



## FAM-TAS PROGRAM PROSPECTUS

TRAVELSHOWS.COM

### 2027 MARKETS & SHOW DATES

<b>Washington DC</b>   January 16-17	<b>Bay Area</b>   February 27-28
<b>New York</b>   January 23-24	<b>Dallas</b>   March 6-7 <small>*NEW VENUE</small> Kay Bailey Hutchison Convention Center
<b>Phoenix</b>   January 30-31	<b>Denver</b>   March 13-14
<b>Chicago</b>   February 6-7	<b>Seattle</b>   March March 20-21
<b>South Florida</b>   February 20-21 Fort Lauderdale	<b>Los Angeles</b>   April 3-4 Long Beach

#### PAST FAM-TAS SPONSORS INCLUDE:



“**THE FAM-TAS PROGRAM WAS FANTASTIC.** We made so many great contacts with agents. This makes the show really worthwhile for us. I hope you plan to do this every year. That will keep us coming.”

RICHARD LIVERANCE, MARKETING DIRECTOR, WESTERN REGION USA,  
GOVERNMENT OF ISRAEL MINISTRY OF TOURISM



## “HONESTLY, I HAD TRAVEL AGENTS FROM ALL OVER THE COUNTRY THERE.

They are promoting the heck out of these shows to agents. I met agents from South Carolina, Kansas, Georgia, Louisiana, Alabama just to name a few of the places they told me they were from. The show management should be commended. They did a great job in promotion this year.”

DONNA LEFER, SALES & MARKETING ADMINISTRATOR,  
CAYMAN ISLANDS DEPARTMENT OF TOURISM

# REACH TOP-TIER TRAVEL ADVISORS IN 10 TOP U.S. DMA'S

Capture all the benefits of a custom roadshow for less cost and less effort than if you did it yourself!

Only the FAM-TAS Program is a unique and lucrative program for select destinations and suppliers to connect with qualified travel advisors at the 2027 events. This is your opportunity to network with and educate paying Travel Agents and familiarize them on how best to market and sell your products, to their client base.

This turnkey program is limited to only three, one-hour sessions per event. **Room rental, AV setup, catering, and agent recruitment is ALL included.**

Additionally, up to twelve exhibitors who participate in each Travel & Adventure Show can take part in the exclusive Passport Program, allowing them to meet agents right on the Show Floor in their booth, throughout the weekend.

## WHY PARTICIPATE:

### ▶ Time-Tested Success

After 21 years and over 129+ events, The Travel & Adventure Show continues to deliver professionally managed events year after year.

### ▶ We Handle ALL The Logistics For You

All you do is show up, present and sell!

### ▶ Expand Your TAS Investment

Take advantage of this high-return, low-risk opportunity to activate future sales and create meaningful business relationships.

### ▶ Extensive Networking Opportunities

Engage directly with the leading travel sellers in your area in one day, all under one roof!

### ▶ New: Exclusive Panel Sessions\*

\*Available in select markets.

### ▶ We Do The Prospecting For You

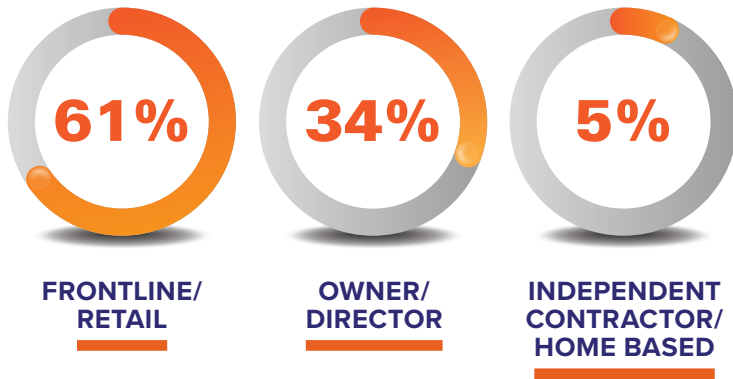
Look forward to a successful turn out of qualified agents targeted through our multi-media marketing campaign and strategic partnerships.

For Information on Program Participation and Sponsorship Opportunities  
203.878.2577 | sales@travelshows.com

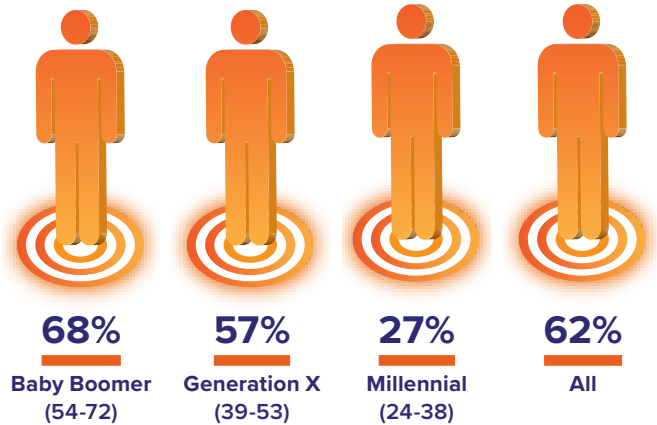
# ENGAGE AN AUDIENCE OF QUALIFIED TRAVEL PROFESSIONALS WHO HAVE PAID TO MEET YOU!

