

Sponsorship Brochure



Heartland

Travel Showcase

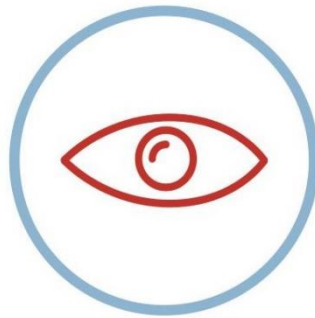
Feb. 16 - 18, 2018

Buffalo

Networking



Visibility



Leads



Heartland Travel Showcase is one of the largest regional motor coach shows in the country. Sponsorship opportunities strengthen your relationships and provide you enhanced visibility that result in solid leads. From sponsoring networking events to exclusive tour operator meals, from program ads to tour operator profile sheets, there are opportunities that meet every budget. Get your business in front of the group travel industry.

Sponsorship Packages

Choose from any number of sponsorship opportunities described below. Please select one or several opportunities that match your marketing approach and budget. Custom packages can be crafted by combining options. Sponsoring the Heartland Travel Showcase allows you to interact and network with all showcase attendees. Sponsorship comes with many benefits, including acknowledgment on the Heartland Travel Showcase website, sponsor signage and in the show program.

Show Program Ads:

Please Note New Sizes

Program Covers.....\$1,650

Inside Front, Inside Back Cover, and Outside Back Cover
5" x 7.875"

Full Page.....\$1,435

5" x 7.875"

Half Page\$1,070

5" x 3.875"

One-Fourth Page.....\$850

2.43" x 3.875"

Pocket Schedule.....SOLD

Includes Your Company Logo on the Front of the Schedule

Deluxe Listing.....\$200

Includes Name, Your Company Logo, Address, Phone and Website Listing in Program

Enhanced Listing.....\$100

Includes Name, Your Company Logo and Website Listing in Program

Tour Operator Planning Binder Ads:

Provided to All Tour Operators to Hold Exhibitor Profiles

State Divider Tab.....\$1,100

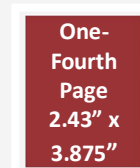
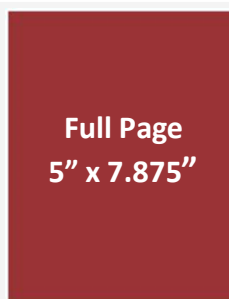
Full Page, Color Ad on State Divider Tab

Profile Sheets.....\$150

Printed profiles that you provide with detailed information. This will be placed in every registered tour operator planning binder.

Mail 130 Sheets, 8.5 x 11", Full Color, Front and Back (No Booklets) by Jan. 3:

**Heartland Travel Showcase
1801 Watermark Dr. Ste. 375
Columbus, OH 43215**



Deadline and Submission Requirements:

- ♥ Sponsor application and full payment are due by Jan. 3, 2018
- ♥ All advertisements must be submitted in PDF format by Jan. 3, 2018
- ♥ Logos should be submitted in JPG or EPS format at the same time the sponsor application is submitted



Become a Heartland Travel Showcase Sponsor

Email or Call Janet Johnson at 800.896.4682 or jjohnson@ohiotravel.org

Sponsorship Levels

Platinum

Tour Operator Breakfast: \$7,800

Two Available (Saturday and Sunday)

- ♥ Bring up to 20 partners to an exclusive breakfast where food is included
- ♥ Full page ad in the show program
- ♥ Profile sheet in tour operator binders
- ♥ Deluxe listing in the show program
- ♥ Your company logo included on sponsor signage, the show program and website

Education Session: \$3,500

- ♥ Full page ad in the show program
- ♥ Signage and recognition during the education session
- ♥ Profile sheet in tour operator binders
- ♥ Deluxe listing in the show program
- ♥ Your company logo included on sponsor signage, the show program and website

Gold: \$2,000

Package 1: Comfort Breaks (Three Available)

- ♥ Half page ad in the show program
- ♥ Profile sheet in tour operator binders
- ♥ Deluxe listing in the show program
- ♥ Your company logo included on break and sponsor signage, the show program and website

Package 2: Registration Desk

- ♥ Half page ad in the show program
- ♥ Profile sheet in the tour operator binder
- ♥ Deluxe listing in the show program
- ♥ Your company logo included on registration and sponsor signage, the show program and website

