

U.S. Department of Justice  
Washington, DC 20530

**Exhibit B to Registration Statement  
Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

**INSTRUCTIONS.** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public online at: <https://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Geoffrey weill	2. Registration Number 7173
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3. Name of Foreign Principal  
GOTURKIYE - TURKISH MINISTRY OF CULTURE & TOURISM

Check Appropriate Box:

- 4.  The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5.  There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6.  The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, and the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 01/01/2026

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Geoffrey weill Associates will promote Turkiye's tourism destinations and help the country to achieve its's tourism goals, leverage its tourism potential to benefit the economy.

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

provide media coverage for Turkiye, create digital, visual and or written materials reflecting idea and strategy.

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10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act.<sup>1</sup>

Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

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11. Prior to the date of registration<sup>2</sup> for this foreign principal has the registrant engaged in any registrable activities, including political activities, for this foreign principal?

Yes  No  N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
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12. During the period beginning 60 days prior to the obligation to register<sup>3</sup> to the date of registration for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes No 

N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
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13. During the period beginning 60 days prior to the obligation to register<sup>4</sup> to the date of registration for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes No 

N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value
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1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

**EXECUTION**

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
01/20/2026	Geoffrey weill	<input data-bbox="889 457 959 491" type="text" value="Sign"/> /s/Geoffrey weill
01/20/2026	Mark Liebermann	<input data-bbox="889 548 959 581" type="text" value="Sign"/> /s/Mark Liebermann
01/20/2026	Ann Rebecca Laschever	<input data-bbox="889 638 959 672" type="text" value="Sign"/> /s/Ann Rebecca Laschever
		<input data-bbox="889 751 959 764" type="text" value="Sign"/>



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**DEPARTMENT OF TOURISM**

**Ministry of Industry, Commerce and Employment**  
Tarayana Center, P.O.Box 126, GPO Thimphu, Bhutan  
T +975 2 323252 | email: [hosts@tourism.gov.bt](mailto:hosts@tourism.gov.bt)

## PR PROJECT CONTRACT AGREEMENT

1. **Date of Contract:** 1 January 2026

2. **Contract Parties**

**Agent:** Geoffrey Weill Associates, Inc.  
29 Broadway  
New York NY 10006, USA

**Client:** Department of Tourism, Ministry of Industry, Commerce and Employment,  
Royal Government of Bhutan  
Tarayana Centre, PO Box 126  
GPO Thimphu, Bhutan

**Market:** North America (United States and Canada)

3. **Term:** This Agreement shall be valid for a period of six (6) months, commencing on 1 January 2026 and ending on 30 June 2026.
4. **Notice Period:** Either party may terminate this Agreement by providing ninety (90) days' written notice to the other party.
5. **Fees:** 8,000 USD per month exclusive of any applicable taxes and other approved expenses. Fees and expenses will be invoiced at the end of each month.

Any external goods and services purchased on DOT's behalf must be at no cost with no mark-ups.

6. **Scope of Work**

The PR and communications agency will deliver a focused six-month campaign to strengthen the Department of Tourism's visibility, media presence, and market engagement across the North American markets. The agency will undertake the following activities:

- Prepare and distribute press releases with strong story angles for leading North American media.
- Organize webinars for travel agents and journalists, with presentations delivered by the Department of Tourism.
- Coordinate group press trips, including media selection, vetting, and logistical support.
- Maintain regular engagement with key U.S. and Canadian media to secure interviews and editorial coverage.

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[YouTube.com/tourismbhutan](https://youtube.com/tourismbhutan)



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- Provide ongoing updates on travel trends, consumer sentiment, and market developments.
- Identify and recommend potential brand partnerships and collaboration opportunities.
- Recommend suitable marketing or event partners to support promotional objectives.
- Monitor media coverage and provide regular reporting with evaluation of PR outcomes.
- Manage submissions for major travel and hospitality awards and top lists.
- Provide strategic PR planning, storytelling, digital support, influencer coordination where relevant, and crisis communication advisory support.

**7. KPIs**

The campaign shall be measured against the following key performance indicators:

- Target 2% increase in visitor arrivals from North America, measured quarterly against 2025 arrival figures.
- Deliver up to six (6) press releases with confirmed distribution to top U.S. and Canadian media.
- Conduct at least one (1) webinar per month (trade or media) with documented participation.
- Successfully conduct one (1) group press trip (5–6 journalists inclusive of WEILL representatives) plus at least two individual press or influencer trips over the 6-month period, resulting in confirmed published coverage.
- Maintain ongoing engagement with priority U.S. and Canadian media, achieving regular interviews and features.
- Provide monthly North America market intelligence reports, including trends, sentiment, and competitor insights.
- Identify and recommend at least two (2) strategic brand or marketing partnerships during the contract period.
- Deliver monthly media monitoring reports, including clip reports, reach, and media value evaluation.
- Secure at least one (1) major travel award or top-list inclusion from the market.
- Provide strategic PR advisory support, including messaging, planning, and crisis guidance as required.

**8. Payment:**

All expenses will be paid at the end of each month after the Department of Tourism receives the invoices and approves the monthly report along with the required supporting documents.



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**DEPARTMENT OF TOURISM**

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**Third-Party Costs:** Third Party Costs incurred on behalf of DoT shall be approved in writing by

DoT in advance. For the purpose of this clause, Third Party Costs may include, but not limited to venue rentals; outside staff hire (e.g. MCs, celebrities, models, dancers, photographers, videographers, translators, guides, hostesses, drivers, etc.); hardware production costs; audio-visual equipment rental; entertainment, travel and accommodation for the Agency's staff; outside supplier costs; any and all services purchased from outside of the Agency; and any and all other components of the public relations program not included in the Services.

Signed by: Geoffrey Weill  
President

Signed by: Damcho Rinzin  
Director

For and on behalf of Geoffrey Weill  
Associates

For and on behalf of the Department  
of Tourism  
Ministry of Industry, Commerce &  
Employment  
Royal Government of Bhutan

Date: 31December 2025

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