AMERICA’S FAVORITE TRAVEL SHOW IS COMING TO ATLANTA IN 2020

Atlanta TRAVEL & ADVENTURE SHOW®

FEBRUARY 29 – MARCH 1, 2020
COBB GALLERIA CENTRE

ATLANTA MARKET STATS

- Hartsfield – Jackson Atlanta International Airport is the Busiest Airport in the World
- #10 DMA in US
- 9th Largest Metro Area in the US with 5.9 Million Residents
- 3rd Fastest Growing Metro Area in the US
- $65,381 Average HHI in the Atlanta Metro Area

CONTACT US TODAY FOR MORE INFORMATION: EXHIBIT AT THE ATLANTA TRAVEL & ADVENTURE SHOW

203.878.2577 x100 | sales@travelshows.com | www.TravelShows.com
As a Top 10 DMA, with the busiest airport in the world and with a population of over 5.9 million people, Atlanta provides a prime travel marketing opportunity.

Highly educated, affluent and boasting a strong mix of Baby Boomers and Millennials alike, you’ll meet an audience of ready-to-book travelers in one of the premier markets in the country. In fact, the median household income in the Atlanta Metro area is $65,381.

By partnering with major television, radio, print and outdoor outlets, the Travel & Adventure Show provides a proven multi-media promotional campaign designed to engage local, quality consumers. Surrounded by major interstates and with easy access to public transportation, as well as being the 8th ranked TV DMA and 11th largest radio market in the country, Atlanta presents endless mass-marketing opportunities ensuring maximum exposure.

Don’t miss your chance to place your brand in front of tens of thousands of qualified travelers in Atlanta’s only travel-focused show!

FEB. 29 – MARCH 1, 2020 • COBB GALLERIA CENTRE

DESTINATION: ATLANTA

The Cobb Galleria Centre is Atlanta’s premier convention center. Just 10 minutes from downtown Atlanta and from the city’s fashionable Buckhead community, Cobb Galleria Centre’s location puts you close to many of Atlanta’s top destinations. With multiple parking locations and easy access to public transportation, the Cobb Galleria Centre is a top venue in the Southeast.

BUSIEST AIRPORT IN THE WORLD

The Hartsfield – Jackson Atlanta International Airport, just 20 minutes away from the Cobb Galleria Centre, is the world’s busiest airport based on passenger volume. Offering nonstop service to more than 150 domestic, and 70 international destinations, you can count on reaching an audience that has easy access to liftgate servicing destinations all over the world.

ATTENDEE MAKEUP

The Atlanta Metropolitan Statistical Area (MSA) is the business capital of the southeastern US and a global business hub. Metro-Atlanta is one of the fastest growing metros in the US and has the 10th largest metro economy in the country as measured by Gross Metro Product (GMP). The area is home to 5.9 million people and more than 150,000 business establishments. You can expect to meet travelers who make an average of over $65,000 per year in HHI, meaning they have the means to take their next trip with YOU.

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PRICING OPTIONS

| OPTION #1 | Current STS member with an annual budget under $1m - reserved table top in STS Pavilion | $1,795 |
| OPTION #2 | Current STS member with an annual budget over $1m - $500 discount off regular booth price | $3,395 |
| OPTION #3 | Non STS members (Become a STS member by January 1, 2020 and we’ll pay for your membership) | $3,895 |

Over the past few years, more and more exhibitors were asking us to bring the Travel & Adventure Shows to Atlanta. Now, the time is right for a world class travel show to serve the important Atlanta market.”
- John Golicz, CEO, Travel & Adventure Show Series
SPECIAL 2020
SOUTHEAST TOURISM SOCIETY
OFFICIAL EXHIBITOR CONTRACT

STEP 1: EXHIBITOR CONTACT INFORMATION

Company Name – (For Billing)_________________________ Company Contact/Title_________________________
Exhibiting As: (Name as it Should Appear in Show Guide, ID Sign, ETC if Different than Company Name Above)
Address_________________________ Country_________________________
City/State_________________________ Zip_________________________
Phone_________________________ Fax_________________________
Email_________________________ Website_________________________

