



Your Connection to the Travel Advisor Market

# The Most Desirable Audience

American Society of Travel Advisors is the leading global advocate for travel agents, the travel industry and the traveling public.

ASTA's **10,500+ members** are domestic and international travel advisors in 120+ countries.

ASTA members have, on average, 31 years of experience and include **independent contractors, brick-and-mortar agencies, host agencies, consortia, travel management companies** and **online agencies**.

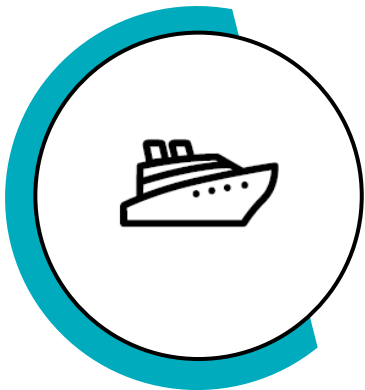






Sales in the **BILLIONS**

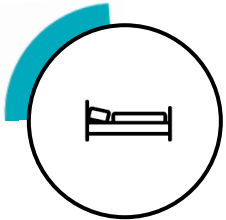
# ASTA Members Sell



**68%** of all cruises  
**\$11 BILLION**



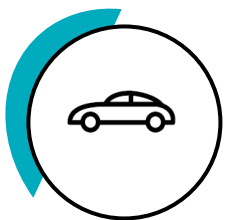
**66%** of all tours  
**\$13 BILLION**



**24%** of hotels  
**\$33 BILLION**

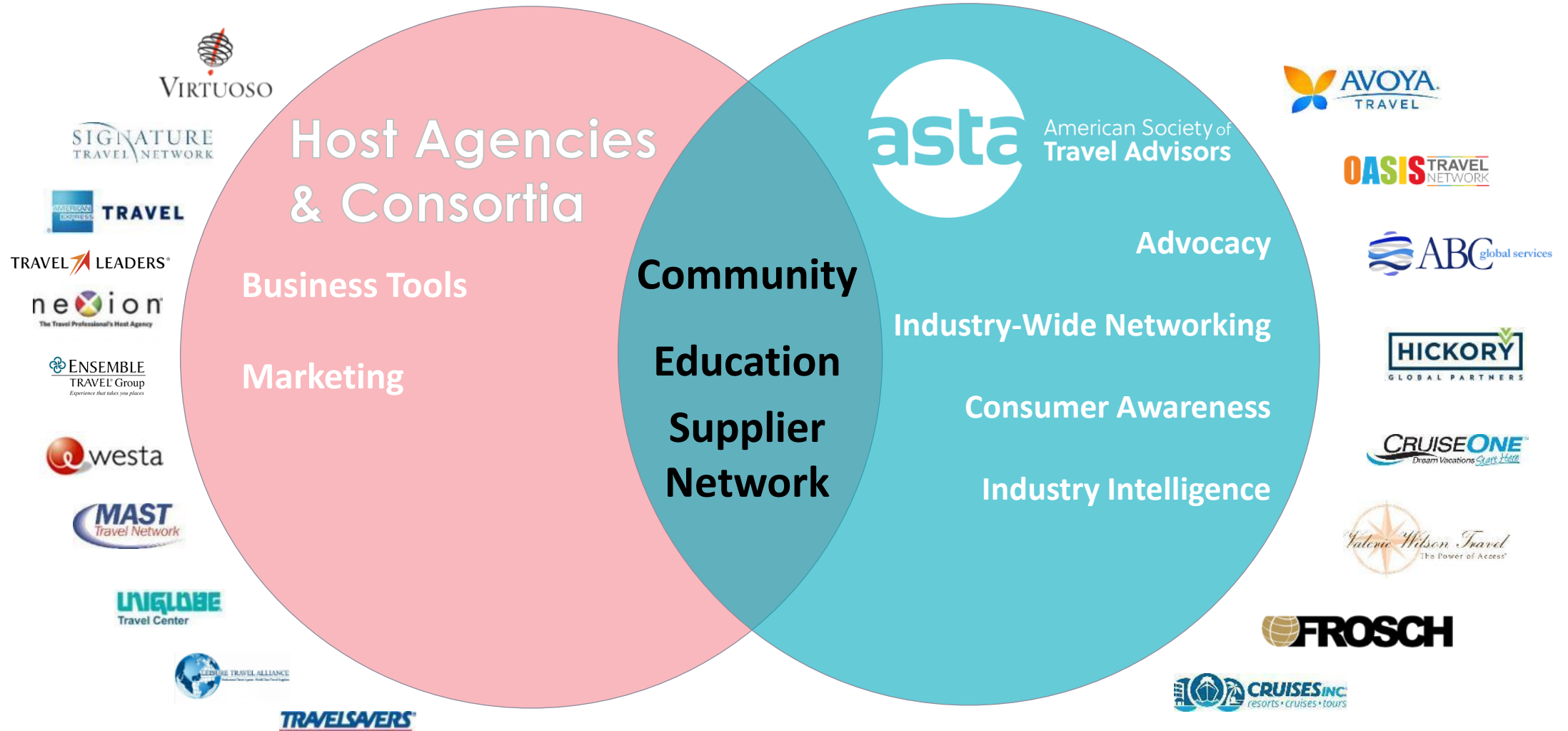


**53%** of air travel  
**\$86 BILLION**



**31%** of car rentals  
**\$5 BILLION**

# Stronger Together



# 2019 Events

---

## **ASTA Capitol Summit**

The Mayflower Hotel  
Washington, D.C. - June 1-5, 2019

