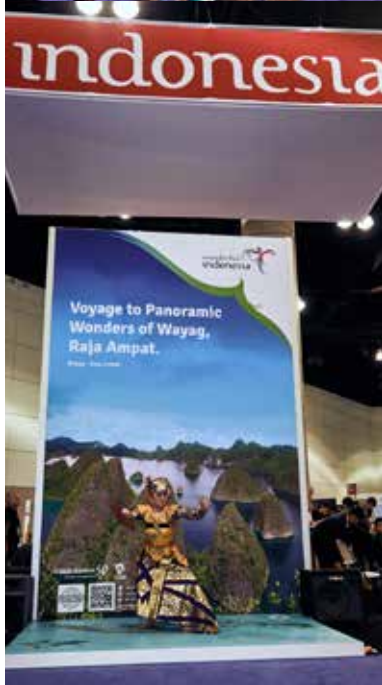


TRAVEL & ADVENTURE SHOW®

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

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TRAVEL & ADVENTURE SHOW®

SPONSORSHIP OPPORTUNITIES

Designation	Presenting	Major	Supporting	Section Host	Contributing
Sponsorships Available	(1) Available	(2) Available	(5) Available	Category Exclusive	(5) Available
Cost:	CALL FOR PRICING				
Booth Space					
(Includes Standard Furnishings Package: Carpet, Skirted Table per each 10x10, 2 Chairs, Booth ID Sign, Wastebasket)	20x30	20x20	20x20	20x20	10x20
Media and Show Marketing					
Broadcast TV Media Bundle: 10x Station Host Spots (:45 Second Promotion of Destination)	✓	✓			
Logo Placement in Broadcast TV Commercials	✓	✓	✓		
Company Mention in :60 Radio Advertisements	✓	✓	✓		
Logo Placement on Outdoor Billboard for One Month Prior to Event	✓				
Custom E-Mail(s) to T&AS Consumers	2 Total (Pre & Post)	1 Total (Post)	1 Total (Post)		1 Total (Post)
Celebrity Affiliation					
Travel Celebrity Speaker Sponsor (Includes: Company Executive to Introduce Speaker, 2 Min Video to Play Prior to Presentation, Logo Placement, Right to Hand out Material at Appearance)	✓ (Both Days)	One Day			
Celebrity Meet/Greet Hosting at Booth	✓ (Both Days)				
Audience Engagement					
Destination Theater 30 Minute Seminar	✓	✓	✓		✓
Global Beats Stage Performance Sponsor (1) (Right to Bring Performance, Ability to pass out literature during performance, place removable signage on stage, logo associated with performance on stage schedule signage/website/directory)	✓	✓	✓		✓
Taste of Travel Demo	✓	✓	✓		
Travel Agent Outreach	60 Minute Session with Refreshment Break	45 Minute Session			
One Insert in Travel Agent Envelope	✓	✓	✓		✓
Branding					
Premier Logo Placement in all TAS Marketing (Website, Directory, Print Advertising)	✓	✓	✓	✓	✓
Registration Sponsor (Logo on Attendee Wristbands, Creative on Attendee Confirmation Tickets, Right to Distribute Flyer on Counter)	✓				
Press Room Sponsor (Display Company Signage, Rights to Pass Out Literature to All Press)	✓				
Web Banner Placement on Event Website for Six Months	✓ (Home Page)	✓	✓		✓
Advertisement in Official Show Directory	Full (Inside Front)	Half	Quarter		
Official Sponsor Ad on Mobile Site (Exclusive)	✓				
Company Listing on Mobile Site	✓	✓	✓	✓	✓
Mention in Event Press Releases	✓	✓	✓		✓
Overhead Banner (Includes Installation. Banner Produced by Client)	✓				
Logo on Aisle Sign	✓	✓	✓	✓	
Logo on Floorplan (Official Show Directory)	✓	✓	✓	✓	
Logo on Thank You Signs		✓	✓	✓	✓
Logo on Thank You Signs & Directionals	✓				
Two-Sided Meterboard Sign includes Destination Artwork (Artwork Provided by Client)	✓	✓	✓		
Floor Decals (Includes 5 Decals)	✓	✓			
Company Listing in the Official Show Directory	✓	✓	✓	✓	✓
Special Highlight in Exhibitor Listing	✓	✓	✓	✓	
Company Listing/Link on the TAS Website	✓	✓	✓	✓	✓
Unlimited VIP Passes	✓	✓	✓	✓	✓

CONTACT US TODAY: 203.878.2577 x100 | sales@travelshows.com | www.TravelShows.com



SPONSORSHIP OPPORTUNITIES



Destination Theater: \$995

Literally get in front of active travelers and present everything your destination has to offer in a 30 minute presentation in the Destination Theatre. Opportunities are on a first-come, first-served basis.



Savvy Traveler Theater: \$995

Cement your brand as an expert in travel tips, skills and advice by holding a presentation on the Savvy Traveler Theater. This theater is designed to give travelers the expert tips, skills and travel advice that they need to maximize their travel experience. Hold product demonstrations or simply provide your expertise on a certain subject in one or more of these 45-minute presentations.



Taste of Travel Demo: Call For Pricing

Showcase your destination's culinary experiences at the Taste of Travel stage, one of the most popular areas of the show floor where attendees can literally get a taste of your destination. Whether you are a tourism office or a tour operator, the theater offers you an amazing opportunity to promote what is unique about your destination or your tour package.



