



The Booth Traffic Builder Booster:

Pre-Show Digital Traffic Builder Package Contains:

- 2x social media posts within 2 weeks prior to the event
- Web Banners on TravelShows.com
- Email banner on 3x pre-show attendee marketing emails
- Deal & Special highlighted on TravelShows.com
- 1 ad banner inclusion in pre-show retention emails to pre-registered attendees
- 1 free booth in December 2022 Virtual Travel & Adventure Show: "The 2023 Preview"
- Email banner inclusion in 3x pre-show emails to Travel Advisors
- Ad banner on TravelShows.com - Travel Trade focused site



Price: \$3,000 (Value unbundled: \$8,150) 6 packages available per show

2023 SHOW DATES

CHICAGO

JANUARY 14-15, 2023

BOSTON

JANUARY 21-22, 2023

NEW YORK

JANUARY 28-29, 2023

WASHINGTON D.C.

FEBRUARY 4-5, 2023

LOS ANGELES

FEBRUARY 18-19, 2023

DENVER

FEBRUARY 25-26, 2023

SF/BAY AREA

MARCH 4-5, 2023

ATLANTA

MARCH 25-26, 2023

DALLAS

APRIL 1-2, 2023

The Brand Builder Booster:

Pre-Show Media & Press Package Contains:

- Inclusion in pre-show press releases (min 2x per show)
- Banner ad on TravelShows.com show-specific press page
- Featured exhibitor & logo listing on TravelShows.com press page
- Pitch points included in media pitches to local press outlets prior to event
- Direct liaison with TAS PR Firm
- 1 free booth in December 2022 Virtual Travel & Adventure Show: "The 2023 Preview"



Price \$2,500 (Value Unbundled: \$4,900) 4 packages available per show



The Lead Magnet Booster:

At Show Activation Package Contains:

- Destination Theater Session – preferred placement (inventory dependent)
- ¼ page ad in Official Show Directory
- Highlighted exhibitor listing in Official Show Directory
- Sponsor logo on floor plan in Official Show Directory
- QR Code table top sign linking directly to Connected Marketplace listing created by TAS
- Featured Deal/Giveaway on Travel Deals & Specials Signage
- Rotating full length advertisement to run on Video Board Signage located by 3 Main Theaters
- Travel Agent-Focused Passport Program inclusion
- 1x free booth in December 2022 **Virtual Travel & Adventure Show: "The 2023 Preview"**



Price: \$4,200 (Value Unbundled: \$7,145) 6 packages available per show

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The City Wide Booster:

Pre-Show Co-Op Advertising Package Contains:

- Logo included in pre-show: 30s broadcast television commercials (minimum 15x: 30s spots)
- Company mention in pre-show: 30s radio spots (minimum 25x: 30s spots)
- Logo included in digital billboards (minimum 3x billboards per market)
- 1x Free Sponsorship in December 2022 **Virtual Travel & Adventure Show: "The 2023 Preview"**



Price: \$12,500 (Value Unbundled: \$23,000) 2 packages available per show