## **ASTA Global Convention**

The Diplomat Beach Resort  
Fort Lauderdale, FL - Aug 25-27, 2019

## **ASTA Small Business Network Conference\***

Gaylord Rockies Resort & Convention Center  
Aurora, CO - Sep 29-Oct 1, 2019

*\*formerly NACTA Conference*

# Connect in 2019





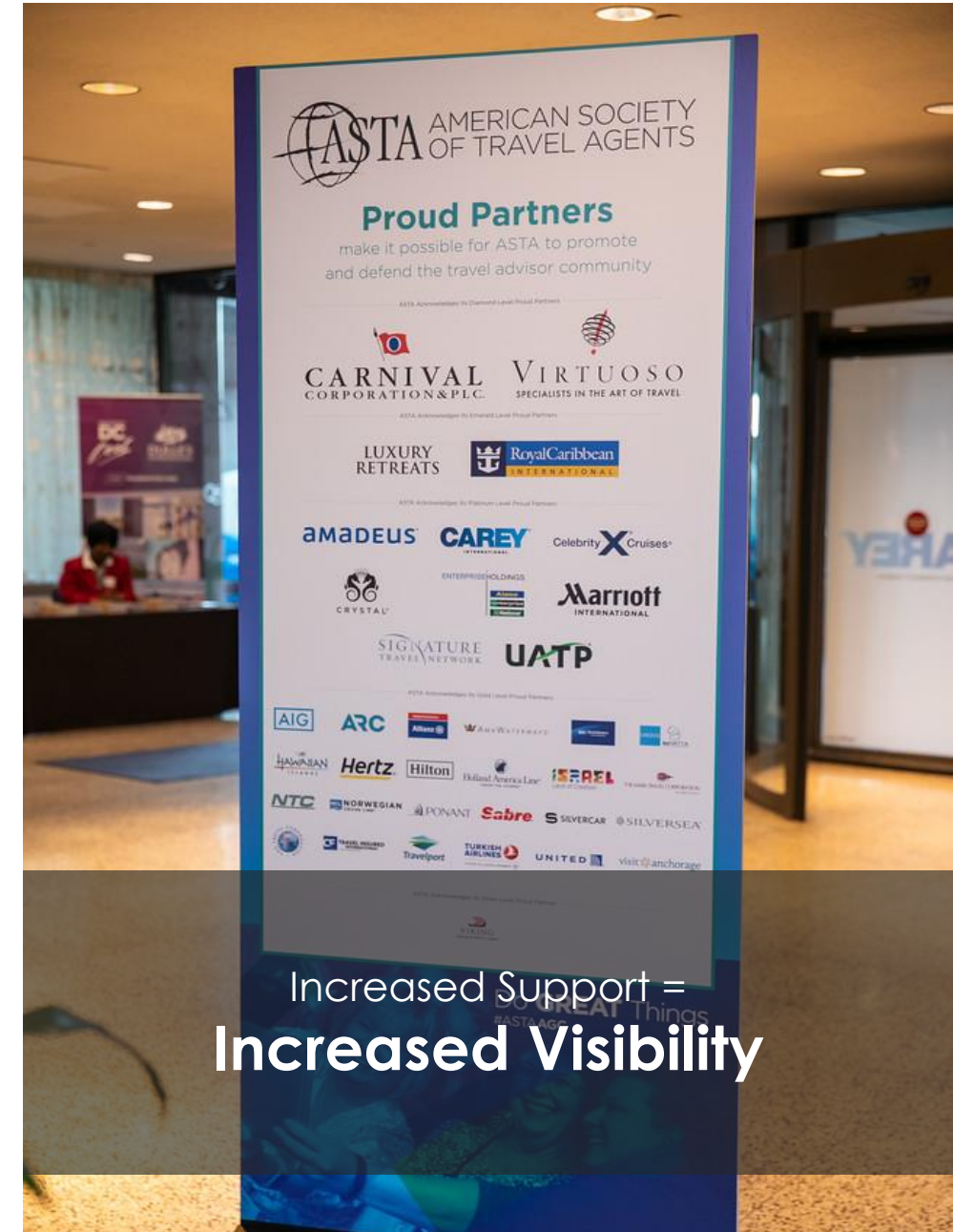
# ASTA Proud Partner Program

**ASTA Proud Partners are the association's most supportive supplier partners.**

Proud Partners receive enhanced recognition, marketing and exclusive accessibility to data and information. The Proud Partner Program is customized for each partner level.

ASTA Proud Partners form the Proud Partner Committee (PPC). The committee plays a critical role in guiding the Association's marketing of ASTA and its products to members, the larger advisor community and travelers.

The PPC's goal is to support ASTA travel advisor members, provide industry **education**, and **identify new and emerging markets** of travel products to **aid member travel agencies in the diversification of business mix**.

