

TRAVEL & ADVENTURE SHOW®

NOW OFFERED FOR
ALL SHOWS!

FAM-TAS PROGRAM PROSPECTUS 2020

Boston January 11-12

San Diego January 18-19

Chicago February 8-9

Los Angeles February 15-16

Denver February 22-23

Atlanta February 29-March 1

Washington D.C. March 7-8

Philadelphia March 14-15

SF/Bay Area March 21-22

Dallas March 28-29

New for
2020!

“**THE FAM-TAS PROGRAM WAS FANTASTIC.** We made so many great contacts with agents. This makes the show really worthwhile for us. I hope you plan to do this every year. That will keep us coming.”

RICHARD LIVERANCE, MARKETING DIRECTOR, WESTERN REGION USA,
GOVERNMENT OF ISRAEL MINISTRY OF TOURISM



“I am a veteran of FAM opportunities at trade shows, and was pleasantly surprised at the quality of the three sessions I attended. I loved that there were only three sessions and found these sessions were well organized and very informative! I made valuable contacts at the trade show because of the clever passport program and have **ALREADY BOOKED TRAVEL WITH ONE OF THOSE COMPANIES.**”

JENNY LYN SENTER, TRAVEL CONSULTANT/OWNER, SF/BAY AREA

MAXIMIZE YOUR TIME, VISIBILITY AND PROFIT WITH THE FAM-TAS TRAVEL AGENT PROGRAM!

Capture all the benefits of a custom roadshow for less cost and less effort than if you did it yourself

America’s leading travel show series – the Travel & Adventure Show – has developed a unique and lucrative program for select destinations and suppliers to connect with qualified travel advisors at the 2020 events. This is your opportunity to network with and educate paying Travel Agents and familiarize them on how best to market and sell your products.

This turnkey program is limited to only three, one-hour sessions per event. **Room rental, AV setup, catering, and agent recruitment is ALL included.**

Additionally, up to twelve exhibitors who participate in each Travel & Adventure Show can take part in a unique passport program, allowing them to meet agents right on the show floor in their booth.

WHY PARTICIPATE:

▶ Time-Tested Success

After 15 years and 93 events, The Travel & Adventure Show continues to deliver professionally managed events year after year.

▶ We Handle ALL The Logistics For You

All you do is show up, present and sell!

▶ Expand Your TAS Investment

Take advantage of this high-return, low-risk opportunity to activate future sales and create meaningful business relationships.

▶ Extensive Networking Opportunities

Engage directly with the leading travel sellers in your area in one day, under one roof!

▶ We Do The Prospecting For You

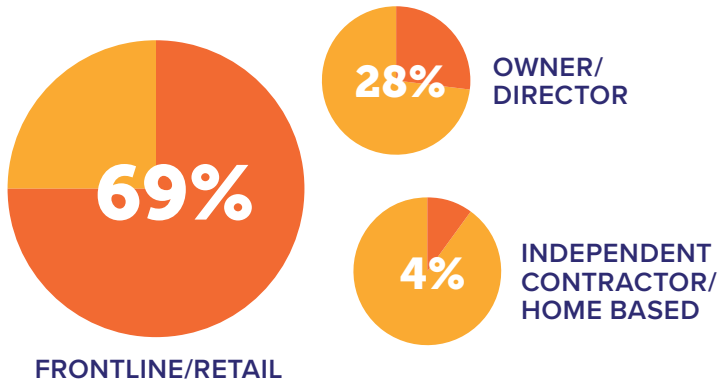
Look forward to a successful turn out of qualified agents targeted through our multi-media marketing campaign and strategic partnerships.

For Information on Program Participation and Sponsorship Opportunities
203.878.2577 | sales@travelshows.com

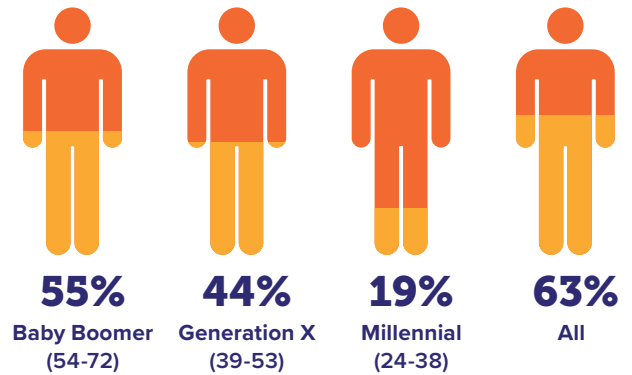
ENGAGE AN AUDIENCE OF QUALIFIED TRAVEL PROFESSIONALS WHO HAVE PAID TO MEET YOU!

