

The Boston Globe travel show

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

PRESENTING SPONSOR BENEFITS

Print advertising
and promotion

Online advertising
and promotion

Prominent booth position
and expanded 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 Presenting Sponsor!

ADVERTISING

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

- 1 full-page color ad
- 4x4" ad within the exhibitor directory

The Boston Globe

- Choice of 2 full-page color Sunday Travel ads or 4 full-page color ads running in The Globe Magazine
- Co-branded advertising: your company and the Boston Globe Travel Show will be the only entities featured.
 - 3 full co-branded color pages in The Boston Globe
 - 2 full-page co-branded color ads in The Globe Magazine

Boston.com

- 300,000 leaderboard impressions behaviorally targeted to travel enthusiasts on Boston.com
- 1 exclusive Boston Traveler email sent to more than 88,600 opted-in recipients

BostonGlobeTravelShow.com

- Marquee ad on travel show website homepage
- Share of all leaderboard advertising on website
- Headlining logo presence with clickthrough on show website homepage
- Logo presence with blurb and clickthrough on show website sponsor page
- Sponsored link presence on all show web pages except homepage and show sponsor page

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Boston Globe Travel Show event promotion

- Most prominent sponsor recognition in integrated event marketing campaign valued at approximately \$1 million, to include print, online, email, radio, and grassroots efforts
- Mention on ticket-order phone Dec. 2006 through March 2007

EVENT PRESENCE

- All-inclusive booth package, including 20x40 sq. ft booth space (8 booths), promotions and booth decorations
- Most prominent logo presence on all event banners including welcome, exit, show stage, pavilion and aisle markers
- Unlimited passes to both trade and consumer show days
- Opportunity to brand the official show bag
- Opportunity to insert a premium or literature into the official show bag
- Stage performance or seminar: host two 30-minute seminars or cultural performances 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
- Inclusion of your company messaging, spokespersons and/or images in aggressive outreach to both consumer and trade media

\$150,000 investment (net)

This presenting 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 England Travel</i>	<i>Non-travel categories</i>
Barbara Bock	Ted Petersen	Natalie Bean
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*Please note: Proposal details are subject to change.
Alternate benefits will be substituted as needed.*