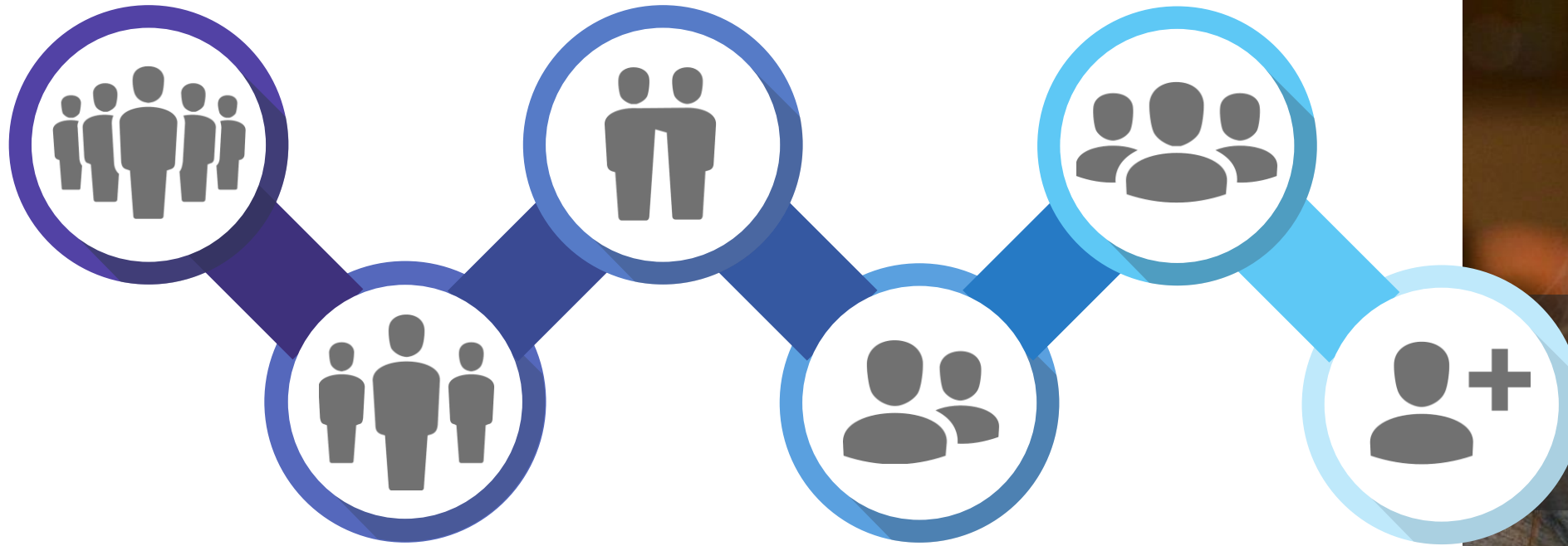


# Proud Partner Program Packages

	SILVER \$35,000 - \$40,000	GOLD \$40,000 - \$55,000	PLATINUM \$55,000 - \$80,000	EMERALD \$80,000 - \$120,000	DIAMOND \$120,000+
A seat on the Proud Partner Committee	X	X	X	X	X
Logo recognition in EVERY issue of ASTA Travel Advisor magazine	X	X	X	X	X
Logo recognition on ASTA.org Proud Partner webpage, linking to your company's website	X	X	X	X	X
Logo recognition on every page of ASTA.org	X	X	X	X	X
Proud Partner floor decal at ASTA Global Convention Trade Show	X	X	X	X	X
Logo recognition within the 30+ local ASTA Chapters, whenever possible	X	X	X	X	X
Logo recognition on a large display at all ASTA annual events	X	X	X	X	X
Logo recognition in EVERY issue of Travel Advisor Daily		X	X	X	X
Travel Advisor Banner Ad (one week)		X	X	X	X
Legislative Day Delegation Sponsorship		X	X	X	X
Logo recognition from main stage at all ASTA annual events			X	X	X
Webinars - Live Online Training			X	X	X
Full Page Ad in one issue of Travel Advisor magazine				X	X
ASTA Global Convention Trade Show Booth-Side-Break (for 50 ppl)				X	X
ASTA Global Convention Education Session Intro (5 minutes speaking)				X	X
Thirty (30) sec. video shared from the stage at ASTA Global Convention					X
Hospitality Suite at ASTA Global Convention					X



# Select the Audience that is Right for Your Brand



## Agency Members

>4,000

Largest segment  
travel agencies  
avg. 3+ employees  
sales of \$5 mill –  
\$50 mill

## Premium Agency Members

>150

Largest/highest  
producing agencies,  
annual sales of  
\$50 mill –  
\$5 bill+

## Small Business Network

>2,500

Fastest growing  
segment, hard to  
reach advisors,  
\$250k- \$5 mill

## Board of Directors

16

Reps. from large,  
influential agencies,  
vast knowledge,  
elected by ASTA  
members

[view roster](#)

## Chapter Presidents Council

35-70

Local chapters  
leaders, deliver  
ASTA's mission and  
message on the local  
level

[view roster](#)

## Corporate Advisory Council

45

elite group/heads of the  
largest travel agencies/TMC,  
consortia, franchise  
organization, host agencies

[view roster](#)

Selecting your  
**Audience**



# Sponsorships of Governing Bodies

	Available only on these dates	MEETING	BREAKFAST	LUNCH	DINNER
ASTA Board of Directors	June 1 August 24	\$5,500	\$6,000	\$7,500	\$8,500 <i>Jun 2019 Sold</i>
ASTA Chapter Presidents	June 3 August 23	\$5,000	\$7,500	\$8,500	\$9,500
ASTA Small Business Network Chapter Presidents	September 29	\$5,000	\$7,500	\$8,500	\$9,500
ASTA Corporate Advisory Council	June 5 August 27	\$5,500*		\$7,000	

*\*The Corporate Advisory Council meetings are closed-door. Sponsorship puts your branded message in front of this audience.*



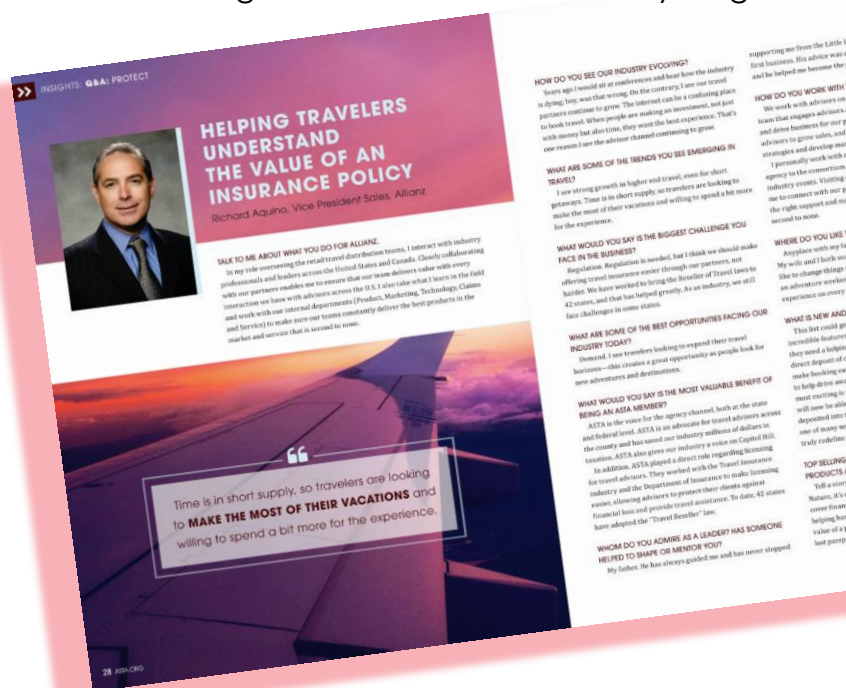
# Travel Advisor Magazine


9,100+ Readers

82,000 Digital Subscribers

Travel Advisor is a quarterly publication reaching the most influential people in the travel industry. Over 26% of readers report annual sales of more than \$4 million and nearly 55% of readers have sales in excess of \$2 million. High pass-along rate!