93% of attendees said they would register for the FAM-TAS Program again next year.

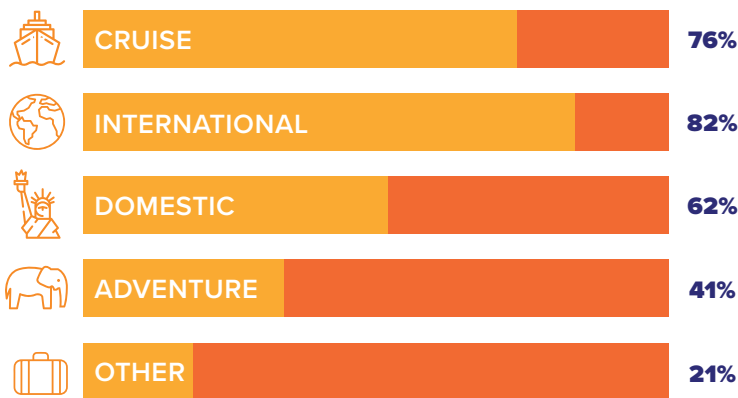
JOB DESCRIPTION



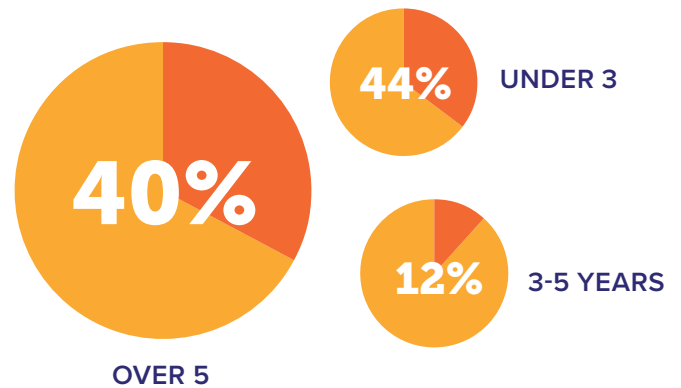
TARGET DEMOGRAPHIC



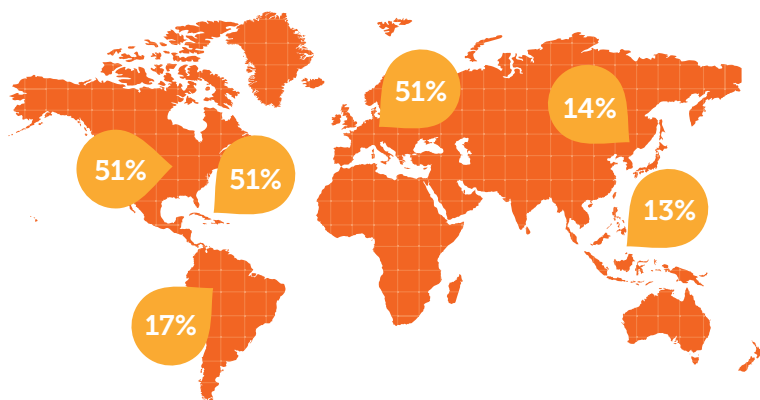
AGENT SPECIALTIES



YEARS SELLING TRAVEL



DESTINATION SPECIALTIES



TOP FRANCHISES, HOST AGENCIES & CONSORTIUMS REPRESENTED

- Cruise Planners
- American Express Travel
- CruiseOne/Dream Vacations
 - InteleTravel
- American Travel Bureau
- Dreamscape Travel Group
- Ensemble Travel Group
 - Nexion
- Travel Leaders Network

“If you are looking to meet qualified travel agents at the show, FAM-TAS is for you. This turnkey program took care of all the planning and promotion for us,
ALL WE HAD TO DO WAS SHOW UP AND PRESENT.”

JULIE YONEYAMA, MAUI VISITORS & CONVENTIONS BUREAU



SPONSORSHIP OPPORTUNITIES NETWORK. PRESENT. EDUCATE.

