

## **A WHOLE NEW BALL GAME FOR LABTA**

February 21, 2002

### **P R E S S R E L E A S E**

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### **FOR IMMEDIATE RELEASE**

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## **THE LOS ANGELES BUSINESS TRAVEL ASSOCIATION PROUDLY PRESENTS**

### **"A WHOLE NEW BALL GAME FOR LABTA"**

LABTA will host its annual Trade Show on Wednesday, May 8, 2002 at the world renowned Hollywood Palladium, 6215 Sunset Boulevard in Hollywood beginning at 5:30p.m. The theme of this year's show is "A Whole New Ball Game."

Since the September 11th tragedy, travel has been forever impacted by new security measures and government standards. It's a whole new way of traveling and doing business for travel buyers and suppliers. Join your colleagues and customers at LABTA's premier annual event. Direct members flying in to attend the trade show will be provided complimentary airport transfers compliments of Music Express.

Over 100 business travel suppliers will be featured at the trade show, including hoteliers, airlines, car rentals, limo services, travel management companies, parking services, on-line booking products, and others. Both buyers and exhibitors will be eligible to win prizes such as airline tickets, hotel stays, limo services, etc. Exhibitors can compete for a "Best Booth" award, provided by The Westin Bonaventure Hotel & Suites, which will feature a complimentary hotel night with dinner at its L.A. Prime Restaurant.

For exhibitors, this is an excellent opportunity to reach the travel buyers from major firms throughout Southern California representing over \$1 billion in T&E expenditure. The registration fee for exhibitor members is \$595, \$640 for NBTA members, and \$745 for non-LABTA/NBTA members. Register by March 6th and receive an Early Bird special rate of \$495. The deadline for exhibitors to register is April 26th. Exhibitor locations will be assigned on a first come, first served basis.

Space is limited. Call LABTA now to receive a registration form and reserve your space at 818-848-5578. For further information and for attendees to RSVP online, visit [www.labta.org](http://www.labta.org). This year's event promises to be a home run!

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