Featured segments; Travel Talks, Industry Insights; Stay, Sky Sail, Departures.



2 Page Spread	\$13,000
Outside Back Cover	\$9,125
Inside Front Cover	\$8,125
Inside Back Cover	\$8,125
Full Page	\$6,500
Half Page	\$3,250
<b>Small Business Network Section</b> 	
Company Listing	\$800 (\$1,000 w/ Logo)



# Travel Advisor Daily

82,000+ Subscribers

16% average Open Rate

Travel Advisor Daily is distributed five days a week to over 82,000+ travel professionals and over 10,500 ASTA members around the globe.



Leaderboard Banner Ad, per week

\$4,000

Premium Placement

\$3,000

Banner Ad, per week

\$2,500

Featured Content, per issue

\$3,500

Featured Content & Box Ad, per issue

\$4,500

# TRAVEL ADVISOR Daily

## The HQ

### Convention PAC fundraising breaks records

A huge thank you to everyone who contributed to ASTA's political action committee ([ASTAPAC](#)) before, during and after the ASTA Global Convention! Thanks to your incredible support, we raised over \$51,000 on-site, including an extremely generous contribution from Virtuoso CEO Matthew Upchurch during the black-tie Advocacy Dinner on August 22. All told, we have raised \$281,446 so far in 2018, which is over \$20,000 above our annual fundraising goal, and are better positioned than ever to advocate for travel advisors in DC and in the states. Thank you!

[Twitter](#) [Facebook](#) [LinkedIn](#) [+](#)

## Travel Headlines

### Back in the offline world, part 1: Travel agency endurance (PhocusWire)

First up in this month's series on the offline travel market, we look at the traditional agency model to understand the audience it still serves and how it has continued to stay relevant.

[Read More](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [+](#)

The worst words in travel? 'To better serve you' (USA Today)  
When she hears the words "to better serve you," it adds this to her list of phrases. That's because "travel" doesn't mean "to travel" anymore.

[Read More](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [+](#)

### Best in class 2018: ASTA recognizes industry superstars

(Targeted News Service)

The American Society of Travel Advisors (ASTA) recognized the superstars of the travel industry last week at the ASTA Global Convention (AGC) in Washington, D.C. August 21-23.

[Read More](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [+](#)



## Industry Insights

### Zika virus remains concern for travelers with pregnancy plans

(Travel Weekly)

While mainstream media coverage of the Zika virus has largely faded into the background, agents say that clients who are most at risk are still avoiding travel to areas where the virus has been locally transmitted.

[Read More](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [+](#)

Travel advisor corner: Charge Ahead - The importance of fees



# Your Communication Plan



## MEMBERSHIP

ASTA Membership Application \$3,500  
ASTA Membership Cards \$10,000

## TOP Offers- Incentive Program

Promote your exclusive offers, discounts and bonus commissions to ASTA advisor members. \$799 annually

## DIGITAL ADVERTISING

ASTA.org Box Ad \$3,000  
ASTA.org= 83,000+ unique visitors per month, each visiting an average of 40 pages per visit!

## CUSTOM EMAIL BROADCASTS

All Members \$6,500  
Premium Members \$4,500  
Targeted Segment \$2,000



Cross Channel  
Branding Opportunities

# TravelSense.org

## ASTA's Consumer Facing Website

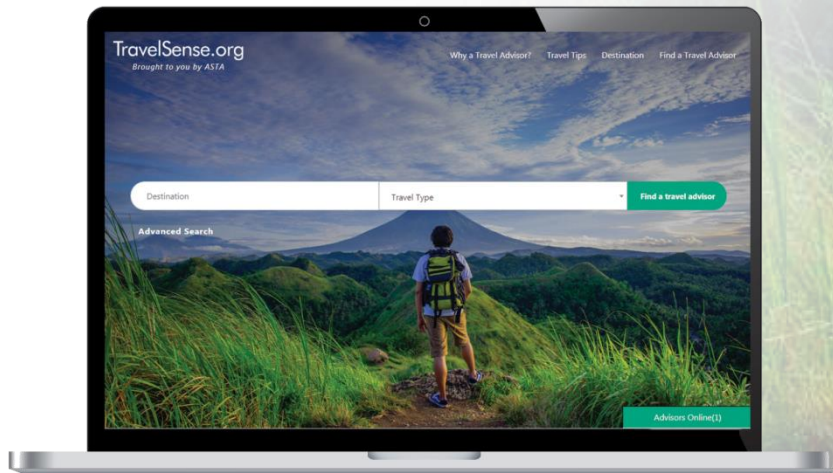
Nearly 1 million consumers, in the process of buying travel, connect with ASTA members annually through TravelSense.org.

TravelSense.org is ASTA's consumer-oriented travel website dedicated to helping people live out their dreams of traveling.

TravelSense offers travelers practical and fun tips, information on where to go and ideas for traveling. Most importantly, **TravelSense helps travelers locate reputable, ASTA travel advisors and request travel planning assistance.**

Box Ad \$2,500

Travelsense.org Destination Article \$2,000



Travel Type

Find a travel advisor

Bringing Buyers  
and Sellers Together

Judy Jewel

X

guest827755311: Good afternoon Judy. I'm interested in travel to Tuscany. Do you have experience in that area?

Advisors Online(1)



# Education



## **ASTA Training Center Hosted Course \$6,000**

ASTA's Training Center is the hub for all our educational courses and products. We will host your educational course in this Center for one year and drive more enrollees to you.

## **Educational Webinar \$3,000**

Educate ASTA Advisors virtually by hosting a live educational session in our webinar program.

## **Ad in ASTA VTA Course Handbook \$5,000**

This gives you the opportunity to insert an ad in one of ASTA's VTA Course Handbooks for an entire year.



## **Webinar Introduction \$1,000**

Only have 5 minutes of content to share? No problem! You can purchase in introduction slot in one of ASTA's own educational webinars.