96% of attendees said they would register for the FAM-TAS Program again next year.

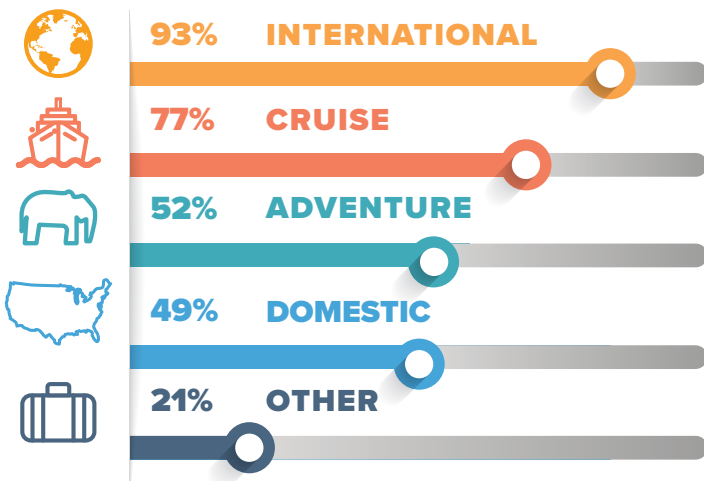
## JOB DESCRIPTION



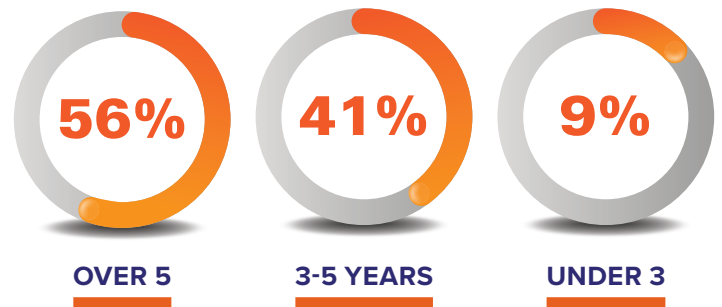
## TARGET DEMOGRAPHIC



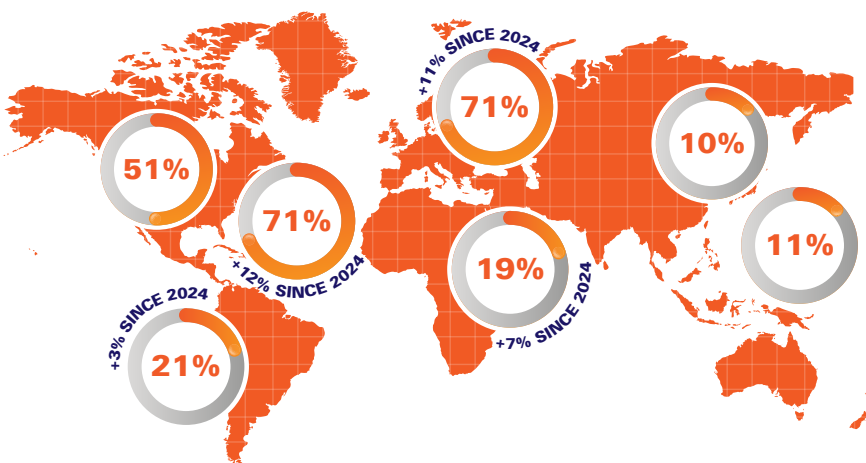
## AGENT SPECIALTIES



## YEARS SELLING TRAVEL



## DESTINATION SPECIALTIES



**83 % OF TRAVEL AGENTS FROM LEADING HOST AGENCIES, FRANCHISES AND CONSORTIA ATTEND, INCLUDING:**

- AAA • American Express Travel
- ARC • ASTA • Avoya • CLIA
- Cruise Planners • Cruise One/Dream Vacations
- Ensemble Travel Group • KORE • NEST
- Nexion Travel Group • Signature Travel Network
- Travel Leaders • Travel Savers • Virtuoso

“If you are looking to meet qualified travel agents at the show, FAM-TAS is for you. This turnkey program took care of all the planning and promotion for us,  
**ALL WE HAD TO DO WAS SHOW UP AND PRESENT.”**

JULIE YONEYAMA, MAUI VISITORS & CONVENTIONS BUREAU



## SPONSORSHIP OPPORTUNITIES NETWORK. PRESENT. EDUCATE.

**Welcome Breakfast with Sponsor Presentation – \$8,900 (\$13,500 - NY)**  
*One Welcome Breakfast Sponsor per market*

Host the Welcome Breakfast for participating VIP FAM-TAS Agents. Sponsor receives a one-hour presentation session in a designated meeting room located near the show hall.

- 60-90 paid agents per event (Sponsors may invite their own agents as well)
- Meeting room space, AV, set-up and appropriate catering included
- Inclusion in Exciting Agent / Exhibitor Passport Program to encourage agents to visit your booth on the show floor

**Lunch with Sponsor Presentation – \$9,950 (\$16,900 - NY)**  
*One Lunch Sponsor per market*

Host Lunch for participating agents on the show floor. Sponsor receives a one-hour presentation session in a designated meeting room located near the show hall.

