



Extra Exposure Opportunities

Increase your visibility as an exhibitor with these pre-show and onsite promotional opportunities. To take advantage of any of these options, please check off the opportunities you are interested in, sign and fax the form to the attention of J2L Events at 410.773.9442. If you have any questions, please call 717-634-5127.

CONSUMER PROMOTIONS *(Over 20,000 public attendees expected in 2012!)*

PRE-SHOW CONSUMER PROMOTIONS

1. Floor Plan Sidebar Splash Ad – Limit 10 Companies

Place your web ad (195 x 150 pixels) on the show's online floorplan, one of the most visited pages on the Travel Show website for both travel trade professionals and consumers. Contact us for full specs. Nearly 20,000 views in 2011!

Cost: \$250 per ad

2. Company Logo Visibility on Main Visitor Info Webpage – Limit 25 Companies

Insert your company logo, with website click-through, in the highly visible "Featured Exhibitor" section on the main visitor info webpage (one of the first places consumer attendees will head to find information about the Show!). Over 10,000 views in 2011!

Cost: \$350

3. Company Logo w/Blurb Visibility on Online Consumer Ticket Purchase Confirmations – LIMIT 4 COMPANIES!

Put your logo and brief message in consumers' pockets through the online ticket confirmation that is sent to all pre-show consumer registrants. Ensure consumers get your message by providing a special offering for every attendee who brings the ad to your booth. Over 6,500 consumers registered online in 2011!

Cost: \$850

4. Website Banner Ad Rotation Opportunity – LIMIT 4 COMPANIES!

Highlight your company to travel trade professionals and consumers by placing your web banner on the show website in highly visible positions on the main visitor and travel trade web pages. Banner size 728 x 90 pixels. Call for full specs. Over 25,000 views in 2011!

Cost: \$1,150 per banner

5. Official Show Guide Advertisements

Placing advertisements in the Official Travel Show Guide will help you gain exposure not only with the 22,000 Show attendees expected at the event, but also with 1.8 Million *Boston Globe* readers. The Official Show Guide gets full run in *The Boston Globe* and *Worcester Telegraph & Gazette* the week of the event. Space is limited and premium positions sell quickly. Options available: Full Page Ad, ½ Page Ad and ¼ Page Ad.

Contact Jeff Hurley with *The Boston Globe* for sales information at jhurley@globe.com or 617.929.3438.

ONSITE CONSUMER PROMOTIONS

1. Show Bag Inserts – Limit 25 Companies

Ensure your message goes home with consumers by inserting literature into the official Show bags, which are distributed to every attendee. Your company provides literature and covers costs associated with shipping product to collating destination. Quantity – 15,000 pieces.

Cost: \$950

2. Family Passport – Limit 16 Companies + 1 Main Sponsor

Guarantee dozens of family visits to your booth! The Family Passport will be distributed at the Travel Show entrance to families with children, who must visit each company listed to gain a stamp. When they visit your booth, you can share specific information about your family trips and offerings. After visiting each Family Passport vendor and collecting your information, families will then return their completed information to the Family Passport Sponsor booth for a chance to win a major trip donated by the sponsor. Trip must be all-inclusive for 4 people.

Cost per company listing (includes company name, logo, URL & contact info, and brief listing): \$295

Sponsor cost (includes additional show promotion as Family Passport Sponsor, plus direct contact details of all family participants): \$950 + trip giveaway

3. Popcorn Machine

The smell of popcorn drives 'em wild and brings them running to your booth!

Cost: \$750 to include enough popcorn to feed 500 ppl per day, Saturday and Sunday only.

OR brand an exclusive popcorn area in a separate booth for \$1,650 (includes signage and 6' draped table for company materials in addition to popcorn supplies).

4. Face Painter – EXCLUSIVE!!

Dazzle your audience with amazing face painting techniques that will bring the families to your booth and keep them around long enough to learn about your products and specials! Trained makeup artists make this face painting something people will be raving about for years to come! [Combine it with a photo opportunity and make sure your brand stays alive long after the show.]

Cost: \$1,600 -- includes face painter for 4 hours a day on Saturday and Sunday.

OR brand an exclusive face-paint area in a separate booth for \$2,500 (includes signage and 6' draped table for company materials in addition to face painter's time).