Educate on **YOUR**  
Product or Destination



# Targeting **Small Business** **Network (SBN)**

		STANDARD \$2,000	STANDARD + \$3,500	BRONZE \$8,500	SILVER \$15,500	GOLD \$25,000	PLATINUM \$35,000
 SBN section in <i>Travel Advisor</i> <i>Magazine</i>	Company Listing	2	2	2 - w/ logo	2 - w/ logo	2 - w/ logo	2 - w/ logo
	Half Page Ad				2		
	Full Page Ad			1	1	2	
	Two Page Ad					2	2
	Four Page Feature						1
 SBN Webpage	Company Listing	1	1	1 - w/ logo	1 - w/ logo	1 - w/ logo	1 - w/ logo
	Box Ad - 1 Month	1	1	1	2	3	4
 Travel Advisor Daily SBN section	Banner Ad		1	1	2	2	3
	Feature Article				1	3	4
SBN TOP Quarterly eNewsletter			2	2	2	2	2
SBN Education Center - 1 Year				1	1	1	1
SBN Webinar to SBN				1	1	2	2
SBN Customized Email Broadcast				1	2	3	4

# Let's Get Social



**ASTA's social media channels continue to grow.**

Share a social message or post with ASTA's audiences on Twitter (8,700+followers) and Facebook (34,500+followers)

A hand holds a smartphone displaying a group photo of four people smiling. The photo has a 'LAS VEGAS CONVENTION/VISITORS AUTHORITY' sticker and a '7' in the top left corner. The phone's camera interface is visible, showing 'SOURCE', 'PORTRAIT', 'PHOTO', and 'VIDEO' modes.

**Quarterly Tweet and Facebook Post**

**\$7,000**

One post every 3 months on each platform over a 12 month period

**Monthly Tweet and Facebook Posts**

**\$20,000**

One post every month on each platform over a 12 month period



Two Tweets  
\$1,200



Two Facebook  
Posts \$2,500

# ASTA Capitol Summit

The Mayflower Hotel  
**Washington, D.C.**  
June 1-5, 2019



Capitol Summit is a sequence  
of **critical** ASTA meetings



# ASTA Capitol Summit

Members come together to connect on the industry's most important issues.

## Summit Meetings Include:

- ASTA Proud Partner Committee Mtng. PPC) June 1
- ASTA Consortia Leaders Mtng. : June 2
- ASTA Capitol Summit Dinner : June 2
- ASTA Premium Business Summit (PBS) June 2-3
- ASTA Chapter Presidents Council Mtng. (CPC) June 3
- ASTA Legislative Day June 3-4
- ASTA Board of Directors Mtng. (BOD) June 5
- ASTA Corporate Advisory Council Mtng. (CAC) : June 5



## Connect with ALL Summit Attendees with Capitol Summit Sponsorships

PREMIUM BUSINESS SUMMIT SPONSORSHIPS	INVESTMENT
Presenter	\$16,000
Supporter	\$11,000
Networking Lunch	\$21,000
Networking Breakfast	\$13,000
Refreshment Break, 30 Second Commercial & Seat Drop	\$10,000
30 Second Commercial & Email Broadcast	\$4,500
Seat Drop	\$2,000



# ASTA Capitol Summit

Connect with Premium Business Summit  
Attendees with these sponsorships

CAPITOL SUMMIT SPONSORSHIPS	INVESTMENT
Dinner Sponsorship <a href="#">June 2</a>	\$35,000
Dinner Table for 10 <a href="#">June 2</a>	\$3,650
Wi-Fi Sponsorship	\$8,000
Transportation Sponsorship	\$6,500
Badge Lanyards - <b>SOLD</b>	\$2,500
Welcome Reception <a href="#">June 1</a>	\$2,500



Connect with Legislative Day (June 4<sup>th</sup>)  
Attendees with these sponsorships

LEGISLATIVE DAY SPONSORSHIPS	INVESTMENT
Closing Reception	\$17,500
Lunch	\$15,000
Welcome Reception	\$15,000
Breakfast	\$12,000
Global Travel Advocate Award	\$10,000
Refreshment Break, Announcement & Seat Drop	\$6,500
Congressional Directory	
- Back Cover Ad	\$5,000
- Internal Ad	\$2,500
Delegation Sponsorship	\$1,500

# ASTA Capitol Summit

BOARD OF DIRECTORS SPONSORSHIPS	INVESTMENT
Meeting: June 5	\$5,500
Breakfast: June 5	\$6,000
Lunch: June 5	\$7,500
Dinner: June 4- SOLD	\$8,500

CONSORTIA LEADERS SPONSORSHIPS	INVESTMENT
Breakfast: June 2	\$6,000



CHAPTER PRESIDENT COUNCIL SPONSORSHIPS	INVESTMENT
Meeting :June 3	\$5,000
Breakfast: June 3	\$7,500
Lunch: June 3	\$8,500
Dinner: TBD	\$9,500

CORPORATE ADVISORY COUNCIL SPONSORSHIPS	INVESTMENT
Meeting: June 5	\$5,500
Lunch: June 5	\$7,000





