

## Gold Sponsorship: \$11,500 net

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### Advertising

- Tab Supplement to The Boston Globe: *The Boston Globe Travel Show Guide*
    - 2x5.75" color ad
    - 1 block ad in the exhibitor directory
  - The Boston Globe
    - 1/4 page black and white Sunday Travel ad
  - Boston.com
    - Choice of 100,000 leaderboard impressions to run in Boston.com Travel, News, or Travel Behavioral sections or 1-month text listing on Vacation Deals on the Travel page of Boston.com
  - BostonGlobeTravelShow.com
    - Logo presence with blurb and clickthrough on show website sponsor page
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### Event

- 10x10 sq. ft booth space (one booth)
  - Logo presence on New England Pavilion banner
  - 50 passes to trade and/or consumer show days
  - Opportunity to insert a premium or literature into official show bag
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### PR

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