



# HEARTLAND TRAVEL SHOWCASE

## February 24-26 2012

### KNOXVILLE, TENNESSEE



## *Stand out with Heartland Travel Showcase sponsorships*

Sponsorships are an excellent way to increase your company's recognition with qualified tour operators who are targeting the Heartland region.

We've made it cost effective for every budget size to take advantage of these opportunities with sponsorships starting as low as \$100. Create brand awareness, gain a competitive edge and bring business to your destination. Reserve your advertising space or sponsorship today!

### **Print Advertising** in the official show program

OTA members receive a 10 percent discount on all print advertising

Program Cover \$1,585

Inside front, inside back & back covers are available

Full Page (this can be an ad or an itinerary) \$1,320

Half Page \$1,045

Quarter Page \$ 825

**"New" Listing** in the official show program \$ 100

Includes name, logo and website

**"New" Enhanced Listing** in the official show program \$ 200

Includes name, logo, address, phone and website

### **Tour Operator Binder**

The binder is provided to all registered tour operators and is used to hold exhibitor profiles and other exhibitor information.

1. State Divider (front or back) \$1,100

2. Profiles \$ 440

### **Deadlines**

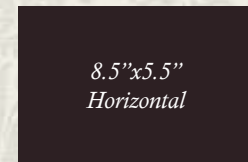
Show Program and Tour Operator Binder

Ads close: January 25, 2012.

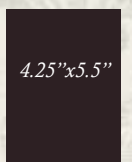
Materials and payment due: January 30, 2012.



8.5"x11"



8.5"x5.5"  
Horizontal



4.25"x5.5"

### **Print Advertising**

Live area: 7.25"x9.75"

Trim: 8.5"x11"

Bleed: add at least 1/8" beyond

High resolution images are best for printing purposes.

Submit all ads in PDF format.

Email your ad to  
Janet Johnson  
jjohnson@ohiotravel.org

## *Sponsorship Levels:*

### *Bronze Level*

- ***Bag Inserts for Exhibitors*** \$ 500
  - Full-page advertisement that you provide
  - Listing in show program
- ***Bag Inserts for Tour Operators*** \$ 500
  - Full-page advertisement that you provide
  - Listing in show program
- ***Education Sessions (each)*** \$ 500
  - Opportunity to have information distributed at the session
  - Listing in show program

### *Silver Level*

- ***Exhibitor Tote Bag*** \$1,300
  - You provide the bag
  - Bag insert
  - Profile sheet
  - Enhanced listing in show program
- ***Tour Operator Tote Bag*** \$1,600
  - You provide canvas bags
  - Includes half-page ad in show program
  - Profile sheet in Tour Operator Binder
- ***Massage Therapist*** \$1,575
  - Includes quarter-page ad in show program
  - Therapist may be placed near your booth
- ***In-Room Gift*** \$1,600
  - You provide promotional gift
  - Profile sheet in Tour Operator Binder
  - Includes half-page ad in show program
- ***Media Booths*** \$1,250
  - Ability to provide insert for exhibitor bags
  - Listing of registered exhibitors

## *Gold Level*

- ***Breaks*** (three available) \$2,000 each
  - Ability to bring five partners to break
  - Guaranteed five posts to the Ohio Travel Association's social media network that adhere to the strategy for Heartland Travel Showcase's social media presence
  - Table provided at or near break for marketing literature
  - Includes quarter-page ad in show program
- ***Registration Desk*** \$2,000
  - Signage displayed throughout the showcase
  - Includes a quarter-page ad in show program
  - Name and hyperlink on website
  - Ability to provide profile sheet

## *Platinum Level*

\$7,500

### ***Tour Operator Breakfast and Lunch***

- Guaranteed five posts to OTA's social media network that adhere to the strategy for Heartland Travel Showcase's social media presence
- Recognition of Platinum Level sponsors at all hospitality events
- Ability to speak at the sponsored event
- Ability to bring up to 20 additional partners to the event
- One full page ad in show program
- Ability to decorate the tables as you would like
- Receipt of list with all registered tour operators
- Ability to include 25-word follow-up in tour operator email correspondence (you submit this immediately following the show)

## *Custom Package*

See elements of a package and want to "create your own?" Call us today so that we can create a package to fit your specific needs!

## *Sponsorship Reservation Form:*

Name \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_

What sponsorship are you reserving? \_\_\_\_\_

Payment: Make checks payable to Heartland Travel Showcase

Credit Card:  Visa  MasterCard  American Express  Discover

Amount (US Dollars): \$ \_\_\_\_\_

Name on the credit card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec.# \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

FAX TO: 614-572-1937

OR MAIL TO:

Heartland Travel Showcase

130 East Chestnut Street, Suite 301

Columbus, Ohio 43215

## *Questions?*

Contact Janet Johnson at 800-896-4682 or 614-572-1931, ext. 3#  
or [jjohnson@heartlandtravelshowcase.org](mailto:jjohnson@heartlandtravelshowcase.org)

[www.heartlandtravelshowcase.com](http://www.heartlandtravelshowcase.com)