Fort Lauderdale, FL  
Aug 25 - 27, 2019

# ASTA Global Convention

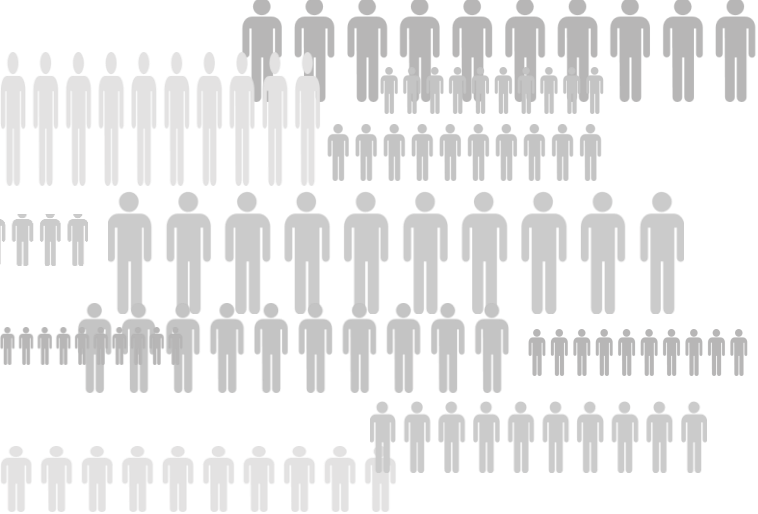
The Diplomat Beach Resort

**Fort Lauderdale, FL**

August 25-27, 2019

THE Industry Event  
For Travel Advisors



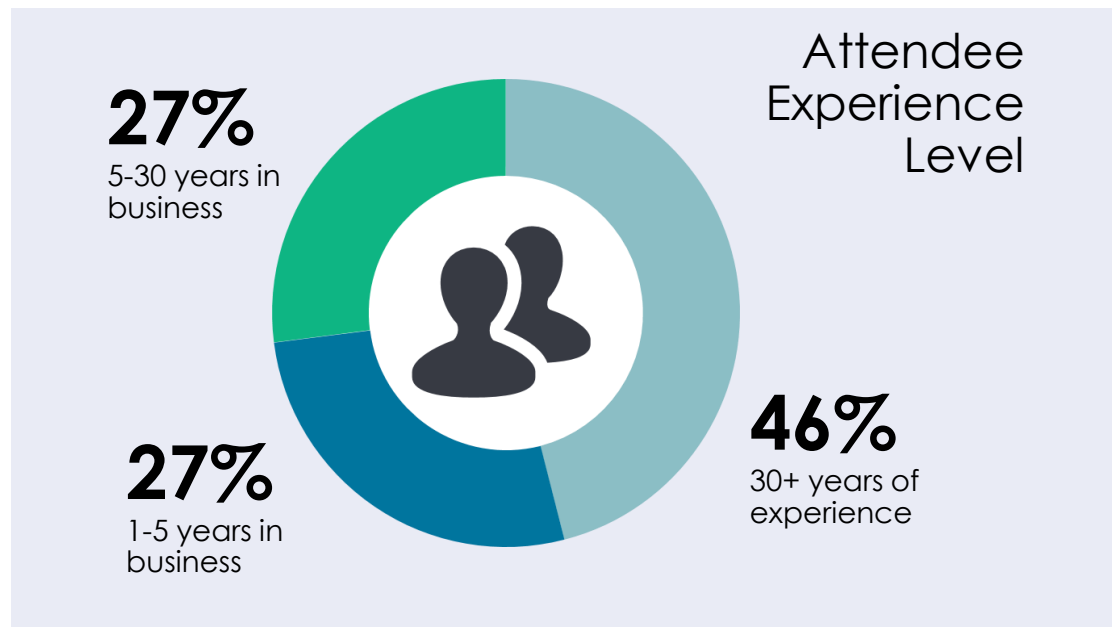
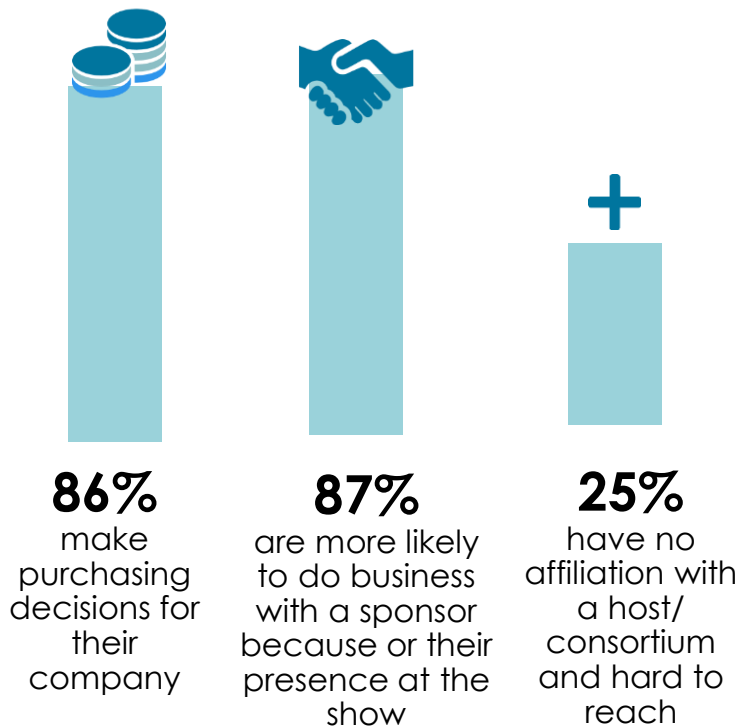


1000+ Attendees

**90%** Of attendees rate the trade show as excellent/great

**91%** of exhibitors are likely to recommend this event to their peers and colleagues

**94%** of exhibitors feel the Convention provides qualified buyers



**By the Numbers**

**ASTAGLOBAL CONVENTION**

Fort Lauderdale, FL  
Aug 25 - 27, 2019



# Booths & Hosted Buyer Program



## BOOTHS - \$3,400 - \$4,400 / Aug. 26 & 27

2 Badges  
1- 8' x 10' Pipe and drape booth  
Installation and dismantle  
6' draped table, 2 chairs, Wastebasket  
ID sign  
Company listing on  
[astaglobalconvention.org](http://astaglobalconvention.org)  
Company listing in printed  
program  
Promotion of giveaways and  
specials offered in conjunction with ASTA  
Global Convention.

## HOSTED BUYERS B2B - \$1,600 / Aug 25

One on one appointments with travel  
advisors  
*(maximum of 30 participants)*





# Booth-Side Breaks Cool Treats & Hot Leads



## **Savory Snack Break - \$1,950**

Complete with assorted mustards and unique salts, these soft, twisted pretzels hit the spot...and carbs don't count on the trade show floor!



## **Margarita Madness - \$2,550**

This refreshing thirst quencher makes any booth a fiesta!



## **Drink Your Fruits and Vegetables - \$2,850**

Whoever said that healthy can't taste great never drank these smoothies!



