

POST: DETROIT

ACTIVITY/EVENT	CUSTOMER SEGMENT	TARGET AUDIENCE	DATE(S)	LOCATION(S)	CONTACT
Detroit News Travel Show	Boomers, Middle Aged	Travel Trade	Oct 2/93	Dearborn	J. West 313-222-2326
Glamer Shows	Seniors	Group Influencers	Apr 7/93 May 5/93 May 7/93	Indianapolis Lansing Southfield	J. Stoffer 216-337-1027
Don Holland	Boomers, Middle Aged	Travel Trade	Oct 11/93 Oct 27/93	Grand. Rapids Indianapolis	612-938-8526
Ski Shows	Boomers, Middle Aged	Ski Influencers	May 2/93	Troy	Joe Palazzolo 313-322-0424
Bavarian Ski Show	Boomers, Middle Aged	Ski Influencers	Oct/93	Pontiac	M. Watts 313-459-1771
Southeastern Mich. Golf/Sport Show	Boomers, Middle Aged	Golf/Sport Influencers	Nov/93	Novi	313-348-6942
Metro Detroit Golf Show	Boomers, Middle Aged	Golf/Resort Influencers	Feb 6-8/94	Southfield	313-582-8860
Central Mich. RV Show	Seniors	RV/Outdoors	TBA	TBA	517-458-2309
Ambassadair Travel Show	Middle Aged, Seniors	Travel Trade Consumers	Aug/93	Indianapolis	J. van Kirk 317-546-5141
Indy Outdoor	Middle Aged	Consumers	Aug/93	Indianapolis	317-546-4344
*Showcase Canada	Corp./Assn.	Meeting Planners	Oct 19/93	Indianapolis	313-567-2340
*Ski Canada	Boomers, Middle Aged	Ski Influencers	Jun/93	Flint Dearborn	313-567-2340
*Adventure Canada	Boomers, Middle Aged	Group Influencers	Feb/94	Southfield	313-567-2340
*Canada Salutes U.S. Seniors	Middle Aged, Seniors	Group Influencers	Feb/94	Southfield	313-567-2340
*Showcase Canada	Corp./Assn.	Meeting Planners	Mar 8/94	Dearborn	313-567-2340
*Spotlight Canada	Boomers, Middle Aged	Travel Trade	Mar 15-16/94	Southfield Lansing	313-567-2340

* INDICATES ACTIVITIES/EVENTS ARRANGED/COORDINATED BY POST.