

The Boston Globe travel show

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

BE A PART OF THE BIGGEST TRAVEL EVENT IN NEW ENGLAND.

Book thousands of dollars in business at 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.

*“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

Gold Sponsorship Benefits

ADVERTISING

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

- 2x5” color ad
- 1x2” ad in the exhibitor directory

The Boston Globe

- Quarter-page black and white Sunday Travel ad

Boston.com

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

BostonGlobeTravelShow.com

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

EVENT PRESENCE

- 10x10 sq. ft booth space (one booth)
- Logo presence on welcome and exit banners
- 50 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

\$11,000 investment (net)

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Silver Sponsorship Benefits

ADVERTISING

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

- 2x2.75" color ad
- 1x2" ad in the exhibitor directory

The Boston Globe

- Eighth-page black and white Sunday Travel ad

BostonGlobeTravelShow.com

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

EVENT PRESENCE

- 10x10 sq. ft booth space (one booth)
- Logo presence on welcome and exit banners
- 25 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

\$5,500 investment (net)

*Please note: Proposal details are subject to change.
Alternate benefits will be substituted as needed.*

**Get in front of Boston's active travelers!
Reserve your package today. Contact your
sales representative or Ted Petersen at 617-929-7080.**