

Contributing Sponsorship: \$26,000 net

Advertising

- Tab Supplement to The Boston Globe: *The Boston Globe Travel Show Guide*
 - 3x5.75" color ad
 - 1 block ad in the exhibitor directory
- The Boston Globe
 - Choice of ¼ page color Sunday Travel ad or ½ page color ad in *The Globe Magazine*
 - ¼ page color ad in Wednesday Travel (Repeat from Sunday ad)
- Boston.com
 - 200,000 leaderboard impressions to run in Boston.com Travel, News, or Travel Behavioral sections
- BostonGlobeTravelShow.com
 - Logo presence with clickthrough on show website homepage
 - Logo presence with blurb and clickthrough on show website sponsor page
- Radio Promotion
 - First right of refusal to participate in radio promotions (trip giveaway(s) to be provided by sponsor)

Event

- 20x10 sq. ft booth space (2 booths) with company banner(banner supplied & hung by sponsor)
- Logo presence on welcome, exit and show stage banners
- 100 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

PR

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