

**POST: NEW YORK**

ACTIVITY/EVENT	CUSTOMER SEGMENTS	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Saratoga Springs Hunting/Fishing Show	Boomers, Middle Aged	Consumer/Hunt & Fish	Jan 8-10/93	Saratoga Springs	Outdoor Sportsmen's Shows 717-676-9900
Gardent State Outdoor Sportsmen's Show	Boomers, Middle Aged	Consumer/Hunt & Fish	Jan 14-17/93	Edison	Outdoor Sportsmen's Shows 717-676-9900
Vacation EXPO '93	Boomers	Consumer	Feb 6-7/93	Secaucus	P & P EXPO Co. 516-868-4178
Greater NY Fishing and Hunting EXPO	Boomers, Middle Aged	Consumer/Hunt & Fish	Feb 11-14/93	Kingston	Outdoor Sportsmen's Shows 717-676-9900
*We Love NY Day	Association	Meetings/Convs.	Feb 18/93	New York City	P. Boyer 212-596-1600
Fishing EXPO	Boomers, Middle-Aged	Consumer/Hunt & Fish	Feb 19-21/93	Saratoga Springs	Outdoor Sportsmen's Show 717-676-9900
Nat'l Assn. of Senior Travel Planners	Seniors	Senior Travel Planners	Feb 25/93 Mar 4/93 Mar 5/93 Mar 17/93 Apr 14/93	Hanover Melville White Plains Cherry Hill Hartford	R. Gasparello 617-740-1185
The New York Times Trade Show	Boomers, Middle-Aged Seniors	Travel Agents	Mar 1/93	New York City	D. Holland 612-938-8526
Eastern Fishing & Outdoor EXPO	Boomers, Middle Aged	Consumer/Fish	Mar 3-7/93	Suffern	Paul Fuller 603-431-4315
National Trade Shows, Inc.	Boomers, Middle-Aged Seniors	Travel Trade	Mar 4/93	Cherry Hill	NTS, Inc. 800-526-0041
Henry Davis 1993 Int'l Travel EXPO	Boomers, Middle-Aged Seniors	Travel Trade	Mar 9/93 Mar 10/93 Mar 11/93 Mar 18/93 Mar 24/93 Mar 25/93 Apr 1/93 Apr 25/93 Oct 13/93 Oct 14/93 Oct 19/93 Oct 25/93 Oct 26/93 Oct 27/93 Oct 28/93 Nov 4/93	Northern NJ (3 locations) Northern NJ Southern NJ Greater Hartford Stamford New York City Albany Northern NJ (two Locations) Westchester County Long Island Long Island Greater Hartford New York City Albany	H. Davis Corp. 800-237-7452