# 2011/12 PORT STEPHENS TOURISM MARKETING PROSPECTUS
# EXPRESSIONS OF INTEREST

Please read Marketing Prospectus 2011-2012 and use this form to select activities that are of interest to you. This form is NOT a commitment but will help us plan activities for the coming year. We will contact all respondents with more details and you will then have the opportunity to confirm participation.

Name: _____ Business: _____

**FAMILIARISATION PROGRAM:**

I am interested in:

- ☐ Domestic media
- ☐ Domestic travel industry
- ☐ International media
- ☐ International travel industry

**PUBLIC RELATIONS:**

- ☐ I can supply stories and images for the PR consultant to write up and distribute at no charge to me.

**PORT STEPHENS MAP:**

Members advising of their interest to advertise will be given first choice of available spots.

- ☐ Please contact me about advertising on the Port Stephens map

**DOMESTIC CONSUMER SHOWS**

- ☐ Please contact me about participating in Port Stephens displays at shows
- ☐ I am interested in applying for Reverse Participation funding

**TRADE SHOWS – AIME:**

I am interested in

- ☐ Level 1 partner ($1500 +gst)
- ☐ Level 2 partner ($750 +gst)
- ☐ Listing partner ($225 +gst)

**PORT STEPHENS VISITORS GUIDE**

- ☐ Same ad as lat year
- ☐ Half page
- ☐ Quarter page
- ☐ Twelfth page
- ☐ Full page
- ☐ Third page
- ☐ Sixth page

**INTERNATIONAL OPPORTUNITIES**

- ☐ I believe that my business / product is suitable for the international market
- ☐ I am interested in participating in the International Travel Planner
- ☐ Level 1 ($2900 +gst)
- ☐ Level 2 ($1540 +gst)
- ☐ Level 3 ($1065 +gst)

**DIGITAL**

Please contact me about

- ☐ Web Hot Deals on www.portstephens.org.au
- ☐ Website banners on www.portstephens.org.au
- ☐ eHoliday Club Newsletter Preferred month/s
- ☐ Smartphone Application

**PS I LOVE YOU CAMPAIGN:**

I am particularly interested in the following funded opportunities

- ☐ Newspaper
- ☐ TV
- ☐ Social Media
- ☐ Bus / truck advertising
- ☐ Merchandise
- ☐ Magazine
- ☐ Radio
- ☐ Billboard
- ☐ Outdoor (bus shelters / billboards)
- ☐ Other: Please share your ideas

**Comments, suggestions, feedback**: _____

Return completed forms to the Visitors Centre

**email** tars@portstephens.org.au : **fax** to 49841855 : **mail** PO Box 435. Nelson Bay. 2315