

AMERICAN FESTIVAL IN AARHUS

Midnight shopping, traveling, and culture.

June 3. – 4. 2013

The festival of midnight shopping, traveling, and culture in Aarhus is an annual tradition for citizens of Aarhus as well as for a large part of the citizens of Jutland. Every year, more than 150,000 people come to visit Aarhus City during the 2-day event. They come to experience the magnificent atmosphere and the cultural theme, as well as shopping and travel inspiration.

We are pleased to invite all members of **The Discover America Association** to take part in our festival and help us to promote the great land of America.

One of the most centrally located squares will be changed to an **U.S. workshop** where you will have the opportunity to meet a lot of travel interested people from Aarhus and the rest of Jutland. The fee for participating in this workshop will be 1400 USD. The price includes a booth (3 x 3 meter), table and 2 chairs, light, internet access etc. You also will be a part of huge marketing activities in print and digital Medias. A special 100 pages Fair Magazine will be published in connection with the event.

Please come and enjoy the magnificent U. S. atmosphere. Shops, restaurants, streets, and city squares are involved in the festival by offering entertainment, dance, music, cultural features, and travel exhibitions. We wish to engage and embrace all senses and make the diversity and authenticity of USA to be felt the real American way. The streets and squares will have themes like “New York”, “Las Vegas”, “Chinatown”, “California”, “New Orleans”, “Wall Street” and “Hollywood”.

The organizer of the event is The Aarhus City Association.

In addition, several sponsors and partners will contribute, and there will be establish a partnership with the American Embassy, American Friendship Societies, and other American organizations. The event is supported by the municipality of Aarhus and the Lord Mayor Mr. Jacob Bundsgaard.

You can register by e-mail to: kn@aarhus-city.dk. If you have any questions do not hesitate to contact us.

We are looking forward to welcome you in USAarhus on the 03rd – 04th of June 2013.

Kind regards

Claus Bech
Managing Director