

NOW IN OUR **20<sup>th</sup>** YEAR



# 2024 TRAVEL & ADVENTURE SHOW<sup>®</sup>

**SPONSORSHIP &  
PROMOTIONAL OPPORTUNITIES**

**ATLANTA**

**CHICAGO**

**DENVER**

**DALLAS**

**LOS ANGELES**

**NEW YORK**

NEW FOR 2024  
**PHOENIX**

**SF/BAY AREA**

**WASHINGTON, DC**



## SPONSORSHIP OPPORTUNITIES

| Designation  | Presenting           | Major          | Supporting     | Contributing   | Basic Booth |
|--|----------------------|----------------|----------------|----------------|-------------|
| Number of Sponsorships Available   | (1) Available        | (2) Available  | (5) Available  | (5) Available  | Unlimited   |
| Cost:  | \$52,500             | \$35,000       | \$22,500       | \$15,000       | \$4,295     |
| <b>Booth Space</b>   |                      |                |                |                |             |
| (Per 10x10 includes: black carpet, (2) side chairs, (1) 6' draped & skirted table, wastebasket, and Exhibitor ID sign)   | 20x30                | 20x20          | 20x20          | 10x20          | 10x10       |
| <b>Media and Show Marketing</b>  |                      |                |                |                |             |
| Logo Placement in Broadcast TV Commercials   | ✓                    | ✓              | ✓              |                |             |
| 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) |             |
| <b>Celebrity Affiliation</b>   |                      |                |                |                |             |
| Travel Celebrity Speaker Introduction (Speaker introduction by sponsor executive and : 30 second commercial played prior to presentation)  | ✓                    | ✓              |                |                |             |
| <b>Audience Engagement</b>   |                      |                |                |                |             |
| Savvy Traveler Theater Sponsor (1 available: includes ability to hand out sponsor provided material during presentation, option to place sponsor provided signage on stage during presentation, sponsor logo placement on sponsor thank you signage, website, official show directory and directory floor plan, ability to brand stage with custom sponsor provided sizzle reel and powerpoint slides) | ✓                    |                |                |                |             |
| Destination Theater Sponsor (1 available: includes ability to hand out sponsor provided material during presentation, option to place sponsor provided signage on stage during presentation, sponsor logo placement on sponsor thank you signage, website, official show directory and directory floor plan, ability to brand stage with custom sponsor provided sizzle reel and powerpoint slides)    | ✓                    |                |                |                |             |
| Destination Theater Session  | ✓ (Both Days)        | ✓              | ✓              |                |             |
| <b>Branding</b>  |                      |                |                |                |             |
| Premier Logo Placement in all TAS Marketing (Website, Directory, Print Advertising)  | ✓                    | ✓              | ✓              | ✓              |             |
| Press Room Sponsor (Display Company Signage, Rights to Pass Out Literature to All Press - LA & NY ONLY)  | ✓                    |                |                |                |             |
| Web Banner Placement on Event Website for Six Months   | ✓ (Home Page)        | ✓              | ✓              | ✓              |             |
| Advertisement in Official Show Directory   | Full (Inside Front)  | Half           | Quarter        |                |             |
| Mention in Event Press Releases  | ✓                    | ✓              | ✓              | ✓              |             |
| Logo on Floorplan (Official Show Directory)  | ✓                    | ✓              | ✓              | ✓              |             |
| Company Listing in the Official Show Directory   | ✓                    | ✓              | ✓              | ✓              | ✓           |
| Special Highlight in Exhibitor Listing   | ✓                    | ✓              | ✓              | ✓              |             |
| Floor Decals (5x, 3x & 1x - artwork provided by sponsor)   | ✓                    |                |                |                |             |
| Company Listing/Link on the TAS Website  | ✓                    | ✓              | ✓              | ✓              | ✓           |
| VIP Passes (quantity determined by level)  | ✓                    | ✓              | ✓              | ✓              | ✓           |





## SPEAKING OPPORTUNITIES

### **DESTINATION THEATER: \$1,195/\$1,495\*** (\*NY Show)

Highlight your destination in front of hundreds of travelers at the Destination Theater – the only area on the show floor where you can present brand-specific information to attendees away from your booth. From what to do and where to go, to when to go and how to get there, you can showcase key selling points and drive traffic to your booth space during this dedicated 30-minute session.

### **SAVVY TRAVELER THEATER: \$2,500** (1 SESSION PER SHOW PER DAY - BASED ON AVAILABILITY)

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.





## SPONSORSHIP OPPORTUNITIES

### ON-SITE SHOW GUIDE ADVERTISING:

Back Page: \$9,500  
Full Page: \$8,000  
Half Page: \$4,500  
Quarter Page: \$3,000

Separate your company from the pack and drive traffic to your booth with a four-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.

