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FOR IMMEDIATE RELEASE:

THE LOS ANGELES BUSINESS TRAVEL ASSOCIATION TO HOST 2006 ANNUAL TRAVEL TRADE SHOW

Find out how the travel industry is gearing up to change expectations and create extraordinary experiences by raising the bar in customer satisfaction and service.

Los Angeles, CA, March 1, 2006: The Los Angeles Business Travel Association (LABTA) will host its annual Travel Trade Show on Wednesday, May 10th at the Hilton Los Angeles/Universal City commencing at 5:30 p.m. The theme for this year's show is "*Changing Expectations. Extraordinary Experiences*" and will emphasize the current focus on the guest experience as it relates to service. Companies are taking service to the next level. Come find out what that means to the corporate traveler.

Over 100 business travel suppliers will be featured at this premier travel event, including hoteliers, airlines, car rental companies, limo services, travel management companies, parking services, on-line booking products and others. Both buyers and exhibitors will be eligible to win travel-related prizes.

This is an excellent opportunity for exhibitors to reach the travel buyers from major firms throughout Southern California. Space is limited. Call LABTA now to receive a registration form and reserve your space. For further information or to RSVP online, please visit www.labta.org.

Los Angeles Business Travel Association (LABTA) is the authoritative voice of business travel management in Los Angeles. Founded in 1970, this non-profit organization is the largest chapter of The National Business Travel Association (NBTA) in the United States with over 280 members. Membership is comprised of corporate travel executives and associates from airlines, hotels, ground transportation providers and other segments of the corporate travel industry.

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