00</i>
<i>Market NY Grant - ESD Contribution:</i>	<i>\$1,978.00</i>
<i>Cost to You:</i>	<i>\$940.00</i>

How Does a Virtual Business Development Co-Op Work?

- You will be part of a group of **New York suppliers** presenting to **12 travel trade buyers**.
- You will attend **4 days** of meetings, with **3 appointments per day**.
- During each appointment you will hear from the travel trade buyer and then present your business to personnel who **facilitate bookings and product set-up**.
- You will have the opportunity to make **personal connections with travel trade buyers** across the country without leaving New York State!

Why Should I Join?

- The international market is rebounding and looking for unique product. Take this opportunity to re-establish your connections now so your destination and/or tourism business is strategically positioned in this resurgence.
- Significant financial assistance through NYSTIA's Market New York Grant making this opportunity accessible to all business sizes
- Alon Tourism Solutions is a trusted source for developing New York product with inbound travel buyers. Alon will facilitate meetings with pre-vetted and qualified buyers, including decision makers and department heads, looking to sell New York State.
- You will receive a personal evaluation, including suggestions and feedback for your travel trade one pager resource, a pre-briefing and business profiles of each buyer company
- Alon will set up, facilitate and moderate each buyer appointment
- Alon will organize and distribute your sales material in advance to all buyer offices
- Alon will send an initial follow-up email on your behalf and assist with follow-up strategies for your company.

Is There a Requirement to Join?

- As part of the Market New York Grant program, the requirement to participate in this opportunity is that you must have attended at least one Statewide and/or Destination Specific activation sessions **or** have been approved as a New York State participant via Alon Tourism Solutions.

Only 12 suppliers will be eligible for this program. Now is the time to jump on the opportunity to gain real ROI and connect with engaged buyers! Sign up for your place in the Virtual Business Development Co-Op today!

Please reach out with any questions:

Alon Tourism Solutions, Bronwyn Ziegler; bziegler@alontourism.com/631-756-1102



This project is supported by a grant awarded to NYSTIA by New York State's Empire State Development and the I LOVE NY Division of Tourism under Governor Kathy Hochul's Regional Economic Development Council Initiative.

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Alon Tourism Solutions has organized co-op sales missions and business development co-ops for NYS tourism suppliers for 20+ years. With Alon's assist you will be supported with the essential business mechanics and key jargon to work with the country's top international inbound travel trade! We are excited to offer this unique and cost-effective opportunity to connect you with qualified and vetted buyers to obtain ROI for NYS tourism destinations and businesses.

Complete and return this registration form to biegler@alontourism.com to request your participation. Registration is not approved until payment is received via NYSTIA registration link.

Company Name: Click or tap here to enter text.
Company Address: Click or tap here to enter text.
Main Contact Name: Click or tap here to enter text.
Main Contact Title: Click or tap here to enter text.
Office Phone: Click or tap here to enter text.
Email Address: Click or tap here to enter text.

I would like to receive information from Alon Tourism Solutions about tourism marketing programs and updates.

Payment by you:

\$940.00

Payment/Cancellation Policy:

- Full payment is due upon registration.
- Payments are non-refundable*

**Eligibility for a refund will only be permitted in the case of cancellation due to Force Majeure.

Force Majeure: The parties' performance of this agreement is subject to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the control of the parties ("Force Majeure Event") where such Force Majeure Event makes it illegal or impossible for the parties to perform their obligations under this agreement. Neither party will be liable to the other for any loss, damage or default occasioned by strike, civil disorder, governmental decree, or regulation, acts of God or any other force majeure (collectively, a "Force Majeure Event"). We agree that upon conclusion of a Force Majeure Event, each of us will use commercially reasonable means to recommence full performance of our obligations under this Agreement.

Signature:

Date:

**Meeting dates may be subject to change*

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