

ASTA Marketing Opportunities

Your Key to the Travel Agent Market



American Society of Travel Agents
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Alexandria, VA 22314, USA

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Who We Are

ASTA, short for the American Society of Travel Agents, is the world's largest association of travel professionals. Our members include travel agents and the companies whose products they sell such as tours, cruises, hotels, car rentals, etc. We are the leading advocate for travel agents, the travel industry and the traveling public.

Our members support ASTA because of our effective lobbying, business resources, informative communications, and networking and business meetings. Members renew with ASTA each year to receive our communications, so you know that your message is reaching an audience of willing listeners.

ASTA's database of highly qualified retail sellers of travel is not a free service or simply a list of travel agents – these members are engaged in ASTA and value our communications.

Mission Statement

ASTA's mission is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism.

Vision Statement

ASTA seeks a retail travel marketplace that is profitable, growing and a rewarding place to work, invest and do business.

**6,000+ suppliers
(hotels, cruise
lines, car rental
firms, etc.) find
value in ASTA as
Allied members.**

Membership

ASTA is a membership organization, so the most fundamental way to participate in ASTA is through membership. By joining ASTA, your company will receive opportunities to reach, through professional travel agents, crucial consumer markets.

Allied Company Membership

\$549 annually

Use your Allied Company membership to expand your business resources that empower you to increase your customer base and form vital relationships with thousands of travel agents around the world. Benefits include:

- Listing on our online Membership directory and public ASTA Buyers Guide directory
- Access to members-only social networking groups
- Invitations to local, national and international travel agent events
- Weekly eNewsletter, *Dateline Weekly*, on latest travel industry news
- 500 Free mailing labels of agent contacts to bolster your marketing efforts
- Use of the ASTA logo on marketing materials including brochures and web sites

For more details and features of ASTA membership, visit www.ASTA.org/join.

Marketing – A La Carte

From our conferences and events to communications services, educational programs, and research, ASTA can be your one-stop marketing partner. The prices below are for single item purchases. We can provide discounts on purchases of marketing bundles (see Marketing Packages section) or create a marketing program tailored to your needs (see Proud Partner Program).

For more information or contact details, visit asta.org/marketingopps

ONLINE ADVERTISING

Thousands of travel agents visit ASTA.org every day. Put your message in front of them with our affordable and effective advertising. Make online advertising part of your next campaign.

Dateline Weekly eNewsletter Sponsorship

\$1,500 per week

Dateline Weekly is a premier source of industry news and information about ASTA initiatives. It is delivered weekly via e-mail to all ASTA members, including more than 4,600 domestic members and more than 840 international members. There is also an option of promoting your message to ASTA's international members.

Your Company will be the exclusive sponsor for one week of ASTA's Dateline Weekly eNewsletter. Your company logo with links to your Web site and a promotional message appearing prominently in the upper left hand corner of each issue. This is an excellent method to get a message out to our membership via a widely read newsletter.

ASTA.org Vertical Rectangle Ads

\$500 per month

Vertical rectangle ads are an effective vehicle for branding, creating awareness and generating leads. Ads appear on practically every page of ASTA.org and measure 120 pixels wide by 240 pixels high in JPEG or animated GIF format. These ads can be static and/or animated. Ads appear site wide on the right side of the page and are rotated on refreshed in a group of 15 ads or less. Space is limited to 15 or less advertisers at any one time.

Travelsense.org Advertising and Promotion

Reach an audience that is in the pre-planning and planning stages of their vacation. TravelSense.org receives thousands of visitors daily who are discovering our wealth of information on destinations, travel guides, travel tips and our vast travel community pages. Reach them through banner ads and sponsorship links on our website and provide users a direct link to your valuable travel services.

Sponsored Destination Article

\$1,000 per year/article

Perfect for destinations and NTOs. We will post and host for one year, an article provided by a given CVB/NTO spotlighting its destination to thousands of consumers on ASTA's popular consumer Web site TravelSense.org.

Banner Ads*

\$200 per month

Receive thousands of impressions monthly. Banners measure 300 pixels wide by 250 pixels high in JPEG or GIF format. Banners will appear in the right-hand column beneath store and display on random order on every page in the site.

Sponsorship Links*

\$20 per month

Sponsorship links are text only and on the right column of any destination article or travel tip page. The sponsorship link contains a headline (linked to your site) plus 75 characters of copy and your site URL.

** TravelSense.org/ASTA.org - No consumer - direct booking advertising allowed*

INTERACTIVE OPPORTUNITIES

Webinar

\$3,000

ASTA provides a limited number of webinar spots to parties interested in travel agent training — instruction on selling a destination, using a product or demo of a new service/technology. The webinar may be targeted to only ASTA members or open to the industry. Price includes online webinar guidelines and practice sessions; recording of the presentation and one-year hosting. The video, a copy of the PPT and additional documents will be made available to ASTA members on ASTA.org's E-Library. Spots are limited.