STEP 2: EXHIBIT SPACE SELECTION

☐ Option 1 $1,795 Current STS member with an annual budget under $1m - reserved table top in STS Pavilion
☐ Option 2 $3,395 Current STS member with an annual budget over $1m - $500 discount off regular booth price
☐ Option 3 $3,895 Non STS members (Become a member by January 1, 2020 and we’ll pay for your membership)
☐ I’m interested in becoming a STS member

ATLANTA 2020 | February 29-March 1  # of 10x10’s [_____] x [_________] = $______________ USD  BOOTH [_____
Corner Charge: $225 / per show. Mandatory for all corner booths [_____] # of Shows x [ $225 ] = $______________
Preferred Area/Booth Placement: [i.e. Caribbean, Adventure, Asia, etc]_________________________
Location: Please name your top three competitors you DO NOT wish to be near: ___________________________

TOTAL EXHIBIT SPACE COSTS:_________________________

STEP 3: SPONSORSHIP PACKAGES (INCLUSIVE OF BOOTH SPACE)

Review the Sponsorship and Promotional Opportunities Handbook for detailed descriptions.

☐ Presenting Sponsor  Cost:_________________________
☐ Major Sponsor  Cost:_________________________
☐ Supporting Sponsor  Cost:_________________________
☐ Section Host Sponsor  Cost:_________________________
☐ Contributing Sponsor  Cost:_________________________

TOTAL SPONSORSHIP COSTS:_________________________
## STEP 4: PROMOTIONAL ITEMS
For availability and detailed descriptions call your sales person

<table>
<thead>
<tr>
<th>Media/Branding</th>
<th>ATL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Theater Session</td>
<td>$995</td>
</tr>
<tr>
<td>Savvy Traveler Theater Session [1 per show]</td>
<td>$1,500</td>
</tr>
<tr>
<td>Floor Decals (plus labor)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Door Prize Booth Sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td>Home Page Web Banner</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside Page Web Banner</td>
<td>$1,000</td>
</tr>
<tr>
<td>Attraction Sponsor</td>
<td>Call for Pricing</td>
</tr>
<tr>
<td>Gold Branding Package</td>
<td>$7,500</td>
</tr>
<tr>
<td>Deals/Special Highlight in Consumer Emails</td>
<td>$850</td>
</tr>
<tr>
<td>Branded Attendee Bags</td>
<td>Call for Pricing</td>
</tr>
<tr>
<td>Company Logo/Link featured in Current Attendee Email [5 per show]</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

### PR

| Sponsor Press Room/Area                                                        | $7,500  |
| Logo on Press Bags                                                             | $3,500  |
| Insert in Press Bag                                                            | $1,250  |
| Pitch Included to Media                                                        | $1,250  |
| Media Preview Inclusion [3 per show]                                           | $3,500  |
| Inclusion in Event Press Release [5 per show]                                  | $3,500  |
| Dedicated Press Release [2 per show]                                           | $4,000  |

**TOTAL PROMOTIONAL COSTS:**

**STEP 5: SHOW GUIDE ADVERTISING** Full-Color Advertising – Seen by Thousands

<table>
<thead>
<tr>
<th>Advertising Options</th>
<th>ATL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$4,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**TOTAL ADVERTISING COSTS:**

**STEP 6: TOTAL COSTS**

<table>
<thead>
<tr>
<th>Cost Component</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Space</td>
<td>$_________</td>
</tr>
<tr>
<td>Sponsorship Packages</td>
<td>+ $_________</td>
</tr>
<tr>
<td>Promotional Items</td>
<td>+ $_________</td>
</tr>
<tr>
<td>Show Guide Advertising</td>
<td>+ $_________</td>
</tr>
<tr>
<td><strong>TOTAL AMOUNT:</strong></td>
<td>$_________</td>
</tr>
</tbody>
</table>

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Unicomm - ATL (07/2019)
STEP 7: FREE PROMOTION OPPORTUNITIES [INCLUDED WITH BOOTH PACKAGE]

- **Cultural Performances**: Showcase your original music and dance on the Global Beats Stage. Performances are limited so book your time now. Send details along with contract.

- **Broadcast Media Contest Promotion**: Be featured in the T&AS media broadcast blitz by donating a complete trip (Land and Air) for use as a TV, Radio and Social Media promotion. First-come, First-served. Restrictions may apply.

