

# Lead Sponsorship: \$50,000 net

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## Advertising

- Tab Supplement to The Boston Globe: *The Boston Globe Travel Show Guide*
  - 250 word advertorial in the Guide
  - ½ page color ad
  - 2 block ad in the exhibitor directory
- The Boston Globe
  - Choice of ½ page color Sunday Travel ad or 1 full page color ad in *The Globe Magazine*
  - Co-branded full page color ad: your company and the Boston Globe Travel Show will be the only entities featured.
- Boston.com
  - 300,000 leaderboard impressions to run on Boston.com Travel and/or News sections
  - 1 exclusive Boston Traveler email sent to 75,000 opted-in recipients
- BostonGlobeTravelShow.com
  - Share of leaderboard impressions on BostonGlobeTravelShow.com
  - Logo presence with clickthrough on show website homepage
  - Logo presence with blurb and clickthrough on show website sponsor page
- Boston Globe Travel Show event promotion
  - 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)

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## Event

- 20x20 sq. ft booth space (4 booths) with company banner (banner supplied & hung by sponsor)
- Logo presence on welcome, exit and show stage banners
- 250 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