

POST: MINNEAPOLIS

| ACTIVITY/EVENT | CUSTOMER SEGMENT | TARGET AUDIENCE | DATE(S) | LOCATION(S) | CONTACT |
|---|-------------------------------|---------------------------|--------------------------------------|--|---|
| Minnesota Sportsmen's Boat, Camping & Travel Show | All Segments | Consumer | Jan/94 | St. Paul | 612-755-8111 |
| All Canada Shows | All Segments | Consumer | Feb/94 Feb/94 Feb/94 | Omaha Des Moines Minneapolis | Dave Hutchison 800-325-6290 |
| Greater Northwest Vacation, Camping & RV Show | All Segments | Consumer | Feb/94 | Minneapolis | 612-827-5833 |
| Omaha Boat, Sports & Travel Show | All Segments | Consumer | Feb/94 | Omaha | 402-444-4750 |
| Red River Valley Boat, Camping & Vacation Show | All Segments | Consumer | Mar/94 | Fargo | 701-241-1480 |
| Eastern Iowa Sports, Boat, Travel Uni-Dome | All Segments | Consumer | Mar/94 | Cedar Falls | 319-232-0218 |
| *Discover Canada (Consulate sponsored) | Boomers, Middle Aged | Travel Trade | Mar/94 Mar/94 Mar/94 Mar/94 | Omaha Des Moines Cedar Rapids Minneapolis | Ernie Konstas 612-333-4641 |
| Iowa Sports, Boat, Camping & Vacation Show | All Segments | Consumer | Mar/94 | Des Moines | 515-242-2946 |
| Northwest Boat, Sports & Travel Show | All Segments | Consumer | Mar 26 - Apr 4 1994 | Minneapolis | 612-827-5833 |
| Star/Tribune Shows | All Segments | Distributors | Apr 7/93 Oct 5/93 | Minneapolis Minneapolis | Vic Zukanoff 800-827-8742 or 612-673-4828 |
| *Showcase Canada | Corp./Assn./Incentive | Business Travel | Apr 27/93 | Minneapolis | Ernie Konstas 612-333-4641 |
| AD*venture 1993 | All Leisure Segments | Consumers | Apr - May/93 | Minneapolis | S. Dowling 612-333-4641 |
| *Spotlight Canada I | Middle Aged, Seniors | Travel Trade | Sept/93 | 3 Shows in Territory | Ernie Konstas 612-333-4641 |
| Don Holland Trade Shows | Boomers, Middle Aged Affluent | Travel Trade | Sep 27/93 Sep 28/93 | Des Moines Omaha | D.Holland Trade Shows 612-938-7239 |
| Glamer Shows | Seniors | Leisure Group Influencers | Aug 18/93 Oct 8//93 | Minneapolis Omaha | 800-628-0993 |

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.