_Exhibitors Will Recieve A Form To Submit The Following Promotional Offers Six Weeks Out Per Event:_

- **T&AS Door Prize Donation**: From trips to gift baskets, donate a door prize to the Travel & Adventure Show and we will advertise your company on the Entry Form, Website, Signage. Donate a Grand Prize (air & hotel) and you’ll receive a Post-Show Attendee Email Blast.

- **Show Only Specials**: Attendees come to the show to access discounts they can’t get elsewhere. T&AS will promote your show special on the website and in the show guide.

- **Booth Giveaway**: Draw attendees to your booth by holding a giveaway (anything from Trips to beach balls to Gift Cards). Tell us special on the website and in the show guide.

STEP 8: EXHIBITOR DESTINATION INFORMATION

**YOU ASKED, WE LISTENED**

One of the most common attendee requests is better visibility on regions represented at the shows. To address this issue, we have created a new at-show directory that will list exhibitors according to their destinations in both our on-site Show Guide that each attendee receives at registration, as well as online and on signage on the show floor.

Please take a minute or two to fill out the form below to help us better promote your brand to our audience.

**COMPANY TYPE:**
- [ ] Tourism Board / CVB / NTO
- [ ] Tour Operator
- [ ] Travel Supplier
- [ ] Travel Product
- [ ] Other

**REGION REPRESENTED:**
- [ ] North America
- [ ] Asia
- [ ] Europe
- [ ] Middle East
- [ ] Africa
- [ ] Caribbean
- [ ] South America/Latin America
- [ ] Australia/South Pacific
- [ ] Travel Products
- [ ] Lifestyle
- [ ] Cruise
1. **Compliance.** Exhibitor assumes all responsibility for compliance with federal and local codes and all laws related to public safety, as well as facility regulations. Exhibitor is responsible to meet all requirements of the Americans with Disabilities Act. Wiring and decorating materials must all conform to local codes and fire regulations. Exhibitor assumes all responsibility for proper and legal display and use of all electrical equipment and materials.

2. **Exhibiting Company and Products.** Exhibitor must have the right to use the trade name, business name, trademarks, and service marks which will be used at the show and agree to indemnify and hold harmless each party, its agents and employees from and against any and all claims, actions, suits, losses, damages, and expenses, including attorney’s fees, which arise out of or in connection with any breach of the representations and warranties set forth in this Agreement.

3. **Exhibit Space and Contractor Services.** Management shall have the right to establish rules for the show and the use of exhibit space covered by this Agreement, including but not limited to the rules in the Exhibitor Service Manual. Management has the full discretion and authority as to the placement of all decorations, signage and/or display plays. Management may require the replacement or re-decorating of an item, display or booth and no costs shall accrue to management of such necessity. Exhibitors are responsible to cover or fix all areas Management considers unsightly, at Exhibitor’s expense. Should an Exhibitor be unfinished with installation as specified in the show rules, Management may take steps to finish said installation at the Exhibitor’s expense. Should the Exhibitor fail to follow the specified rules for installation in terms of erecting the agreed upon booth space, Management shall repossess said space and Exhibitor forfeits all claims to it and all monies paid, unless a pre-agreed, mutually agreed upon schedule by Exhibitor and Management is in place. No Exhibitor shall have the right to damage, mar, unstack or rearrange booths prior to the end of the official show hours without the express written permission of Management in place. Management reserves the right to amend and enforce exhibition regulations as it reasonably deems proper to assure the success of the event. Management has selected several “Authorized Contractors” and the use of their services by Exhibitors is highly encouraged.

4. **Attendance.** Management shall have sole control over Attendance policies at all times. All Exhibitors agree to staff their booth(s) during exhibition hours. Failure to do so may jeopardize any Exhibitors acceptance in future shows.

5. **Enjoyment of Reasonable Business Environment.** Management reserves the right to restrict booth size, noise, characters, lights, entertainment and methods of operation which itreasonably deems objectionable. Any behavior or equipment which Management reasonably finds to detract from the general appearance and intention of the Exposition may be grounds for eviction. Neon lights, signs, helium balloons, taping items on the facility walls or columns are expressly prohibited. It is the responsibility of each Exhibitor to ensure that no questionable items so as to eliminate additional removal costs on the behalf of the Exhibitor at the show. If the Exhibitor fails to comply with respect to show rules and this Agreement, Management may re-take possession of the Exhibitor’s assigned space at any time, and allows a reasonable time to correct, notwithstanding Exhibitor’s continued responsibility for all payments due.