## **Everything but the Ice Cream Truck - \$2,500**

Cool off with assorted milkshakes and frozen fruit bars.



## **Caught w/ Your Hand in the Cookie Jar! - \$2,000**

Novelty meets nostalgia with these homemade, assorted cookies...self-control not included.



## **Champagne Campaign - \$3,500**

Cheers to ASTA Global Convention! Share a toast and some bubbles with trade show attendees.



## **Fancy a Spot of Tea? - \$5,000**

Assorted teas and tea sandwiches make this break both dignified and delicious!



# Suite of Opportunities



General Session Sponsorship (1 x each avail., 7 min speaking)

\*\*Exclusive General Session Sponsorship

General Session Speaking (5 avail., 4 min speaking)

ASTA Service Recognition Award - **SOLD**

ASTA Travel Advisor of the Year Award - **SOLD**

## INVESTMENT

\$27,000

\$50,000

\$16,000

\$15,000

\$15,000

Official Mobile App

Commercial & Bag Insert

PowerPoint Feature & Bag Insert

Welcome Reception

Email Broadcast

Lead Retrieval Tool **NEW!**

## INVESTMENT

\$8,500

\$4,500

\$3,500

\$35,000

\$2,000

\$2,000



Lunch & Learn Session

## INVESTMENT

\$11,500  
Room for 125

\$13,500  
Room for 150

## INCLUDES

60 mins education and lunch. Must provide 1 raffle prize to be promoted prior to the event and given away during the session. Sponsorship includes lunch for all attendees. Includes one email to all delegates (pre or post event, based on availability).

Breakfast Education Session

\$10,000

Host a targeted group for a standing reception or breakfast. 45 minutes. In this social setting you are welcome to provide education while networking with this exclusive audience.

Education Session Intro Spot

\$4,000

Present for 5 minutes at the beginning of an ASTA Education Session and introduce the speaker.



Fort Lauderdale, FL  
Aug 25 - 27, 2019

# Suite of Opportunities *continued*



	INVESTMENT	INCLUDES
All Delegate Refreshment Break	\$13,500	Announcement from the stage & a delegate bag insert!
Independent Advisor Reception <i>Aug 24</i>	\$8,000	Host all Independent Advisors for a reception celebrating them!
Verified Travel Advisor (VTA) Reception	\$5,500	Host all VTA graduates to congratulate them on their achievement!
Young Professionals Society (YPS) Reception <i>Aug 24</i>	\$5,000	Bring YPS members together to connect and mingle with their peers.
Closing Reception <i>Aug 27</i>	\$5,500	Host 10 advisors in your private cabana at ASTA Global Convention's closing beach party!
Seat Back Sponsorship	\$4,000	Two opportunities available; <ol style="list-style-type: none"> <li>1. Premium Members</li> <li>2. Board of Directors and Chapter Presidents</li> </ol>
Delegate Bags	\$2,500	Sponsor is responsible for the cost of production and delivery of bags to the host hotel. Bag MUST include the ASTA logo. Sponsor may include one insert.
Delegate Bag Insert	\$850	Sponsor is responsible for the cost of production and delivery on inserts to the host hotel







## Suite of Opportunities *continued*

### **ASTA Travel Advisor Headshots.....\$13,000**

ASTA provides a professional headshot service to ASTA Global Convention attendees. Sponsoring this activity is an excellent, visible way to support ASTA advisor members at ASTA Global Convention.

**Includes:**

Company representative to welcome and engage members

Custom, branded Floor cling in front of the seat where each agent will take their photo

Make Up Artists and Hair Stylists on-site to provide advisors with those last-minute touches

Logo recognition on the event website, in pre-event emails and on-site.



### **Badge Lanyards- **SOLD**.....\$2,500**

Sponsor is responsible for the cost of production and delivery of lanyards to the host hotel.

### **Attendee Amenity Sponsorship .....\$2,500**

Does not include room delivery charge

# Branding Opportunities

## Escalator Clings

Great Hall to Ballroom Level (Down Escalator) – \$9,500  
Ballroom Level to Great Hall (Up Escalator) – \$9,500  
Buy Both and Save! - \$18,000

## Escalator Wall

Between Great Hall and Ballroom Level - \$9,000

## Elevator Clings

Great Hall Level Bank (4 Clings) - \$8,500  
Ballroom Level Bank (4 Clings) - \$8,500  
Buy All 8 and Save! - \$16,000

## Column Wraps

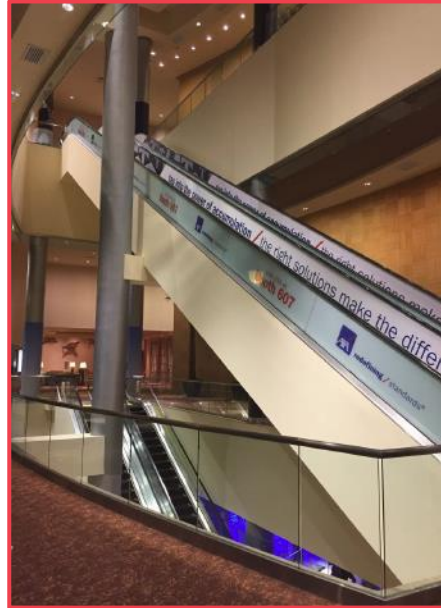
Great Hall Level x2 - \$7,000  
Ballroom Level x2 - \$7,000

## Floor Clings

Great Hall Level x3 - \$4,500  
Ballroom Level x3 - \$4,500

**Registration** - \$15,000

**Registration Lounge** - \$25,000





# A Premium Experience



	INVESTMENT	INCLUDES
Premium Member Lunch Speaker Sponsorship <a href="#">Aug 26</a>	\$15,000	Three minutes speaking time and introduce the key note speaker. Logo recognition online and at event
Premium Member Lunch <a href="#">Aug 26</a>	\$6,000	One representative to attend lunch and network with attendees. Logo recognition online and at event
Premium Member Reception <a href="#">Aug 25</a>	\$10,500	Sail away with this exclusive group of advisors and leaders aboard an elegant luxury yacht, complete with Two representative to attend the reception and network with attendees. Logo recognition online and at event
Premium Member Reception Champagne Arrival <a href="#">Aug 25</a>	\$12,000	Champagne arrival with custom, logo napkins. Two representatives to attend the event. Logo recognition on event website
Premium Member Reception Sunglasses <a href="#">Aug 25</a>	\$5,500	Custom sunglasses for the group to include your company logo & ASTA logo
Premium Member Reception Dessert Sponsorship <a href="#">Aug 25</a>	\$7,000	Custom napkins and logo recognition online and at event





# ASTA Advocacy Dinner

August 26 (7 - 10 PM)



ASTA's annual black-tie gala celebrating ASTA's influence in shaping the policies affecting the retail travel business. ASTA's Advocacy Dinner Spotlights our members' role in the legislative process and invites attendees to socialize and network with like-minded travel professionals.