On-Site Show Guide Advertising:

Full Page: \$7,000

Half Page: \$4,000

Quarter Page: \$2,500

Separate your company from the pack and drive traffic to your booth with a 4-color advertisement in the official show guide, the tool all attendees use to navigate the show floor and keep as a reference long after they've left.



SPONSORSHIP OPPORTUNITIES



Branded Attendee Bags: \$2,750

Place your brand directly in attendee's hands by sponsoring the show bags used to collect information throughout the show. Exhibitor provides a full color logo. Only 1 attendee bag sponsor per show.



Green Screen Sponsorship: \$7,500 (Exclusive Per Market)

Brand one of the top attractions at the Travel Show - the T&AS Photo Booth. From background pictures featuring your destination and logo, placing collateral and staff members at the booth, you'll increase visibility and awareness in front of thousands of attendees.



Attraction Sponsor: Call For Pricing

Affiliate your destination with one of the major attractions at the show i.e. Rock Wall or Photo Booth. Your sponsorship will include logo and naming rights within website, show guide, signage, rights to hand out literature or conduct special branding activity at the attraction.

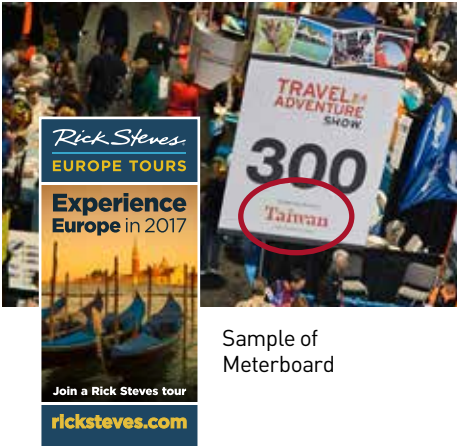


Door Prize Sponsor: \$3,000 (Exclusive Per Market)

Thousands of attendees fill out the door prize forms in hopes of winning a trip. Become the exclusive door prize sponsor and your company will receive logo branding/booth recognition on the following: Entry form, Website, Onsite Signage, and Pens. PLUS, supply a grand prize trip for the door prize entry, and you'll also receive a 1x post-show custom email blast to the TAS Registration list.



SPONSORSHIP OPPORTUNITIES



Sample of Meterboard

On-Floor Branding Opportunities: Various Pricing

Aisle Sign: \$1,000 (per sign/per show)

Attendees use aisle signs as a way to determine what section of the exhibit floor companies are located. Own the aisle with this promo opportunity.

Column Wraps: \$4,000 (per column)

Get noticed from all directions on the show floor with this attractive branding opportunity.

Two-Sided Freestanding Meterboard: \$1000 (per sign)

This sign strategically placed at the end of your aisle will help drive traffic to your booth.



Consumer Admission Wristbands: \$5,000

Brand your destination with a prominent logo placed on the admission wristbands worn by thousands of traveler prospects. Exhibitor provides a one-color or black logo. Available on a first-come, first served basis.



Floor Decals (Includes 5 Decals): \$2,000

Direct traffic right to your booth with attention-getting floor decals.



DIGITAL OPPORTUNITIES

Cost:	Value	Price
Consumer Facing		
Consumer Newsletter - Ability to sponsor: subject line, featured content, ad space, video, deals & specials (Subject to Availability)	\$5,000	\$3,000
Branded Email Blast		
Pre Show	\$2,500	\$1,000
Post Show	\$2,500	\$1,000
At-Show Smartphone App Sponsor - App banner ads, highlighted show only specials		
By Market	\$6,000	\$2,500
Social Media		
Pre-Show Facebook Branded Post	\$500	\$300
At-Show Facebook Branded Post	\$500	\$300
Post-Show Facebook Branded Post	\$350	\$150
Pre-Show Twitter Branded Post	\$300	\$150
At-Show Twitter Branded Post	\$300	\$150
Post-Show Twitter Branded Post	\$250	\$100
At-Show Instagram Branded Post	\$300	\$150
1000TravelTips.com		
Featured Month - 3 articles per week per month	\$2,000	\$1,000
120x240 Ad - Homepage - Top	\$950	\$500
120x240 Ad - Homepage - Bottom	\$750	\$300
Inline Ad - Post Page - Custom Size	\$500	\$250
Social Media Posts		
Facebook	Comp	n/c
Twitter	Comp	n/c
YouTube	\$300	n/c
Instagram	Comp	n/c
1000TravelTips Newsletter Sponsor	\$1,250	\$500
TravelShows.com		
Homepage Skyscraper Ad: 160x600 (links back to sponsor's homepage, minimum of 6 months)	\$2,000	\$1,000
Homepage Banner Ad: 386x286 (links back to sponsor's homepage, minimum of 6 months)	\$3,000	\$1,500
Sub-page Banner Ad	\$1,750	\$900
Sub-page Inline Ad	\$1,250	\$750
Homepage Ad #2	\$2,750	\$1,000
Door Prize/Specials Sponsor	\$2,000	\$895
Ad on Speakers Page	\$2,000	\$750
Ad on Door Prize Page	\$2,000	\$750
Ad on Subpages	\$1,500	\$500

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AN AUDIENCE LOOKING TO BOOK
THEIR NEXT TRIP WITH YOU.**

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