- 60-90 paid agents per event (Sponsors may invite their own agents as well)
- Meeting room space, AV, set-up and appropriate catering included
- Inclusion in Exciting Agent / Exhibitor Passport Program to encourage agents to visit your booth on the show floor

**Afternoon Coffee Break with Sponsor Presentation – \$7,000 (\$11,000 - NY)**  
*One Afternoon Session Sponsor per market*

Host the Afternoon Sponsor Presentation for participating agents. Sponsor receives a one-hour presentation session in a designated meeting room located near the show hall.

- 50-80 paid agents per event (Sponsors may invite their own agents as well)
- Meeting room space, AV, set-up and appropriate catering included
- Passport Program Trip Giveaways announcement post presentation
- Inclusion in Exciting Agent / Exhibitor Passport Program to encourage agents to visit your booth on the show floor

**All Presentation Sponsors will receive a FAM-TAS Sponsor Success Kit. Inside you will find tips to help you optimize your presentation content and further engage your audience. We will work with you to activate a variety of engagement and branding opportunities including but not limited to:**

- Organize a Seat Drop
- Play a Sizzle Reel Prior to Your Session
- Collect Business Cards
- Offer a FAM Trip giveaway
- Custom add-on opportunities
- Promote your Brand Pre/Post Show



### PLEASE NOTE:

**ALL SPONSORSHIP OPPORTUNITIES ARE ON A FIRST-COME, FIRST SERVE BASIS**

All sponsors will be recognized as an Official FAM-TAS Program Sponsor on the website, in pre/post emails, in print ads, and in on-site printed collateral and signage.



For Information on Program Participation and Sponsorship Opportunities  
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“In just one day I learned about new itinerary options from three of the hottest destinations to sell to my clients, **INCLUDING TIPS AND TOOLS ON HOW TO BOOK FOR THEM.**”

STEPHANIE, ALPHARETTA, GA

## PARTICIPATE IN THE FOLLOWING MARKETS:

### 2027 Dates

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- ▶ **New York** January 23-24
- ▶ **Phoenix** January 30-31
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- ▶ **South Florida** February 20-21
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## SPONSORSHIP OPPORTUNITIES PASSPORT PROGRAM:

**Passport Program Sponsor- \$750**

*9-12 Passport Program Sponsors per market*

Take part in a unique Agent/Exhibitor Passport Program to encourage participating FAM-TAS Agents to visit select Exhibitor Booths. Sponsor receives dedicated listing in the Passport given to each agent at registration. In order to complete the Passport, agents must visit all participating supplier booths for a stamp.

### Passport Program: Trip Giveaway

Sponsor a fully hosted familiarization trip including round trip airfare and hotel stay for one lucky FAM-TAS Agent who completed the passport! Additional prize giveaway opportunities are also available for FAM-TAS Agents who completed the passport. This is a free promotional opportunity which includes promotion for your trip giveaway on our website, in dedicated email campaigns and in the passport program booklet.



## BRANDING:

**Travel Agent Registration + Branded Welcome Bag Sponsor - \$6,000**

*One Registration Sponsor per market.*

All Travel Agents must stop at the Travel Agent Registration Desk to check in and receive their badges. Your brand will be the first thing they see when they walk in and the last thing they see when they leave the show.

Sponsor will provide graphics to brand signage and the registration desk and a full-color logo for branded bags. Sponsor can place additional items in the welcome bag including but not limited to handouts, branded pens, lanyards, etc.

## PROMOTIONAL OPPORTUNITIES:

**Pre-Show Email Blast to Full Agent Base (Market Specific) - \$2,500**

Set your brand apart and drive traffic to your booth with a pre-show email blast. (Limit 3x per market)

**Post-Show Email Blast to Agent Base (Market Specific) - \$2,150**

Keep your brand top of mind after the show with a dedicated post-show email blast. (Limit 3x per market)

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**“IT WAS GREAT TO HAVE PRIVATE PRESENTATIONS WITH THE DESTINATIONS!”**

PETRA, CHICAGO



**AGENTS ATTENDING FAM-TAS SAY:**

"The panel sessions were packed with information from destinations and cruise lines that my clients keep asking for. The moderators for each panel asked questions that only an industry insider would know to ask."

JACLYN, NEW YORK, NY

"This is my second year in a row attending the FAM Program and although two of the sponsors were the same, I learned about brand new travel options for my clients. And with the Passport, I was able to pick up more information directly from the experts in the booths on the show floor."

ASHLEY, LAKE FOREST, IL

**WE REACH ENGAGED TRAVEL AGENTS THROUGH A TARGETED AND HIGHLY EFFICIENT MARKETING CAMPAIGN**

We collaborate with many associations and media in the travel and tourism industry who provide additional marketing exposure to travel agents and consumers through digital outreach, social media, newsletters and dedicated emails. These partnerships will result in millions of impressions, reaching over 90% of US-based travel agents.

**Our Powerful Portfolio of Industry and Media Supporters Include:**



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