

## Brand USA Seeks Representation Firm in France

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Brand USA, the public-private partnership responsible for promoting the United States as a premier travel destination, is actively recruiting a destination representation firm in France to serve as an agent to promote the United States within the French market.

The awarded firm will work with Brand USA staff, agencies and event management teams on the development and implementation of cooperative marketing programs and promotions to increase the profile of the Brand USA and maximize conversion opportunities for its products.

To download the full Scope of Work and Request for Information, [click here](#). All questions, requests for additional information and responses should be sent via e-mail to [RepFirms@TheBrandUSA.com](mailto:RepFirms@TheBrandUSA.com), no later than Friday, July 19, 2013, 17:00 EST.

For industry or partner information about Brand USA, visit [www.TheBrandUSA.com](http://www.TheBrandUSA.com). For information about travel to and around the United States, please visit Brand USA's consumer website at [www.DiscoverAmerica.com](http://www.DiscoverAmerica.com).

#### About Brand USA

Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination and communicating U.S. entry/exit policies and procedures. Established by the Travel Promotion Act in 2010, the organization's mission is to increase international visitation to the United States while working in partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures.

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