

PROMOTION & VISIBILITY OPPORTUNITIES

“And the Survey Says...” **\$4,500**

The best way to ensure that your products are well received is to know exactly what your audience wants. Take advantage of this exclusive opportunity to survey the advisors in attendance either in advance of the event via an online survey, or while on site to glean valuable information that can help drive your brand forward.* Although we cannot guarantee 100% participation, all advisors will be thoroughly encouraged to participate as part of their hosted package.

*Supplier provides all of the questions and answer parameters to Questex to build online, or may bring their own paper-based survey to be distributed and collected on site.

Inspired Note Taking Starting at **\$3,000***

The advisors were busy taking notes throughout the 2017 event, being inspired with new ideas. Branding these notebooks, which can be customized with your destination or property material on each page, will keep you top of mind throughout the event and all year.

* This opportunity is available from \$3,000 and up, depending upon the customization required.

Exclusive Breakfast Sponsor **\$6,500***

The entire group enjoys breakfast together. You are welcome to bring a sign for each table, greet the guests as they arrive, and display signage designating your brand as the breakfast sponsor. You are welcome to speak and present during the breakfast, up to 15 minutes set aside for presentations. Since this is an EXCLUSIVE opportunity, it is your chance to stand out. Offered to a participating sponsor and includes one additional badge for the entire event.

*Base price for sponsorship. Any customization may incur additional production charges.

Exclusive Lunch Sponsor **\$7,500***

The entire group enjoys lunch together. You are welcome to bring a sign for each table, greet the guests as they arrive, and display signage designating your brand as the lunch sponsor. You are welcome to speak and present during the luncheon, up to 15 minutes set aside for presentations. Since this is an EXCLUSIVE opportunity, it is your chance to stand out. Offered to a participating sponsor and includes one additional badge for the entire event.

*Base price for sponsorship. Any customization may incur additional production charges.

Re-Energize Coffee Break (Limited Availability) **\$2,500**

During a bustling event, attendees could use a pick-me-up. What better way to help travel professionals recharge while at Travel Industry Exchange than with a branded coffee station. Networking breaks are the perfect way to demonstrate your company’s outstanding hospitality. Be sure to ask about branded cups, napkins, signage, and collateral.

Dedicated Email Blast (Limited Availability) **\$2,000**

Showcase your brand or promotion to up to 30,000 leisure agents in the Travel Group travel agent database. Larger database available for an additional cost.

! Sponsor is **required** to supply creative and/or copy where applicable. Consult specifications sheet on page 3 for details. Event management must approve all material submitted.

See page 2 for signature and Terms and Conditions

For more information contact:

Ellen Evers **P:** +1 646.979.4544 **E:** eevers@questex.com
Nathalia Elias **P:** +1 212.895.8249 **E:** nelias@questex.com

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Registration (Exclusive) \$3,500

Keep your brand front and center throughout the entire agent acquisition process. This sponsorship opportunity gives you a table at the registration area on site at the event to greet and welcome buyers. Package also includes check-in table, and collateral for distribution to agents upon check-in, as well as logo inclusion on registration signage, and on website and the printed directory.

Get Social Package (Limited Availability)..... \$2,500

Promote your Travel Industry Exchange content to 10k+ followers via Twitter and Facebook pages.

Event Bag Insert \$2,000*

Put your marketing collateral in every travel professional's hands! This opportunity is a quick way to disseminate important information such as a press release, brochure, or a branded item.

*Includes one page, size up to 8½x11. Consult account manager for pricing of other items.

Event Bags (Exclusive) \$4,000

Agents will carry your bag around all day to conference sessions and then back to their offices ensuring ongoing exposure post-event, since everyone needs a tote bag.

Event management reserves the right to pre-approve materials.

Event Badges (Exclusive) \$2,000


Gain high visibility by putting your logo in front of every attendee at the event, all day, every day! All attendees are required to wear their badges at all times during the event, so as the exclusive badge sponsor, your logo will be front and center!

Event Directory Advertisement Full Page Ad \$2,000

Placing an advertisement in the official Event Directory gives you repeated exposure to a targeted audience of agents and suppliers who continually reference this key information during the event and throughout the year.

Space is limited and premium positions sell quickly.

 **Have some ideas of your own?** Contact our team to customize a sponsorship that meets your goals.

 Sponsor is **required** to supply creative and/or copy where applicable. Consult specifications sheet on page 3 for details. Event management must approve all material submitted.

TERMS AND CONDITIONS

Supplier agrees to submit materials on a timely basis as noted. The quality of materials submitted must meet specifications. Please note no refunds are available once the agreement is accepted by Questex Travel Group. Payment is due in full upon commitment.

Authorized Signature: _____

Date: _____

For more information contact:

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Materials Specifications

Email

Dedicated Email Blast

- HTML file
- 600 pixels wide maximum
- HTML and images must be hosted on partner's server
- Subject line
- Any links to be included in email

HTML code MUST be 70% text and 30% images to meet our guidelines.

Social

Get Social Package

- Related image in JPG format to be used on Twitter and Facebook
- Promotional copy for Twitter. 140 character maximum
Please note that the 140 character limit includes shortened links, hash tags, and image links.
- Promotional copy for Facebook. 50 word maximum.
Please note that the 50 word limit includes shortened links and hash tags.

Print

Event Directory Print Ad

- Full page, w/bleed: 8.25" x 11"
- Full page, non-bleed: 7.25" x 10"

Ad Close: 8/17/18

Material Due: 8/24/18*

*Live matter must be held .375" from final trim.
Directory trim size is 8" x 10.75"*

**No refunds offered if materials are not received on time*

Digital Data is required for all submissions.

Questex requires High Resolution PDFx1a files of at least 300 dpi, made using CMYK colors, with fonts embedded and transparencies flattened.

We highly recommend a SWOP-certified color proof to be forwarded for the digital ad file. We cannot guarantee the accuracy of an ad supplied without a color proof and will not issue makegoods. (For more information on SWOP, please visit www.swop.org).

Submit Materials To:

Jennelyn Popoter, Assistant Event Manager

P: +1 212.895.8274

E: jpopoter@questex.com