6. **Fees and Deposits.** Exhibitor is responsible for timely payment of fees as noted on the front side of this agreement. Should exhibitor delay payments, Management has the right to repossess any assigned space after notifying Exhibitor in writing of failure to cure such payment default following its receipt of five (5) days’ prior written notice of its default. In the event of default by the Exhibitor beyond the five (5) day cure period, Exhibitor shall be liable for all costs and expenses incurred by Management in the collection of such unpaid fees including, without limitation, reasonable attorney’s fees and court costs.

7. **Security.** Management provides perimeter guard services during show hours as noted in the Exhibitor Service Manual. Security for all Exhibit equipment, materials and personnel remains the responsibility of the individual Exhibitor. Exhibitors shall retain adequate coverage for theft, damage or any loss. Exhibitors are encouraged to have adequate insurance.

8. **Exposition Hours and Exhibitor Activities.** Management shall have the authority to set event hours, which may reasonably change upon notice to the Exhibitors. Exhibitors agree not to schedule or conduct any activities which conflict with exposition hours, including but not limited to: seminars, luncheons, receptions and hospitality suites. Exhibitors shall restrict the use of marketing and distribution of Exhibitor literature and materials shall be limited to the confines of the Exhibitor booth space. Exhibitors are required to wear officially issued name badges provided by show management.

9. **Music Licensing.** Exhibitors are solely responsible to obtain the necessary licenses for all usage of music or video and all costs for such licenses are the responsibility of the Exhibitor. Exhibitor may be prohibited from certain activities without proof of required licenses.

10. **Liability and Insurance.** Except to the extent of their own negligence or wrongful conduct, Management and/or the Exposition Facility’s agents, employees, and Subcontractors shall not be responsible for any loss, theft, or damage to, or loss of Exhibitor property. A 3% convenience fee will be added to all credit card payments. Exhibitors assume all responsibility for insurance to fully protect Management, its co-sponsors, contractors and Exposition Facility from any and all claims which may arise in connection with the installation, operation and dismantling of the Exhibitor’s display. This includes claims under Workers Compensation Act. Exhibitor will be required to pay for any damage caused by its employees or agents. Exhibitor must carry insurance naming Unicomm, LLC and the Exposition Facility as additional insureds on a policy containing not less than one million dollars ($1,000,000 USD) for bodily injury, property damage and/or personal injury in an amount sustained in liable for the payments due, and shall have liability for all costs and expenses incurred by Management in the collection of such unpaid fees including, without limitation, reasonable attorney’s fees and court costs.

11. **Terms and Conditions** represent the sole and entire agreement between Management and the Exhibitor, and it supersedes all other agreements and/or communications regarding the Exposition, whether or not accompanied by pending deposit, and it shall be regarded as valid and binding. Should any provision of this Agreement be held invalid or unenforceable, it shall be deemed severable and the remaining provisions shall be enforced. In the event that the Exposition is unable to operate, in the sole determination of Management, whether due to Acts of God, terrorism, war, illness, public safety, strike, civil commotion, fire, flood, or any other occurrence not under the control of Management, or otherwise, Management may cancel, postpone or terminate theExhibition. In the event of such cancellation, postponement or termination, the Exhibitor waives any and all claims the Exhibitor may have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims, the Exhibitor’s pro rata share of the total amount paid by all Exhibitors, excluding deposits, less all costs and expenses incurred by Management in connection with the exhibition.

12. **Postponement of Exposition.** If for any reason Management determines that the location or dates of an Exposition should be changed, no refund will be due to Exhibitor, and Management will assign to Exhibitor, in lieu of the original space, such other space as Management deems appropriate, and Exhibitor agrees to use such space under the terms of this Agreement. Management shall not be financially liable or otherwise obligated in the event that the Exposition is relocated or postponed.

