

The Boston Globe travel show

March 23-25, 2007 • Seaport World Trade Center • Boston, MA

CONTRIBUTING SPONSOR BENEFITS

Print advertising
and promotion

Online advertising
and promotion

Prominent booth position
and on-site brand exposure

Sampling and
literature distribution

Mention in press efforts

*“We did about
\$200,000 in gross sales
for the two-day
period with an
average sale of \$5,000
per couple...”*

—Steve Horan
Milne Travel American Express

Be a part of the biggest travel event in New England: The Boston Globe Travel Show. Last year's event attracted *over 9,000 attendees who booked \$1 million in travel right on the show floor!* To ensure maximum attendance, we're launching a **million-dollar multimedia promotional campaign** that includes print ads in The Boston Globe, Metro Boston and Worcester Telegram & Gazette and Web ads on Boston.com—a powerful media combination that reaches over 2.8 million readers each week, more than 60% of the Boston market. Plus, radio spots, outdoor advertising and grassroots efforts will ensure maximum consumer exposure.

Look at all you'll receive as a Contributing Sponsor!

ADVERTISING

Tabloid advertising supplement to The Boston Globe:
The Boston Globe Travel Show Guide

- 3x5.75" color ad
- 1x2" ad within the exhibitor directory

The Boston Globe

- Choice of quarter-page color Sunday Travel ad or half-page color ad in The Globe Magazine

Boston.com

- 100,000 leaderboard impressions to run on Boston.com Travel and News sections

BostonGlobeTravelShow.com

- Logo presence with clickthrough on show website homepage
- Logo presence with blurb and clickthrough on show website sponsor page

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EVENT PRESENCE

- All-inclusive booth package, including 20x10 sq. ft booth space (2 booths), promotions and booth decorations
- Logo presence on welcome, exit and show stage banners
- 100 passes to trade and/or consumer show days
- Opportunity to insert a premium or literature into official show bag
- Stage performance or seminar: host a 30-minute seminar or cultural performance on the show stage

PUBLIC RELATIONS

- Promotional mentions of your company in press releases and other press initiatives both pre-show and at the actual event

\$25,000 investment (net)

This contributing sponsorship ensures your brand receives the highest level of visibility and exposure in advertising and promotional efforts for the event. Reserve your package today.

<i>National Travel</i>	<i>New Travel</i>	<i>Non-travel categories</i>
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*Please note: Proposal details are subject to change.
Alternate benefits will be substituted as needed.*