ASTA Global Convention

THE Industry Event For Travel Advisors

Washington Hilton
Washington, D.C.
August 25-28, 2020

Featuring ASTA Small Business Network Day
August 28
1,100+ 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

86% make purchasing decisions for their company

87% are more likely to do business with a sponsor because of their presence at the show

25% have no affiliation with a host/consortium and hard to reach

27% 5-50 years in business

27% 1-5 years in business

46% 30+ years of experience
**Exhibitor Pricing**

**QUAD KIOSK**
$15,000  
Includes:  
- Premier Placement on Trade Show Floor  
- 13.1’ x 6.5’ exhibit space  
- Round kiosk unit with ARTWORK & CARPET INCLUDED.  
- 8 Badges

**DOUBLE KIOSK**
$7,200  
Includes:  
- Premier Placement on Trade Show Floor  
- 13.1’ x 3.3’ structure & 2 Counters w/ Logos  
- 4 Badges  
- Add back wall graphics for $1,260

**KIOSK**
$3,600  
Includes:  
- Premier Placement on Trade Show Floor  
- 6.6’ x 3.3’ Structure & Counter w/ Logo  
- 2 Badges  
- Add back wall graphics for $630

**BOOTH**
$3,600  
Includes:  
- 10' x 8' Pipe/Drape Booth, 6' Table, 2 Chairs, Wastebasket, ID Sign  
- 2 Badges  
- Custom graphics start at $2,000  
- Corner Booths = $1,000 Surcharge

- All Options Include an Online Directory Listing with Logo & 1:1 Appointment System  
- Additional Badges can be purchased for $399 each  
- You must be an ASTA Member to exhibit. If you are not an active member, a membership fee of $899 will automatically be added to your exhibit fee and you will be enrolled in an ASTA Supplier Membership for one year.

**TRADE SHOW HOURS**
- August 25, 7:30-9:30 PM  
- August 26, 1:00-3:15 PM  
- August 27, 1:00-3:00 PM
Small Private Lounge - $10,000

Includes: 5 Exhibitor Badges, Lounge Furniture, Private 500 sq ft Room, Online Directory Listing with Logo & 1:1 Appointment System

Large Private Lounge - $20,000

Includes: 10 Exhibitor Badges, Lounge Furniture, Private 1,000 sq ft Room, Online Directory Listing with Logo & 1:1 Appointment System

These unique lounge spaces are located in private rooms directly off the trade show. Use this space to network and entertain advisors in an intimate setting.
Trade Show Add-Ons

Cool Treats & Hot Leads

**Savory Snack Break - $2,500**
Complete with assorted mustards and unique salts, these soft, twisted pretzels hit the spot…and carbs don’t count on the trade show floor!

**Drink Your Fruits and Vegetables - $3,000**
Whoever said that healthy can’t taste great never drank these smoothies!

**Everything but the Ice Cream Truck - $3,000**
Cool off with assorted milkshakes and frozen fruit bars.

**Caught w/ Your Hand in the Cookie Jar! - $2,500**
Novelty meets nostalgia with these homemade, assorted cookies…self-control not included.

**Champagne Campaign - $4,000**
Cheers to ASTA Global Convention! Share a toast and some bubbles with trade show attendees.

**Hosted Buyer Program - $599**
Speed networking appointment session (Aug 25) with select travel advisors
### Suite of Opportunities

<table>
<thead>
<tr>
<th></th>
<th><strong>INVESTMENT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>General Session Sponsorship (1 avail., 7 min speaking &amp; branding)</td>
<td>$28,500</td>
</tr>
<tr>
<td>Exclusive General Session Sponsorship (1 avail., 15 min speaking &amp; branding)</td>
<td>$60,500</td>
</tr>
<tr>
<td>General Session Speaking (5 avail., 4 min speaking)</td>
<td>$16,500</td>
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#### EDUCATION

<table>
<thead>
<tr>
<th><strong>INVESTMENT</strong></th>
<th><strong>INCLUDES</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Breakfast Session</strong></td>
<td>$11,000</td>
</tr>
<tr>
<td><strong>Lunch &amp; Learn Session</strong></td>
<td>$14,000</td>
</tr>
<tr>
<td><strong>Education Session Intro Spot</strong></td>
<td>$4,500</td>
</tr>
</tbody>
</table>
### Suite of Opportunities continued

