



INVITATION

FDM travel USA Event 2014

It is with great pleasure that FDM travel invites you to take part in "FDM travel USA Event 2014" at our head office, conveniently located in Kgs. Lyngby, just 15 minutes drive from central Copenhagen. With a location close to the Danish capital we expect an event with more than 1,500 visitors. Thus, this is a unique opportunity for you to meet the Danish customers with a dedicated interest in travelling in the US and joining up with the leading Danish travel agency for outbound travel to USA.

FDM travel Background

As a market leader on the Danish market - and owned by the Federation of Danish Motorists - a sister organization to AAA - FDM travel annually sends more than 30,000 Danish travellers to the US, and this event is solely with the customer in focus and thus a great opportunity for the Danes to learn much more about your part of the US.

Marketing

We will, of course, market this event widely through advertisement in newspapers, our own weekly newsletter, FDM travel Club, with 360,000 recipients, through FDM's monthly magazine "Motor", distributed to 240,000 households in Denmark, and naturally on our website www.fdm-travel.dk

Practical Information

There will be display booths for all our exhibitors, and visitors will be able to pre-book an appointment with our professional sales staff. Furthermore, we will have a number of presentations, entertainment and special offers during the day.



Date and time: Sunday 2 March 2014*, 11 am - 16 pm

Location: FDM travel, Firskovvej 32, DK-2800 Kgs. Lyngby

Fee: Display booth USD 1,000 - including coffee and lunch

* Conveniently located the day after Swanson's America Travel Day in Osby, Sweden and a day before Discover America Denmark's Trade show in Copenhagen and then ITB in Berlin, Germany.

Please reply by 31 July 2013 to Mrs Anita Hvid Christoffersen, ahc@fdm-travel.dk

We hope that you find our event interesting and join our other exhibitors participating in making our event the greatest US event in the Nordic countries and, hopefully, just the first of many exciting FDM travel US events to come.

We are convinced, that we, with your help and participation, will make this event a great success.

Best regards
FDM travel

Jesper Ewald
Head of Product and Purchasing Department