Package 3: Lanyards

- ♥ Half page ad in the show program
- ♥ Profile sheet in tour operator binders
- ♥ Deluxe listing in the show program
- ♥ Lanyard pouches with your logo (you provide this)
- ♥ Your company logo included on sponsor signage, the show program and website



Silver: \$1,625

All Silver Level Sponsorships Include:

- ♥ One-fourth page ad in the show program
- ♥ Profile sheet in tour operator binders
- ♥ Your company logo included on sponsor signage, the show program and website

Package 1: Tour Operator Tote **SOLD**

- ♥ Tour operator tote bag (you provide the bag with your logo on one side and the Heartland logo on the other)

Package 2: WiFi

- ♥ Signage and recognition as WiFi sponsor

Package 3: Tour Operator Orientation (One Available)

- ♥ Company signage at tour operator seats

Bronze: \$1,350

All Bronze Level Sponsorships Include:

- ♥ Profile sheet in tour operator binders
- ♥ Enhanced listing in the show program
- ♥ Your company logo included on sponsor signage, the show program and website

Package 1: Exhibitor Tote

- ♥ Exhibitor tote bag (you provide the bag with your logo on one side and the Heartland logo on the other)

Package 2: Media Booth

- ♥ 10' x 10' booth

Package 3: In-Room Gift **ONE SOLD**

- ♥ Promotional gift (you provide this)

Contributing: \$500

All Contributing Level Sponsorships Include:

- ♥ Enhanced listing in the show program
- ♥ Your company logo included on sponsor signage, the show program and website

Package 1: Tour Operator Bag Inserts

- ♥ Printed material inserted into each tour operator bag (you provide this)

Package 2: Exhibitor Bag Inserts

- ♥ Printed material inserted into each exhibitor bag (you provide this)

Become a Heartland Travel Showcase Sponsor

Email or Call Janet Johnson at 800.896.4682 or jjohnson@ohiotravel.org
heartlandtravelshowcase.com

Sponsorship Agreement

STEP 1

Build Your Sponsorship Package:

Please contact Janet Johnson at jjohnson@ohiotravel.org to discuss availability or customized sponsorship opportunities.

Platinum Sponsor:

- Tour Operator Breakfast **\$7,800** (Two Available)
- Education Session **\$3,500**

Gold Sponsor: **\$2,000**

- Comfort Breaks (Three Available)
- Registration Desk
- Lanyards

Silver Sponsor: **\$1,625**

- Tour Operator Tote **SOLD**
- WiFi
- Tour Operator Orientation

Print Advertising Sponsor:

Show Program Ads:

- Show Program Covers **\$1,650**
- Full Page Ad **\$1,435**
- Half Page Ad **\$1,070**
- One-Fourth Page Ad **\$850**
- Pocket Schedule **SOLD**
- Deluxe Listing **\$200**
- Enhanced Listing **\$100**

Tour Operator Planning Binder Ads:

- State Divider Tab **\$1,100**
- Profile Sheets **\$150**

Bronze Sponsor: **\$1,350**

- Exhibitor Tote
- Media Booth
- In-Room Gift **ONE SOLD**

Contributing Sponsor: **\$500**

- Tour Operator Bag Inserts
- Exhibitor Bag Inserts

STEP 2

Fill Out the Agreement Form:

Company: _____

Contact Person: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Please Invoice Me

-OR-

Bill My Credit Card:

Cardholder Name: _____

Card Number: _____

Expiration: _____ / _____

Agreement Terms:

- Sponsorships are reserved on a first-come, first-served basis. Although a wide range of sponsorships are available, some opportunities are limited in number.
- Acceptance of a sponsorship does not constitute endorsement of any organization, product or service by Heartland Travel Showcase. The names and logos of Heartland Travel Showcase and Ohio Travel Association shall not be used in any manner that implies endorsement of any organization, product or service.
- All sponsors must submit the Sponsorship Selection Form provided. The form must be submitted by an authorized individual who has the authority to enter into binding agreements on behalf of the sponsor.
- Completion of this form constitutes a binding marketing agreement between your company and Heartland Travel Showcase. Funds paid as part of this marketing/ sponsorship agreement are non-refundable.

Signature: _____

Date: _____

STEP 3

Complete the Sponsorship Agreement, and Email This To:

jjohnson@ohiotravel.org

Heartland Travel Showcase
heartlandtravelshowcase.com
1801 Watermark Dr. Ste. 375
Columbus, OH 43215