

The Boston Globe travel show

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

SUPPORTING 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 Supporting Sponsor!

ADVERTISING

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

- 1 full-page color ad
- 3x4" ad within the exhibitor directory

The Boston Globe

Choice of 1 full-page color Sunday Travel ad or 2 full-page color ads in The Globe Magazine

- Co-branded advertising: your company and the Boston Globe Travel Show will be the only entities featured.
 - 2 full co-branded color pages in The Boston Globe
 - 1 full-page co-branded color ad in The Globe Magazine

Boston.com

- 200,000 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 all leaderboard impressions on site
- Logo presence with clickthrough on show website homepage
- Logo presence with blurb and clickthrough on show sponsor page
- Sponsored link presence on all pages except homepage and show sponsor page

Boston Globe Travel Show event promotion

- Prominent 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 20x30 sq. ft booth space (6 booths), promotions and booth decorations
- Prominent logo presence on all event banners including welcome, exit, show stage, pavilion and aisle markers
- 500 passes to trade and/or consumer show days
- Opportunity to insert a premium or literature into 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

\$90,000 investment (net)

As one of our Supporting Sponsors, 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.

<i>National Travel</i>	<i>New England 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.*