

The Boston Globe travel show

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

LEAD SPONSOR BENEFITS

Print advertising
and promotion

Online advertising
and promotion

Exposure on site

Sampling and
literature distribution

Customized promotions

Inclusion 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 Lead Sponsor!

ADVERTISING

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

- 1 Half-page color ad
- 2x4" ad within the exhibitor directory

The Boston Globe

- Choice of half-page color Sunday Travel ad or 1 full-page color ad in The Globe Magazine
- Co-branded full-page color ad: your company and the Boston Globe Travel Show will be the only entities featured.

Boston.com

- 150,000 leaderboard impressions behaviorally targeted to travel enthusiasts on Boston.com
- 1 exclusive Boston Traveler email sent to 88,600 opted-in recipients

BostonGlobeTravelShow.com

- Share of leaderboard impressions on BostonGlobeTravelShow.com
- Logo presence with clickthrough on show website homepage
- Logo presence with blurb and clickthrough on show sponsor page

Boston Globe Travel Show event promotion

- Sponsor recognition in integrated event marketing campaign valued at approximately \$1 million, to include print, online, email, radio, and grassroots efforts

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EVENT PRESENCE

- All-inclusive booth package, including 20x20 sq. ft booth space (4 booths), promotions and booth decorations
- Logo presence on welcome, exit and show stage banners
- 250 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

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

\$47,500 investment (net)

As a Lead Sponsor, your company will be strongly associated with our marketing and promotional efforts. Don't miss this unique opportunity to put your message in front of your best prospects. Reserve your package today.

National Travel

Barbara Bock

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New England Travel

Ted Petersen

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Non-travel categories

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