**Dinner Sponsorship**.....\$14,500

**Premiere Table Sponsorship**.....\$8,500

Only 6 available!

**Bar Sponsorship**.....\$5,500

Includes Branded 6' Bar & 3 Branded  
Acrylic High Tops

**Entertainment Sponsorship**.....\$12,000

**Table Sponsorship**.....\$7,000

**Champagne Toast**.....\$14,000



Fort Lauderdale, FL  
Aug 25 - 27, 2019

# ASTA Small Business Network Conference

Gaylord Rockies Resort &  
Convention Center

**Aurora, CO**

September 29-October 1, 2019



Gathering of travel advisors  
that are otherwise  
**HARD TO REACH.**







INVESTMENT		INCLUDES
<b>PREMIER EXHIBITOR</b>	\$3,700	Everything in Gold Exhibitor Package Premier Placement Table in Trade Show
<b>GOLD EXHIBITOR</b>	\$3,400	Everything in Standard Exhibitor Package Engagement Sessions (round tables) Gala Dinner Table Sponsorship
<b>STANDARD EXHIBITOR</b>	\$2,400	Trade Show Table Top Exhibit Space (6' Table & 2 Chairs) One Full Conference Badge* Welcome Reception, Networking Events & Most Meals

\*Additional Badges may be purchased for \$399 each.



# Education/Presentation Opportunities



EDUCATION	INVESTMENT		INCLUDES
	Breakfast Presentation	\$25,000	Host the entire Conference audience for a 45-minute educational breakfast. Presentation will be promoted on the Conference website, in pre-event emails and in on-site printed materials & signage.
	Lunch & Learn Presentation	\$35,000	Host the entire Conference audience for a 45-minute educational lunch. Presentation will be promoted on the Conference website, in pre-event emails and in on-site printed materials & signage.
	Education Workshop	\$5,000	Host a subset of the Conference audience for a 45-minute educational workshop about your company. Workshop will be promoted on the Conference website, in pre-event emails and in on-site printed materials & signage.
PRESENTATION	Welcome Reception/Dinner	\$30,000	Help to provide a warm welcome to NACTA Conference attendees! Sponsorship includes 10 minutes of speaking at reception/dinner and recognition on the Conference website, in pre-event emails and in on-site printed materials & signage.
	Closing Reception/Dinner	\$25,000	Send off the attendees in style by hosting the closing reception or dinner for them. Sponsorship includes 7 minutes of speaking time at reception/dinner and recognition on the Conference website, in pre-event emails and in on-site printed materials & signage.
	General Session Sponsorship	\$15,000	This is an excellent opportunity to address the entire audience from the main stage. Sponsorship includes 10 minutes of speaking time at General Session and recognition on the Conference website, in pre-event emails and in on-site printed materials & signage.
	New Member Reception Sept 29	\$9,500	Sponsorship includes 4 minutes of speaking time at reception and recognition on the Conference website, in pre-event emails and in on-site printed materials & signage.

# Branding Opportunities



INVESTMENT		INCLUDES
<b>Refreshment Break</b>	\$8,500	Sponsor is invited to give away a gift to each attendee during the coffee break and provide any branded materials to use during the break (i.e. swizzle sticks, napkins). Coffee Break Sponsorship will be announced from the main stage!
<b>Registration Area</b>	\$4,000	Brand this desk to ensure you are recognized by all attendees. Sponsor is responsible for signage cost to brand this desk
<b>Transportation Sponsorship</b>	\$4,000	The official transportation sponsor will ensure all attendees get to and from where they need to be
<b>Delegate In-Room Amenity</b>	\$2,500	Does not include delivery fees
<b>Badge Lanyards</b>	\$2,500	Does not include delivery fees
<b>Delegate Conference Bag</b>	\$2,000	Bag must include the ASTA Logo. Sponsor is responsible for production of the bags and shipping them to the host hotel in advance of the conference.
<b>Delegate Conference Bag Insert</b>	\$700	An excellent way to share your brand with all attendees. Sponsor is responsible for production of the inserts and shipping them to the host hotel in advance of the conference.
<b>Attendee Email Broadcast</b>	\$1,000	Pre or Post

# Gala Awards Dinner

October 1 (7:00 - 9:00 PM)



An exclusive event highlighting the important role that travel advisors play in the industry, while celebrating our most supportive supplier members and our strong community!

**Join fellow Small Business Network members for an evening of celebration, entertainment and networking**

**Gala Awards Reception - \$20,000**

**Gala Awards Banquet - \$35,000**

**Table Sponsorship - \$2,400**

Table sponsors receive one ticket to the Gala Dinner, are recognized as the host of their table, and are showcased with logo recognition on the Conference website, signage and digital collateral.



**Celebrating Success**



# ASTA Destination Expo & FAM Programs

## Looking to Increase Tourism to Your Destination?

Connect with Leonidas Babanis to learn how you can increase awareness and drive U.S. consumers to your destination.



**Leonidas Babanis**

President

Greece & Cyprus

Membership & Expansion

[president@astagreececyprus.eu](mailto:president@astagreececyprus.eu)

Phone: +30698 699 2272



Drive Consumers to **YOUR** Destination!  
ASTA Greece & Cyprus  
Global ASTA Chapter of the Year 2021