

Supporting Sponsorship: \$85,000 net

Advertising

- Tab supplement to The Boston Globe: *The Boston Globe Travel Show Guide*
 - 1 full-page color ad
 - 3 block ad within the exhibitor directory
- The Boston Globe
 - Choice of 1 full page color Sunday Travel ad or 1 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 color ad in *The Globe Magazine*
- Boston.com
 - 400,000 leaderboard impressions to run behaviorally-targeted to travel enthusiasts on Boston.com Travel, News, or Travel Behavioral sections
 - 1 exclusive Boston Traveler email sent to 75,000 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 of at least \$1 million, to include print, online, email, radio, and grassroots efforts
 - First right of refusal to participate in radio promotions (trip giveaway(s) to be provided by sponsor)

Event

- 20x30 sq. ft booth space (6 booths) with company banner (banner supplied & hung by sponsor)
- Prominent logo presence on all event banners including welcome, exit, show stage,
- 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 or seminar area

PR

- Promotion of your company in press releases and other press initiatives both pre-show and at the actual event
- Inclusion of your company messaging and spokespersons/visuals in aggressive outreach to both consumer and trade media