



Powered by U.S. Travel Association

Phoenix

AUGUST 11-14, 2018

### Agency Representative Application

*(To be completed by sponsoring destination. Please print clearly.)*

- 1) Sponsoring state tourism office or CVB/DMO:

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- 2) Name and title of state tourism office or CVB/DMO primary contact:

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- 3) Name of applying agency:

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- 4) Scope of service agency provides for your state tourism office or CVB/DMO:

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- 5) Other state tourism office or CVB/DMO clients under contract with agency:

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**Note:** Approved account representatives will have the sponsoring state tourism office or CVB/DMO name on their name badge.

- 6) Title and job duties of proposed agency representative(s):

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- 7) Submit copy of business card for each proposed agency representative on a separate page.

- 8) Submit completed form with a scanned copy for each proposed agency representative to Nan Marchand Beauvois, General Manager of ESTO & Senior Vice President of National Councils ([nbeauvois@ustravel.org](mailto:nbeauvois@ustravel.org)) by **Friday, July 27 (2 weeks prior to the conference)**. Please copy the proposed agency/firm representative on the email.

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Signature of Sponsoring State Tourism Office or  
CVB/DMO Primary Contact and Date

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Signature of Proposed Agency  
Representative(s) and Date

Applications will be reviewed by the U.S. Travel Association. U.S. Travel reserves the right to refuse attendance to any ESTO applicant.

Once approved, the individual listed as the primary contact and the agency representative will be notified of approval. At this time, you will be given further instructions on how to register the agency representative(s).

### **Agency of Record Representatives Eligibility Guidelines Overview**

To ensure the program is not misused, U.S. Travel has instituted an application process. The agency applicant must have a sponsor state tourism office or CVB/DMO and both parties must adhere to the following criteria:

- The state tourism office or CVB/DMO initiates the application process, receives signature from the agency signifying that both parties consent to the ESTO Attendance Policy, and submits the application to U.S. Travel for review (application is not a guarantee of attendance).
- The account representative clearly understands the attendance policy and agrees not to solicit business from other states or CVBs/DMOs nor entertain ESTO delegates during the event.
- A state or CVB/DMO may invite no more than **five** representatives to ESTO, the representatives may work for different agencies. Exceptions may be made on a case-by-case basis.
- A staff member from the state tourism office or CVB/DMO must attend ESTO in order for the agency representative to attend.
- Agencies attending ESTO may represent no more than **two** state tourism offices and/or CVB/DMO clients at the conference.
- Approved account representatives will have the sponsoring state tourism office or CVB/DMO name on their name badge.
- No on-site or late registrations are permitted. To qualify, you must be registered by **Wednesday, August 8**.

For full information on Eligibility Guidelines for Agency Representatives attending ESTO, please visit: [https://esto.ustravel.org/sites/default/files/12.11.2018\\_Agency\\_Rep\\_Eligibility\\_Guidelines.pdf](https://esto.ustravel.org/sites/default/files/12.11.2018_Agency_Rep_Eligibility_Guidelines.pdf)