ASTA Buyers Guide

Online supplier directory of ASTA's Allied Company members (travel suppliers). Each Allied member Company will receive a listing in the comprehensive online Buyer's Guide, with opportunities to expand the listing and adding preferred placement, logos and banner ads.

Banner program

\$5,000

The Banner Program includes Banner and Skyscraper Advertisements. Banners are located at the top and bottom of each page of the guide. Skyscrapers are located on the left and right sides of the guide. These large ad formats provides prime real estate to sell your products and services to industry decision-makers. A limited number of Banners are available on the guide.

Premium Placement

This additional fee allows your completed listing to appear as the 1st, 2nd or 3rd position within the heading of your choice.

1st Place Premium Placement \$1,500

2nd Place Premium Placement \$1,350

3rd Place Premium Placement \$1,150

Complete Web-enabled listing

\$395

Includes your full-color company logo, a corporate description, links to your Web site and e-mail address, and placement in up to 10 headings. Your listing is also searchable using our powerful search technology.

Video-enhanced Listing *\$350*
Add video to your Enhanced Listing – bring your products and services to life with video or post commercials! Want to add more than one video – just \$250 for additional videos posted to your listing.

Product Showcase Ad *\$300*
This additional fee allows you to spotlight your product or service with an ad in the Product Showcase. The ad may be changed throughout the year to highlight special offers. A link to your Product Showcase items is placed in your enhanced listing. Additional Product Showcase ads are \$200.

Priority placement *\$150*
This additional fee allows your company to have your completed listing appear on the first page within the heading of your choice.

Travel Agent Lists – Access to ASTA’s Agent Specialization Database

ASTA Travel Agents are responsible for purchasing and recommending a wide array of products and services to hundreds of thousands of travel clients spending hundreds of millions of dollars every year. And since being kept up-to-date is essential for success in their business, your message is always eagerly anticipated.

Travel Agent Lists by Specialization *Email membership@asta.org for list quote*

ASTA has developed a unique member database which contains information on travel agency specialties in type of travel and geographic destinations. These contact lists allow you to target your marketing materials to the agents who are most likely to sell your product. With continuous updates, you are always ensured of receiving the latest agent information possible. ASTA conducts a custom database search and provides you with important contact information including: email, telephone number and mailing address.

MGI Lists

Marketing products and services to ASTA members is easy when you use ASTA's exclusive contractor, MGI Lists. They will send your communication out for you to our agent members. *Please note that you will not receive specific contact information.*

ASTA Members: Per 1,000 contacts (min. order \$300) \$100
Non-Members: Per 1,000 contacts (min. order \$625) \$125

THETRADESHOW MARKETING OPPORTUNITIES

Exhibiting at THETRADESHOW, the #1 travel trade show in North America, will allow you to enhance and maintain your status as a key player in the travel industry. Your attendance at THETRADESHOW provides you the ability to sustain current relationships and develop new business leads. THETRADESHOW takes place annually on the second weekend of September.

Many value-added marketing opportunities are available to enhance your experience as an exhibitor at THETRADESHOW. Choose one or more of the options below to complement your exhibition space. With options in every price range, you can be sure to find the right opportunity to boost visibility and still stay within your budget. Email exhibit@thetradeshow.org or call 1-866-870-9333 for more information.

Educational Presentations

Destination Seminar

\$4,000

A 2-hour destination based seminar to highlight your destination with intense education and information, conducted in a private room. Price includes a microphone, data projector and screen.

Product Seminar

\$3,000

45-minute session in a private room to highlight your company's newest products and features. Price includes a microphone, data projector and screen.

Presentation Pavilion

\$2,000

20-minute session that gives you the chance to connect with agents right on THETRADESHOW floor with easy access and visibility. Provide a quick training class or a lecture and get your company name out in front. Price includes a microphone, data projector and screen.

Advertising

THESHOWBOOK

Chock full of schedules, information, descriptions and more, THESHOWBOOK is the ultimate resource at THETRADESHOW. All advertisements are in color.

Cover (back) ***\$6,000***

Cover (inside) ***\$5,000***

Cover (inside back) ***\$5,000***

Full page ***\$3,000***

Half page ***\$1,500***

Quarter page ***\$750***

Banners

\$5,000

Excellent indoor or outdoor visibility with your company message. Banner production and rigging not included.

Column Wraps

\$4,000

Fabulous visibility in the main outside entranceway to the convention center. Includes production of wrap and rigging.

Park Bench Cluster

\$3,000

Your branding on an attractive seating area along THESHOWSTREET, includes logos on a lamp-post and on the carpet in front of a bench

Ad Towers (4 panels)

\$2,500

Place your company message in a high traffic area and get noticed!