5. Balloon Artist – EXCLUSIVE!!

Have a professional balloon artist create hundreds of items (hats, animals, swords, etc) out of balloons, while you provide information on your destination or product. Elaborate balloon hats, cartoon characters and custom, life-size sculptures are all part of their specialty.

Cost: \$1,600 – includes balloon artist for 4 hours a day on Saturday and Sunday.

OR brand an exclusive balloon artist area in a separate booth for \$2,500 (includes signage and 6' draped table for company materials in addition to balloon artist's time).

6. Eye-Catching Booth Banner

Be a standout on the show floor! Display your company banner above your booth to set you apart from other exhibitors and increase foot traffic to your booth. You supply the artwork, we supply the banner and hang it for you. Banner measures 9' x 3'.

Cost: \$1,950

Deadline: January 10, 2012

7. Official Travel Show Pen – EXCLUSIVE!!

Stick your message right in people's hands! Have your personalized company pen distributed on-site at the ticket office, consumer survey station, and inserted into the official Show bags (\$1,000 value) distributed to every attendee! As an added bonus, promotional placards containing your company logo will be placed in pen areas notifying consumers that pens are theirs to keep. (15,000 pens)

Cost: \$1,950 + your cost of production, OR \$5,500 and we'll produce and distribute the pens for you.

8. On-site Electronic Show Map & Directory Sponsor – LIMIT 3 COMPANIES!

Insert your company logo on the On-site Electronic Show Map & Directory. This handy directory is located just inside the entrance to the Show and will be seen by every attendee as they enter. The unit contains a 42" flat-screen monitor that hosts the online floor plan and exhibitor list and will be used by on-site attendees to find exhibitors. The unit contains three (37 5/8" x 17 1/2") signs that can contain your company logo.

Cost: \$2,000 per sign mount OR \$5,000 if you purchase all 3 spots.

9. Little Explorers Zone Sponsor – EXCLUSIVE!!

One of the sure destinations for families will be the Little Explorers Zone, where kids of all ages can jump in the Moon Bounce or participate in safe children's activities that you design and bring. If your company caters to families, sponsoring the Little Explorers Zone puts your name front and center with a targeted audience. Sponsorship includes:

- Logo inclusion on the banner to be hung above the Little Explorers Zone.
- Logo inclusion on all directional signs leading to the Little Explorers Zone.
- Logo inclusion in a *Boston Globe* ad spotlighting Show attractions.
- Logo placement and 150 words of editorial copy on the Attractions page on the Show website.
- Recognition on the floor plan map in the Official Show Guide as the Little Explorers Zone Sponsor.
- Opportunity to provide branded shirts for Little Explorer Zone staff working the area.
- Opportunity to distribute company promotional item to all attendees within this area (hat, t-shirt, etc).
- 6' draped table to display your company's materials (\$1,000 value).

Cost: \$3,950

10. Culinary Stage Presentation – Limit 4 Companies

The chef demonstrations on the Culinary Stage are a huge standing-room-only consumer draw, providing your destination or company with an excellent way to get visibility and gain brand awareness through travelers' taste buds! Culinary Stage presenters receive:

- One 1-hour presentation slot on the Culinary Stage on either Saturday or Sunday (first come, first serve).
- A blurb about your presentation included in a *Boston Globe* ad spotlighting the Culinary Stage.
- Logo placement and 100 words of copy and logo on the culinary presentation page on the Show website.
- Recognition in the Official Show Guide as a Culinary Stage presenter.
- During your presentation, opportunity to place company brochure on every seat at the Culinary Stage, as well as distributed to bystanders.
- NOTE: Presenter must provide chef and food for 300+ samplings for the presentation. The Show can provide food and chef at an additional cost of \$1,000.

Cost: \$1,450

Deadline: December 10, 2011

11. Cultural Entertainment Stage Sponsorship – EXCLUSIVE!!

Be the exclusive sponsor of the Cultural Stage and have your company name and logo printed on the banners that will frame our live entertainment and celebrity travel experts, which are a huge draw at our shows. Gain visibility with a captive and targeted audience and ensure that all press photos, event photos and attendees see your company name first. Cultural Stage Sponsors receive:

- One 30-minute presentation slot on the Cultural Stage either Saturday or Sunday.
- Logo inclusion in a *Boston Globe* ad spotlighting the Cultural Stage.
- Logo placement and 150 words of editorial copy on the Cultural Stage page on the Show website.
- Logo inclusion on the banner to be hung above the Cultural Stage.
- Logo inclusion on all directional signs leading to the Cultural Stage.
- Recognition on the floor plan map in the Official Show Guide as the Cultural Stage Sponsor.
- Recognition by the stage emcee on a regular basis to all attendees.
- Opportunity to place company brochure on every seat at the Cultural Stage (refreshed between all presentations), as well as distributed to bystanders.
- Opportunity to provide branded shirts for Cultural Stage staff working the area.

