



**PATA Travel Mart 2010**

**Return Form to:**  
**Pacific Asia Travel Association (PATA)**  
Unit B1, 28th Fl., Siam Tower, Bangkok 10330, Thailand  
Tel: (66-2) 658 2000 Fax: (66-2) 658 2010  
Attn: Mrs. Parita Niemwongse  
Email : [Parita@PATA.org](mailto:Parita@PATA.org)

**FORM**

**2**

**DEADLINE : AS SOON AS POSSIBLE**

## **MEDIA INFORMATION**

*This form must be completed by sellers who are interested to provide press releases*

*PLEASE TYPE / WRITE IN BLOCK LETTERS*

**Company Name :** \_\_\_\_\_ **Booth No:** \_\_\_\_\_  
**Address :** \_\_\_\_\_  
**Tel:** \_\_\_\_\_ **Fax :** \_\_\_\_\_ **Email :** \_\_\_\_\_  
**Authorised by (Signature) :** \_\_\_\_\_ **Date :** \_\_\_\_\_

### **USE PATA TRAVEL MART AS A MEDIA PLATFORM**

#### **Let the media know about you and your company's products/services**

PATA has several exciting ways for you to showcase your products and services in the run-up to PATA Travel Mart 2010:

- 1) Monthly PTM e-news distributed by PATA to buyers and sellers. Send us your news by **August 01** and we'll run it
- 2) PATA Travel Mart Media Centre - an area for press releases and collaterals in soft and hard copy
- 3) TTG Asia, publisher of the Mart's official daily newspaper, is offering 20 per-cent off published advertising rates to PATA members

To maximise the 'bang for your buck' as a PATA Travel Mart exhibitor, send your latest product news releases and electronic photographs (300 dpi) to [communications@PATA.org](mailto:communications@PATA.org) PATA's Corporate Communications team will then distribute your product news using the above channels.

#### **Press Briefings for NTOs, Premier Partners and Carrier members**

PATA has a number of 45-minute press briefing slots available during PATA Travel Mart. These will be offered to NTOs, PATA Premier Partners and Carrier members on a first-come, first-served basis. Press briefings are free. Members should note that they are solely responsible for issuing media invitations to their respective events at PTM. The PATA Corporate Communications is unable to guarantee media acceptance or attendance to any member press briefings or events.

For information about opportunities for press briefings at PATA Travel Mart please e-mail to : [communications@PATA.org](mailto:communications@PATA.org)