

Presenting Sponsorship: \$105,000 net

*Only 1 Presenting Sponsor available per category – please see sales representative

Advertising

- Tab supplement to The Boston Globe: *The Boston Globe Travel Show Guide*
 - 400 word advertorial in the Guide
 - 1 full-page color ad
 - 4 block ad within the exhibitor directory
- The Boston Globe
 - Choice of 2 full page color Sunday *Travel* ads or 3 full page color ads running 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 ads in *The Globe Magazine*
- Boston.com
 - 500,000 leaderboard impressions to run on Boston.com Travel and/or News sections
 - 1 exclusive Boston Traveler email sent to more than 75,000 opted-in recipients
- Yahoo!
 - 200,000 leaderboard impressions to run behaviorally-targeted to travel enthusiasts on Yahoo.com
- BostonGlobeTravelShow.com
 - Marquee ad on travel show website homepage
 - Share of all leaderboard advertising on website
 - Headlining logo presence with clickthrough on show website homepage
 - Logo presence with blurb and clickthrough on show website sponsor page
 - Sponsored link presence on all show web pages except homepage and show sponsor page
- Boston Globe Travel Show event promotion
 - Most 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

- 20x40 sq. ft booth space (8 booths) with company banner hung from ceiling above booth (banner supplied by sponsor)
- Most prominent logo presence on all event banners including welcome, exit, show stage,
- Unlimited passes to both trade and consumer show days
- Opportunity to brand the official show bag
- Opportunity to insert a premium or literature into the official show bag
- Stage performance or seminar: host two 30-minute seminars or cultural performances on the show stage

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 spokespeople/visuals in aggressive outreach to both consumer and trade media