Cost: \$8,950

Deadline: December 10, 2011

And we have many other opportunities – the sky's the limit!

- *shuttle carts branded with your logo to ferry attendees from the subway stop to the box office*
- *personalized water bottles*
- *personalized drink koozies*
- *ski simulators*
- *kid's archaeology dig site*
- *Scavenger Hunt*
- *scuba dive pool*
- *... and many more – let us know what interests you, and we'll figure out how to fit it in your budget!*

TRADE PROMOTIONS *(Over 2,000 trade attendees expected in 2012!)*

PRE-SHOW TRADE PROMOTIONS

1. Company Logo w/Blurb Visibility on Online Trade Registration Confirmations – LIMIT 4 COMPANIES!

Have your logo and brief message added to the online registration confirmation that is sent to all pre-show trade registrants, including travel agents, media, and other trade professionals. Over 1,250 registered online in 2010.

Cost: \$295

ONSITE TRADE PROMOTIONS

1. Trade Badge Lanyards – EXCLUSIVE!!

Have your name around the neck of every travel trade professional and exhibitor on the show floor. You provide the lanyard with your company name/logo and we'll manage the distribution. 2,500 pieces required.

Cost: \$1,250

2. Exhibitor Lounge Beverage Sponsor – EXCLUSIVE!!

Keep our exhibitors hydrated during the show by being the exclusive sponsor of beverages at the exhibitor lounge! Sponsorship includes: beverage cooler inside the exhibitor lounge with waters & sodas provided throughout show days, on-site signage, sponsor recognition in exhibitor welcome kit, opportunity to distribute your company flyer to all exhibitors at the exhibitor registration desk, logo and direct company web link provided on the Exhibitor webpage on the show website and 6' draped table in the exhibitor lounge for sponsor's materials to be distributed.

Cost: \$1,500

3. Dessert Table for Evening Trade Reception – EXCLUSIVE!!

Sponsor delicious, decadent desserts that will tempt anyone's taste buds. Includes on-site signage, sponsor recognition in Trade Day brochure, logo and direct company web link provided on Travel Industry Conference webpage, 6' draped table near dessert station for sponsor's materials (\$1,000 value), and opportunity to personally distribute materials to trade attendees.

Cost: \$2,000

Deadline: January 10, 2012

4. Trade Day Continental Breakfast – EXCLUSIVE!!

Give your clients a good start to the morning with a continental breakfast (muffins, bakeries and fruit) and hot beverages. Breakfast will be set in lobby outside of conference rooms. Maximum 250 ppl. Includes:

- Logo and direct company web link provided on Travel Industry Conference webpage.
- Opportunity to personally offer freebies, trip drawings, FAM offerings, commissionables and other incentives for agents to attend; listed on the Travel Industry Conference webpage.
- Show Management promotion to ASTA, NACTA, OSSN and PTANA, and direct contacts.
- Recognition in official Trade Day brochure.
- On-site signage.
- 6' draped table near breakfast set up for sponsor's materials and presence.

Cost: \$7,500

Deadline: January 10, 2012

5. Trade Day Luncheon – EXCLUSIVE!!

People never turn down a free lunch and always remember who fed them. Travel trade attendees will receive a seated, plated luncheon to be served in a separate room in conference area. Maximum 250 ppl. Includes:

- Logo and direct company web link provided on Travel Industry Conference webpage.
- Opportunity to offer freebies, trip drawings, FAM offerings, commissionables and other incentives for agents to attend; listed on the Travel Industry Conference webpage.
- Show Management promotion to ASTA, NACTA, OSSN and PTANA, and direct contacts.
- Recognition in official Trade Day brochure.
- On-site signage.

- Opportunity to speak for 25 minutes to captive audience of agents and to introduce keynote presenter (to be selected by Show Management).
- Room set-up and basic AV (screen, projector, mic, sound).
- Opportunity to place flyer/brochure on every seat in luncheon room.

