

The Boston Globe travel show

CUSTOMIZED PROMOTIONS & EVENTS to market your business

Culinary stage

Family Activities

Spa Zone

Sports Pavilion

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

Depending on your level of sponsorship, your company can benefit from special branding opportunities available at the show. Plus, your unique sponsorship of an activity will be promoted in the official Travel Show Guide to help drive traffic to your space.

Best of all, we'll tailor your promotion to most effectively market your product or destination, and customize it to maximize exposure and traffic. Here are just a few examples of the kinds of on-site activities you could sponsor. Remember, you are not limited to this list—you are limited only by your creativity!

Culinary stage

Share exciting cooking techniques and delicious foods with a captive audience. This is your chance to inspire attendees with an interactive cooking demonstration that's sure to leave them hungry for more, no matter what your destination or facility.

Family Activities

Entertain families by painting faces, teaching crafts or hosting interactive games. A perfect opportunity to promote family destinations and interact with thousands of parents looking for a fun family getaway.

Spa Zone

Pamper guests with a relaxing message or spa treatment. You can teach the art of well-being while educating attendees on products and services to relax the mind, body and spirit.

Sports Pavilion:

Challenge sports enthusiasts with a variety of land and sea activities including (but not limited to):

- Diving and Snorkeling
- Kayaking
- Fishing
- Gaming
- Golfing
- Snowboarding & Skiing

Benefit from direct interaction with some of the nation's most active travelers.

There's no better place to promote your travel-related business than Boston. In fact, the 2005 Lifestyle Market Analyst reports that Boston ranks #2 among America's largest markets for pleasure & vacation travel. What's more, over 3.9 million Boston-area adults plan on taking a trip this year, including:

- 1.3 million planning a family vacation
- 250,000 looking for adventure/sporting vacations
- 95,000 seeking spa/fitness vacations.

Don't miss this unique opportunity to put your message in front of your best prospects. Call for your custom consultation today.

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|------------------------|---------------------------|------------------------------|
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