



The Booth Traffic Builder Booster:

Pre-Show Digital Traffic Builder Package Contains:

- 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
- Email banner inclusion in 3x pre-show emails to Travel Advisors
- Ad banner on TravelShows.com - Travel Trade focused site



Price: \$3,750 (Value unbundled: \$9,250)) 6 packages available per show

2024 SHOW DATES

CHICAGO

JANUARY 13-14, 2024

DENVER

JANUARY 20-21, 2024

NEW YORK

JANUARY 27-28, 2024

LOS ANGELES

FEBRUARY 3-4, 2024

PHOENIX

FEBRUARY 17-18, 2024

WASHINGTON, D.C.

FEBRUARY 24-25, 2024

ATLANTA

MARCH 9-10, 2024

SF/BAY AREA

MARCH 16-17, 2024

DALLAS

MARCH 23-24, 2024

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

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
- 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



Price: \$3,995 (Value Unbundled: \$9,890) 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)

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