Cost: \$15,000

Deadline: January 10, 2012

6. Trade Day Reception Bar Sponsor

Draw travel agents and other trade attendees directly to your booth and help them wind down with a cocktail or beverage of their choice while you network directly with them about your products and destination.

- Logo and direct company web link provided on Travel Industry Conference webpage.
- Recognition in official Trade Day brochure.
- On-site signage.
- One open bar with deluxe brand liquors, wine, beer, soft drinks and water placed within or next to sponsor's booth. (Specialty drinks or theme bar may incur an added charge. Contact Show Management for details.)
- Inclusion in Trade Attendee Welcome Kit distributed at registration counters to all trade attendees. You provide a company brochure / business card and we'll print and include one drink "ticket" pointing trade attendees to your booth to redeem for a drink.
- Opportunity to distribute company promotional item (hat, t-shirt, brochure, etc) at your sponsored bar.

Cost: \$2,500

Deadline: January 10, 2012

2012 Boston Globe Travel Show – Extra Exposure Opportunities

PRE-SHOW CONSUMER PROMOTIONS

- 1. Floor Plan Sidebar Splash Ad – Cost: \$250 per ad
- 2. Company Logo Visibility on Main Visitor Info Webpage – Cost: \$350
- 3. Company Logo w/Blurb Visibility on Online Consumer Ticket Purchase Confirmations – Cost: \$850
- 4. Website Banner Ad Rotation Opportunity – Cost: \$1,150 per banner

ONSITE CONSUMER PROMOTIONS

- 1. Show Bag Inserts – Cost: \$950
- 2a. Family Passport Listing – Cost per company listing: \$295
- 2b. Family Passport Sponsor – Cost: \$950 + trip giveaway
- 3a. Popcorn Machine – Cost: \$750
- 3b. Popcorn Machine Separate Booth – Cost: \$1,650
- 4a. Face Painter – Cost: \$1,600
- 4b. Face Painter Separate Booth – Cost: \$2,500
- 5a. Balloon Artist – Cost: \$1,600
- 5b. Balloon Artist Separate Booth – Cost: \$2,500
- 6. Eye-Catching Booth Banner – Cost: \$1,950
- 7a. Official Travel Show Pen – Cost: \$1,950
- 7b. Official Travel Show Pen – Production & Distribution – Cost: \$5,500
- 8a. On-site Electronic Show Map & Directory Sponsor – Cost: \$2,000 per sign mount
- 8b. On-site Electronic Show Map & Directory Sponsor – Cost: \$5,000 for all 3 spots
- 9. Little Explorers Zone Sponsor – Cost: \$3,950
- 10. Culinary Stage Presentation – Cost: \$1,000
- 11. Cultural Entertainment Stage Sponsorship – Cost: \$8,950

PRE-SHOW TRADE PROMOTIONS

- 1. Company Logo w/Blurb Visibility on Online Trade Registration Confirmations – Cost: \$295

ONSITE TRADE PROMOTIONS

- 1. Trade Badge Lanyards – Cost: \$1,250
- 2. Exhibitor Lounge Beverage Sponsor – Cost: \$1,500
- 3. Dessert Table for Evening Trade Reception – Cost: \$2,000
- 4. Trade Day Continental Breakfast – Cost: \$7,500
- 5. Trade Day Luncheon – Cost: \$15,000
- 6. Trade Day Reception Bar Sponsor – Cost: \$2,500

TOTAL \$ _____

Full Name _____

Company _____

Phone _____ Email _____

PAY BY CHECK:

Make check payable to **The Boston Globe Travel Show**, in U.S funds and list Exhibiting Company Name on payment. Mail this signed form, including payment to:

The Boston Globe Travel Show
c/o J2L Events
PO Box 1766
Westminster, MD 21158

PAY BY CREDIT CARD:

I _____ Authorize The Boston Globe to charge my credit card
(NAME)

Not to exceed the amount shown.

AMOUNT \$ _____ USD.

CREDIT CARD TYPE _____

CREDIT CARD # _____

CARD CV2 # _____

EXPIRATION DATE _____

BILLING ADDRESS _____

BILLING ZIP CODE _____

NAME ON CARD _____
(As it appears on card)

SIGNATURE

DATE

Fax this signed form to:
410.773.9442

Or mail to:
The Boston Globe Travel Show
c/o J2L Events
PO Box 1766
Westminster, MD 21158