

# Contributing Sponsorship: \$26,000 net

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## 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 and/or News 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)
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## 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
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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