### SHOW GUIDE COVER IMAGE WITH LOGO: \$9,500 (9 AVAILABLE)

### BRANDED ATTENDEE BAGS: *CALL FOR PRICING* (EXCLUSIVE PER MARKET)

Place your brand directly in attendees' hands by sponsoring the show bags used to collect information throughout the show. Exhibitor provides a full color logo and we'll produce the bags. Only one attendee bag sponsor per show. Production included.

### GREEN SCREEN PHOTO BOOTH SPONSORSHIP: \$9,495

Brand one of the top attractions at the Travel Show – the T&AS Photo Booth. Highlighting background pictures featuring your destination and logo, and the ability to hand out collateral at the booth. You'll increase visibility and brand awareness in front of thousands of attendees. ATL, CHI, DAL, DCA, DEN, LA, NY, SF, PHX  
— indicates not available for this city.





## SPONSORSHIP OPPORTUNITIES

### ATTRACTION SPONSOR: *CALL FOR PRICING*

Affiliate your destination with one of the major attractions at the show (i.e. Rock Wall or Virtual Thrill Ride). 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.



### FLOOR DECALS:

Have thousands see your message as they walk the show floor.

3'x3': \$4,995 (5x decals - labor and installation included.)

6'x6': \$7,295 (5x decals - labor and installation included.)

6'x6': \$4,795 (3x decals - labor and installation included.)

8'x8': \$9,295 (5x decals - labor and installation included.)

8'x8': \$5,995 (3x decals - labor and installation included.)

8'x8': \$2,395 (1x decals - labor and installation included.)





## **PR: SPONSORSHIP OPPORTUNITIES**

### **SPONSOR PRESS ROOM/AREA: \$7,500**

Ability to brand press room, have representative present for press check in.

### **PITCH INCLUDED TO MEDIA: \$1,750 (5 AVAILABLE PER SHOW – NO GUARANTEE ON COVERAGE)**

In-market PR firm to include brand storylines in pitches to local media outlets, and included in TAS press releases.

### **MEDIA PREVIEW INCLUSION: \$6,000 (3 AVAILABLE PER SHOW)**

Local bloggers, influencers, small publication members of the press get walked around by Show Management and PR Rep to booths before the show opens to the public.



## **MEDIA/BRANDING: SPONSORSHIP OPPORTUNITIES**

**DEALS/SPECIAL HIGHLIGHT IN CONSUMER EMAILS: \$1,000 (4 AVAILABLE PER SHOW)**

**SLIDER IMAGE ON SPLASH PAGE WITH LOGO: \$5,500 (4 AVAILABLE)**

**COMPANY BANNER AD/LINK FEATURED IN CURRENT ATTENDEE EMAIL: \$1,750  
(4 AVAILABLE PER SHOW - SUBJECT TO AVAILABILITY AND APPROVAL)**

**HOME PAGE WEB BANNER: \$3,000**

**INSIDE PAGE WEB BANNER: \$1,750**

**VIDEO BOARD AD: \$3,000  
(5 AVAILABLE PER SHOW) LOCATED AT THE THREE MAIN THEATERS, THESE VIDEO BOARDS SHOW ATTENDEES WHICH SPEAKERS ARE COMING UP NEXT. SHOWCASE YOUR BRAND WITH A ROTATING AD.**





## 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**





## 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 (inventory dependent)
- 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**



## 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: 05s & 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**





2024

# TRAVEL & ADVENTURE SHOW®

PLACE YOUR BRAND IN FRONT OF  
AN AUDIENCE LOOKING TO BOOK  
THEIR NEXT TRIP WITH YOU

## CHICAGO

JANUARY 13-14, 2024

## DENVER

JANUARY 20-21, 2024

## NEW YORK

JANUARY 27-28, 2024

## LOS ANGELES

FEBRUARY 3-4, 2024

## PHOENIX *NEW IN 2024!*

FEBRUARY 17-18, 2024

## WASHINGTON, DC

FEBRUARY 24-25, 2024

## ATLANTA

MARCH 9-10, 2024

## SF/BAY AREA

MARCH 16-17, 2024

## DALLAS

MARCH 23-24, 2024

PRODUCED BY:

**Unicomm**  
Events For New Business

NOTE: DATES SUBJECT TO CHANGE

INTERESTED IN EXHIBITING/SPONSORING: P: 203-878-2577 | E: SALES@TRAVELSHOWS.COM | TRAVELSHOWS.COM

FIND US:



@TravelandAdventureShow



@TravAdventure



@TravAdventure

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