



# MEET THE BEST OF AFRICA IN SEATTLE AT THE

## Washington State Convention Center

From September 13 to 14, 2008, this impressive complex in the heart of downtown Seattle will be the site of Adventures in Travel Expo. That's where we will launch Africa Travel Magazine's "Best of Africa" world edition. Supported by the Seattle Times, the Adventures in Travel Expo targets one of America's largest, most affluent markets, which is famous as the home of industry giants Boeing Aircraft Company and Microsoft. The Seattle - Tacoma area is America's gateway to Asia Pacific markets, Alaska and Western Canada. We expect more and more North American travelers to consider the Pacific route to Africa, with connections in China and Japan when planning future trips.

## Trade and Consumer

Adventures in Travel Expo's first morning is usually dedicated to travel industry professionals and trade contacts, while the core of the event will be open to the general public. This gives consumers from the area an opportunity to experience, book and to explore what is hot, what is interesting and what is unique in active, adventure and experiential travel. "Seattle represents a market that research shows will be very receptive to our show - an exciting arena filled with a wealth of interactive exhibits from around the globe. We look forward to experiencing the same success as we have in other markets,"



said John Golicz, CEO Unicomm LLC. **Powerful media support**

Part of this success can be attributed to the quality of media partners that the company has assembled over the years, such as the Los Angeles Times, New York Post, Chicago Tribune, and National Geographic. Unicomm is an independent business-to-business communications company specializing in originating and managing world-class trade shows and conferences. Located in Milford, Connecticut, Unicomm is led by a seasoned management team possessing over 50 years of events industry experience and an impressive track record of dozens of successful show launches and hundreds

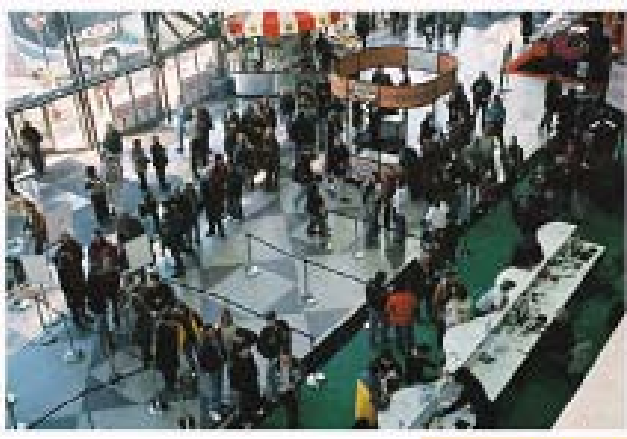
**COME TO ADVENTURES IN TRAVEL EXPO 2009 EVENTS ACROSS USA: NEW YORK CITY**



# ADVENTURES IN TRAVEL EXPO, SEPT. 13-14

of event productions.  
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**Photos from Africa:** (1) Elephant from  
Adventures in Travel  
website. (2) Scuba diver  
meets a Whale Shark near  
Djibouti. (3) Fantasia  
in Northern Cameroon.  
(4-5) Scenes from Tanza-  
nia's Swahili Coast. (6) Herd of zebras  
at the Ngorongoro Crater near Arusha,  
Tanzania. (7) Drill Ranch at Calabar,  
Nigeria. (8) Lions at Queen Elizabeth  
Park, Uganda. (9) Maasai ladies wel-  
come visiting delegates to their village  
on the Massai Mara, Kenya. (10) Stone  
Town, Zanzibar. (11) Snows of Mount



Kilimanjaro. (12) Elephant at Ngorongoro  
Crater. (13) Octopus drying in  
the sun, Zanzibar. (14) Crater lake at  
Ngorongoro. (15) View the spectacular  
annual migration of wildlife herds from  
the comfort of a balloon when you visit  
the Serengeti. (16) Zebras running,  
Northern Tanzania.

## SEATTLE TO HOST LUCY'S LEGACY -- THE HIDDEN TREASURES OF ETHIOPIA, STARTING OCT. 4, 2008

During Houston's "Out of Africa"  
Celebration we visited the Museum of  
Science which featured a young Ethio-  
pian woman whose 3.2 million-year  
old fossilized remains make her one of  
our oldest relatives. "Lucy's Legacy  
- The Hidden Treasures of Ethiopia"  
runs through to March 8, 2009 at  
Seattle's Pacific Science Center. For  
more details contact us at Africa Travel  
Magazine's exhibit at the Adventures in  
Travel Expo in Seattle, Washington, or  
visit [www.africa-ata.org](http://www.africa-ata.org)

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