#### Reception

<table>
<thead>
<tr>
<th>Reception Event</th>
<th>INVESTMENT</th>
<th>INCLUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Delegate Welcome Reception</td>
<td>$35,000</td>
<td>Online and on-site branding, Five (5) minutes to welcome the group</td>
</tr>
<tr>
<td>Aug 25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Delegate Refreshment Break</td>
<td>$13,500</td>
<td>Announcement from the stage &amp; a delegate bag insert!</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td>Independent Advisor Reception</td>
<td>$8,000</td>
<td>Host all Independent Advisors for a reception celebrating them!</td>
</tr>
<tr>
<td>Aug 24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verified Travel Advisor (VTA)</td>
<td>$6,000</td>
<td>Host all VTA graduates to congratulate them on their achievement!</td>
</tr>
<tr>
<td>Reception Aug 24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young Professionals Society (YPS)</td>
<td>$5,000</td>
<td>Bring YPS members together to connect and mingle with their peers.</td>
</tr>
<tr>
<td>Reception Aug 24</td>
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</tbody>
</table>

#### Recognition

<table>
<thead>
<tr>
<th>Recognition Award</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ASTA Service Recognition Award</td>
<td>$15,500</td>
</tr>
<tr>
<td>ASTA Travel Advisor of the Year</td>
<td>$15,500</td>
</tr>
<tr>
<td>Award</td>
<td></td>
</tr>
<tr>
<td>Branding Opportunity</td>
<td>Investment</td>
</tr>
<tr>
<td>----------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Welcome Lounge</td>
<td>$20,000</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>$7,500</td>
</tr>
<tr>
<td>Elevator Clings</td>
<td>$6,000</td>
</tr>
<tr>
<td>Revolving Door</td>
<td>$6,000</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>$5,000</td>
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</tbody>
</table>
## Branding Opportunities continued

<table>
<thead>
<tr>
<th>INVESTMENT</th>
<th>INCLUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Official Mobile App</strong></td>
<td>$8,500</td>
</tr>
<tr>
<td><strong>Commercial &amp; Bag Insert</strong></td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>Badge Lanyards</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Delegate Bags</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Delegate Bag Insert</strong></td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Attendee Email Broadcast</strong></td>
<td>$2,500</td>
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## A Premium Experience

<table>
<thead>
<tr>
<th><strong>INVESTMENT</strong></th>
<th><strong>INCLUDES</strong></th>
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</thead>
<tbody>
<tr>
<td>Premium Member Lunch Speaker Sponsorship Aug 26</td>
<td>$15,000</td>
</tr>
<tr>
<td>Premium Member Reception Champagne Arrival Aug 25</td>
<td>$12,500</td>
</tr>
<tr>
<td>Premium Member Reception Aug 25</td>
<td>$10,500</td>
</tr>
<tr>
<td>Premium Member Lunch Aug 26</td>
<td>$6,500</td>
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ASTA Advocacy Dinner
August 26

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 - $17,500
• Champagne Toast - $14,500
• Entertainment Sponsorship - $14,500
• Premiere Table Sponsorship - $8,500
  Only 6 available!
• Bar Sponsorship - $12,500
  Includes 2 Branded 6’ Bar & 3 Branded Acrylic High Tops
• Table Sponsorship - $7,000
Independent advisors are ASTA’s FASTEST GROWING segment of membership. Participating in ASTA Small Business Network Day will give you the opportunity to promote your company to this hard to reach segment of the advisor community!

SBN Round Tables - $2,400
Includes: Round table participation and badges for your AGC booth staff to attend all SBN Day functions and receptions

Additional Opportunities:

- **Education Session - $10,000**
  Host the entire audience for a 30-minute education session

- **Attendee Amenity - $2,000**
  Provide a flyer, gift or item for all attendees

- **SBN Attendee Email - $1,500**
  Share your message before or after the event with a targeted email

- **General Session Commercial - $12,000**
  Share a sixty second video from the main stage

- **Breakfast Sponsorship - $25,000**
  Host the group for an educational breakfast which includes 30-minutes of presentation time.

- **Lunch Sponsorship - $35,000**
  Host the group for a lunch & learn which includes 45-minutes of presentation time

- **Refreshment Break - $8,500**
  Host a refreshment break for all attendees. Includes sponsor recognition
Contact Us

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