

CJF MARKETING INTERNATIONAL

INTRODUCTION TO REPRESENTATION SERVICES:

Shopping and dining continue to be the most popular activities for both domestic and international travelers. CJF Marketing International (CJFMI) is positioned to help your organization capitalize on this to increase your ROI to your shopping center and/or retail district. CJFMI brings over 20 years of retail shopping tourism experience as well as travel and tourism trade show representation. Founder and President, Carolyn J. Feimster, CRX, CMD has attended over 18 different travel trade shows multiple times throughout the world, in addition to numerous sales missions.

What makes our representation different? First of all, the necessary “homework” is done before each show. The first step is research; we must identify your target markets to recommend the most appropriate shows. We actively identify the most important tour operators and work to arrange meetings with them. After any show, follow-up is critical. We pride ourselves on our extensive tour operator databases that are kept current and used frequently for follow-up to trade show appointments and meetings.

Become a part of our growing client base that has benefited in saving time and resources by partnering on these many trade shows.

CJFMI TRADE SHOWS/SALES MISSIONS INCLUDE:

- Researching target markets
- Handling logistics such as registration, memberships when appropriate, checklists, etc.
- Working with your DMO
- Scheduling and handling the appointments
- Pre and post e-blasts
- Coordinating collateral such as sales sheets, vouchers, sales kits, flash drives, etc.
- Development of the binder with lead sheets, profiles and notes from previous meetings and other details
- Overseeing booth set up where appropriate
- Images on the tablet for presentations
- Database management
- All necessary individual follow-up to the tour operators
- Recap Report
- Fees fluctuate based on scope of work
- To leverage your budget and resources, participation is available in our popular brand SHOP*DINE*PLAY*USA

CURRENT CLIENT LIST:

- Fifth + Broadway Nashville
- Old Town Kissimmee/Orlando
- Faneuil Hall Marketplace/Quincy Market in Boston
- The Outlets at Tejon in Southern California

For a complete list of clients please visit our website.



WTM – Latin America in Sao Paulo, Brazil with multiple clients.



Partnering with a tour operator for ITB in Berlin's consumer days.