13. **Cancellation or Termination of the Exposition.** In the event that Exposition is unable to operate, in the sole determination of Management, whether due to Acts of God, terrorism, war, illness, public safety, strike, civil commotion, fire, flood, or any other occurrence not under the control of Management, or otherwise, Management may cancel, postpone or terminate theExhibition. In the event of such cancellation, postponement or termination, the Exhibitor waives any and all claims the Exhibitor may have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims, the Exhibitor’s pro rata share of the total amount paid by all Exhibitors, excluding deposits, less all costs and expenses incurred by Management in connection with the exhibition.

14. **Exhibitor Cancellation or Non-Payment.** Exhibitor agrees that a resignation is made at the time of execution of this Agreement, whether or not accompanied by pending deposit, and it shall be regarded as valid and binding. Should Exhibitor fail to make timely payments as noted in this Agreement, Management shall have the right to re-arrangement or removal of any exhibit which, in Management’s opinion and sole but reasonable discretion, does not meet the requirements or rules. Exhibitor shall be responsible for timely payment of fees as noted on the front side of this agreement. Should Exhibitor fail to make timely payments as noted in this Agreement, Management reserves the right to re-arrangement or removal of any exhibit which, in Management’s opinion and sole but reasonable discretion, does not meet the requirements or rules. Exhibitor shall be responsible for timely payment of fees as noted on the front side of this agreement. In the event of default by the Exhibitor beyond the five (5) day cure period, Exhibitor shall be liable for all costs and expenses incurred by Management in the collection of such unpaid fees including, without limitation, reasonable attorney’s fees and court costs.

15. **Prohibited Conduct.** The following practices are not permitted: 1) Use of disruptive audio equipment; 2) Use of electrical or mechanical equipment; 3) Use of any electrical or mechanical equipment; 4) Wearing of unofficial badges or company name plates, except in addition to official exhibit badge; 5) Entry into another Exhibitor’s booth without permission of that Exhibitor; 6) Photographic or recording any activity; 7) Display of Exhibitor’s booth with information from Management. Exhibitor may not display, distribute, or create a fire, safety or health hazard; 8) Any action, practice or activity which violates any of the Management’s Exhibitor’s rules; 9) Display rules and regulations. Any display or conduct by Exhibitor that unreasonably obstructs neighboring booths or interferes with the passage of way will not be permitted. Management reserves the right to re-arrangement or removal of any exhibit which, in Management’s opinion and sole but reasonable discretion, does not meet the requirements or rules. Exhibitor shall be responsible for timely payment of fees as noted on the front side of this agreement. Should Exhibitor fail to make timely payments as noted in this Agreement, Management reserves the right to reconsider the space assigned to Exhibitor, without financial liability or otherwise obligated in the event that the Exposition is relocated or postponed.

16. **Safety, Fire, and Health.** The Exhibitor assumes all responsibility for compliance with local, city and state, fire and health ordinances covering installation and operation of equipment, preparing, cooking and serving of food and beverage products. Exhibitor shall not use or permit flammable materials such as bunting, tissue paper, crepe paper, or other flammable items or decorations. All materials used for decorative purposes must be flame proofed and approved by the Authority’s Fire Department. In addition, Exhibitor shall not, without the prior written consent of Management, put up or operate any engine or motor or use oils, burning fluids, camphene, kerosene, gasoline, or any other flammable chemical, for mechanical or any other purposes, or any agent other than electricity for illuminating any part of the Center. Subject to the foregoing, Exhibitor shall restrict the use of Hazardous Materials to those kinds of materials in small quantities that would be normally expected in conducting the activities. Such Hazardous Materials shall have to provide a safe and efficient manner, in full compliance with applicable local, city and state laws, rules, and ordinances, and Exhibitor shall take all necessary precautions to prevent releases of any Hazardous Materials to the Center. Under no circumstances shall Exhibitor store, dispose, or permit storage or disposal of any Hazardous Materials at the Center.

17. **Miscellaneous.** Management makes no representations or warranties as to the condition of the Exposition Facility, Contractors or Subcontractors involved or the success of the Exhibitor’s efforts for which the exhibit space is to be used. This Agreement contains the entire understanding between Unicomm, LLC and the exhibitor. By signing below, exhibitor acknowledges they have read the Terms and Conditions on page four of this contract. We understand that this contract shall be legally binding between Unicomm, LLC and the exhibitor. We also understand that any change in the information in the contract must be made in writing.