Welcome Breakfast with Sponsor Presentation – \$8,900

One Welcome Breakfast Sponsor per market

Host the Welcome Breakfast for participating VIP FAM-TAS Agents. Sponsor receives a one-hour presentation session in a designated meeting room located near the show hall.

- 75-100 paid agents per event (Sponsors may invite their own agents as well)
- Meeting room space, AV, set-up and appropriate catering included
- Inclusion in Exciting Agent / Exhibitor Passport Program to encourage agents to visit your booth on the show floor

Lunch with Sponsor Presentation – \$9,950

One Lunch Sponsor per market

Host Lunch for participating agents on the show floor. Sponsor receives a one-hour presentation session in a designated meeting room located near the show hall.

- 75-100 paid agents per event (Sponsors may invite their own agents as well)
- Meeting room space, AV, set-up and appropriate catering included
- Inclusion in Exciting Agent / Exhibitor Passport Program to encourage agents to visit your booth on the show floor

Afternoon Coffee Break with Sponsor Presentation – \$7,000

One Afternoon Session Sponsor per market

Host the Afternoon Sponsor Presentation for participating agents. Sponsor receives a one-hour presentation session in a designated meeting room located near the show hall.

- 50-80 paid agents per event (Sponsors may invite their own agents as well)
- Meeting room space, AV, set-up and appropriate catering included
- 10 minute Celebrity Travel Expert Meet & Greet post presentation
- Passport Program Trip Giveaways announcement post presentation
- Inclusion in Exciting Agent / Exhibitor Passport Program to encourage agents to visit your booth on the show floor

All Presentation Sponsors will receive a FAM-TAS Sponsor Success Kit. Inside you will find tips to help you optimize your presentation content and further engage your audience. We will work with you to activate a variety of engagement and branding opportunities including but not limited to:

- Organize a Seat Drop
- Play a Sizzle Reel
- Collect Business Cards
- Offer a FAM Trip giveaway



PLEASE NOTE:

ALL SPONSORSHIP OPPORTUNITIES ARE ON A FIRST-COME, FIRST SERVE BASIS

All sponsors will be recognized as an Official FAM-TAS Program Sponsor on the website, in pre/post emails, in print ads, and in on-site printed collateral and signage.



For Information on Program Participation and Sponsorship Opportunities
203.878.2577 | sales@travelshows.com



“Great information and a chance to talk
**FACE-TO-FACE WITH
VENDORS.**”

KIMBERLY, CHICAGO

PARTICIPATE IN THE FOLLOWING MARKETS:

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SPONSORSHIP OPPORTUNITIES PASSPORT PROGRAM:

Passport Program Sponsor- \$395

9-12 Passport Program Sponsors per market

Take part in a unique Agent/Exhibitor Passport Program to encourage participating FAM-TAS Agents to visit select Exhibitor Booths. Sponsor receives dedicated listing in the Passport given to each agent at registration. In order to complete the Passport, agents must visit all participating supplier booths for a stamp.

Passport Program: Trip Giveaway

Sponsor a fully hosted familiarization trip including round trip airfare and hotel stay for one lucky FAM-TAS Agent who completed the passport! Additional prize giveaway opportunities are also available for FAM-TAS Agents who completed the passport. This is a free promotional opportunity which includes promotion for your trip giveaway on our website, in dedicated email campaigns and in the passport program booklet.

BRANDING:

Travel Agent Registration + Branded Welcome Bag Sponsor - \$6,000

One Registration Sponsor per market.

All Travel Agents must stop at the Travel Agent Registration Desk to check in and receive their badges. Your brand will be the first thing they see when they walk in and the last thing they see when they leave the show.

Sponsor will provide graphics to brand signage and the registration desk and a full-color logo for branded bags. Sponsor can place additional items in the welcome bag including but not limited to handouts, branded pens, lanyards, etc.

PROMOTIONAL OPPORTUNITIES:

Pre-Show Email Blast to Full Agent Base (Market Specific) - \$999

Set your brand apart and drive traffic to your booth with a pre-show email blast.

Post-Show Email Blast to Agent Base (Market Specific) - \$999

Keep your brand top of mind after the show with a dedicated post-show email blast.

