

2027 TRAVEL & ADVENTURE SHOW®

NOW ENTERING OUR **23RD** YEAR



SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

BAY AREA • CHICAGO • DALLAS • DENVER • NEW YORK
LOS ANGELES • PHOENIX • SEATTLE • SOUTH FLORIDA • WASHINGTON, DC



JOIN OVER 1,900 OF THE WORLD'S TOP TRAVEL BRANDS WHO
LEVERAGE THE 150,000-PLUS READY-TO-BUY CONSUMERS
AND OVER 2,500 QUALIFIED TRAVEL ADVISORS



2027 SPONSORSHIP OPPORTUNITIES

Designation	Presenting	Major	Supporting	Contributing	Basic Booth
Number of Sponsorships Available	(1) Available	(2) Available	(5) Available	(5) Available	Unlimited
Cost:	\$53,500	\$36,000	\$23,500	\$16,000	\$4,495
Booth Space					
(Per 10x10 includes: black carpet, (2) side chairs, (1) 6' draped & skirted table, wastebasket, and Exhibitor ID sign)	20x30	20x20	20x20	10x20	10x10
Media and Show Marketing					
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 (Pre)	1 Total (Post)		
Audience Engagement					
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 (Subject to Availability)	✓ (Both Days)	✓	✓		
Branding					
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 (Subject to Availability)	Full Page	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: \$1,895/\$2,295* (*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: \$3,500 *(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: \$10,500
Full Page: \$9,000
Half Page: \$5,750
Quarter Page: \$4,250

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
(10 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. Call for availability.





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: \$3,500 (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 will be 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: \$2,000 (4 AVAILABLE PER SHOW)

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

COMPANY BANNER AD/LINK FEATURED IN CURRENT ATTENDEE EMAIL: \$2,595 (4 AVAILABLE PER SHOW - SUBJECT TO AVAILABILITY AND APPROVAL)

HOME PAGE WEB BANNER: \$3,000

INSIDE PAGE WEB BANNER: \$2,500

VIDEO BOARD AD: \$4,200 (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: \$3,500 (VALUE UNBUNDLED: \$4,900)

4 PACKAGES AVAILABLE PER SHOW



THE LEAD MAGNET BOOSTER:

AT SHOW ACTIVATION PACKAGE CONTAINS:

- ¼ page ad in 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 Webpage
- Rotating full length advertisement to run on Video Board Signage located by 3 main Theaters
- Travel Agent-Focused Passport Program inclusion

PRICE: \$4,275 (VALUE UNBUNDLED: \$9,890)
3 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: \$15,000 (VALUE UNBUNDLED: \$23,000)
2 PACKAGES AVAILABLE PER SHOW**



2027

TRAVEL & ADVENTURE SHOW®

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

WASHINGTON DC

WASHINGTON
CONVENTION CENTER
JAN 16-17, 2027

NEW YORK

JACOB JAVITS
CONVENTION CENTER
JAN 23-24, 2027

PHOENIX

PHOENIX CONVENTION CENTER
JAN 30-31, 2027

CHICAGO

STEPHENS CONVENTION CENTER
FEB 6-7, 2027

SOUTH FLORIDA

GREATER FORT LAUDERDALE/
BROWARD COUNTY
CONVENTION CENTER
FEB 20-21, 2027

NOTE: DATES SUBJECT TO CHANGE

BAY AREA

SANTA CLARA
CONVENTION CENTER
FEB 27-28, 2027

DALLAS

KAY BAILEY HUTCHISON
CONVENTION CENTER
MAR 6-7, 2027

DENVER

COLORADO
CONVENTION CENTER
MAR 13-14, 2027

SEATTLE

SEATTLE
CONVENTION CENTER
MAR 20-21, 2027

LOS ANGELES

LONG BEACH
CONVENTION CENTER
APR 3-4, 2027

PRODUCED BY:

MARKETPLACE
EVENTS

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

FIND US:



@TravelandAdventureShow



@TravAdventure

REV050726