

POST: DETROIT cont.

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
*Spotlight Canada I	Boomers, Middle Aged	Travel Trade	Apr 1/93	Cleveland	M. Rice 313-567-2340
*AAA Education Tour	All Segments	Travel Trade	May 3-7/93	Ont/Que	M. Rice 313-567-2340
Senior Tvl Days	Seniors	Group Leaders	May 20/93	Cleveland	R.Gasparello 617-740-1185
Kroger Senior EXPO	Seniors	Consumer	June 18/93 July 17/93	Toledo Columbus	Zimmerman Publishing 614-294-8878
*Spotlight Canada II	Boomers, Middle Aged	Travel Trade	Oct 21/93	Cleveland	M. Rice 313-567-2340
Cleveland Ski Fair	Boomers, Middle Aged	Consumer	Nov 12-14/93	Cleveland	T.Messersmith 216-678-4489
Golf Show	Middle Aged	Consumer	Nov 19-21/93	Cleveland	Joe Stegh 216-963-6963

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.