Commercial

\$2,500

Convey your company's message on the big screen on THESHOWSTAGE during each industry session - you will get noticed!

Carpet Logo Decal

\$750

Direct agents to your booth with your company's logo or message on a carpet decal.

Company Logo

Include your company's logo and product listing, online and in print.

<i>Website only</i>	<i>\$300</i>
<i>THESHOWBOOK only</i>	<i>\$300</i>
<i>Website and THESHOWBOOK</i>	<i>\$500</i>

Sponsorship Opportunities

Delegate Bags

\$12,500

Exclusive sponsorship with high visibility. Your logo will be featured on the bags that every delegate will carry throughout the conference. Management will produce bags.

Speaking Opportunity on THESHOWSTAGE

\$10,000

Your company representative will be able to address a seated audience of travel professionals on the largest stage on the show floor.

Schedule At A Glance

\$8,000

Exclusive sponsorship with high visibility! This popular pocket guide is the #1 resource for every attendee.

Badge Lanyards

\$3,000

Exclusive sponsorship with high visibility. Your logo around the neck of every delegate. Your company provides the lanyards.

Advocacy Dinner Table Sponsor

\$2,500 per table of 10

An annual black-tie dinner in celebration of ASTA's advocacy role in shaping the policies that affects the business of selling travel. As a table sponsor, your company may invite special guests or clients to fill your table of 10. ASTA will help you with invitations to successful travel agency owners whom you would like to do business with in the future. This event is open to the travel professionals within the industry and occurs on the second evening of **THETRADESHOW**.

Delegate Bag Inserts

\$2,000

Provide a brochure or flyer about your company to reach every attendee.

Delegate Listing

\$1,000

Send pre and/or post solicitations to all agents in attendance and increase your exposure. List is an electronic format.

All Delegate Meal Functions

Email exhibit@thetradeshow.org for Pricing

For the most visibility, your company can host a food function during the show. Many opportunities are available, including all delegate lunches, also available: coffee breaks, evening receptions, dinners and hospitality functions.

Sponsored THETRADESHOW eNewsletter

\$2,000

Sponsor a single, stand-alone issue produced and sent onsite at THETRADESHOW to ASTA members and TTS attendees, featuring news and updates from the event as well as your sponsored message.

Media Opportunities

Media Working Room

\$4,000

This is your opportunity to get in front of the media. Press room sponsorship includes a complimentary press conference (a \$750 value) and media mailbox (a \$175 value), computer equipment for media working room, light breakfast and snacks. Available Sunday through Tuesday afternoon.

Press Conference

\$750

Do you have a new product, tool or benefit to offer your clients? There is no other place than THETRADESHOW where the entire travel industry will be under one roof, so why not get your message out there? Host your own press conference to announce your news and raise awareness about your company!

Media Mailbox

\$175

Connect directly with journalists with your own mailbox of press materials in THETRADESHOW media room. Includes list of media attendees.

INTERNATIONAL DESTINATION EXPO (IDE) MARKETING OPPORTUNITIES

The International Destination Expo (IDE) is the only show dedicated to training outbound U.S. travel agents to become destination specialists. Each year a new destination is selected. In 2010, IDE will be held in Istanbul, Turkey, April 19-22. Exhibiting will help you to increase your U.S. sales by establishing new business relationships with hundreds of highly-qualified agents who sell outbound travel from the U.S. With a 5 to 1 agent to supplier ratio, IDE is the perfect event to establish new business relationships and generate more sales leads.

To broaden your presence at the show, suppliers have additional marketing opportunities available such as an electronic delegate listing, delegate bag inserts, product seminars, and pre/post tours. With more than half of the world's tourism arrivals belonging to Europe, opportunities for international growth are rich for both suppliers and agents, so we encourage you to make the most out of your time at IDE. Contact Brooke Daniels, Director, Show Sales & Marketing at bdaniels@asta.org or 703-739-8709 for more information.

Educational Presentations

Product Seminar

\$1,500

Hold a product seminar where you present your company's products and services in a 45 minute private educational setting - limited quantity. Your session handouts will also be included on the IDE Program of Events website page for attendees to view before and after the conference - a great way to increase your marketing reach!

Advertising

IDE Program of Events Advertising

\$1,500

Full page, black and white ad in the on-site Program of Events that all delegates use on site and after for reference to the exhibitors.

Sponsorship Opportunities

General Session Speaker

\$10,000

Host a speaker at the general session during the show - a fabulous opportunity to address all delegates.

<i>Coffee Breaks</i>	<i>\$2,000 - \$10,000</i>
Provide coffee breaks to the delegates and ensure your company's message is heard by all attendees.	
<i>All Delegate Lunch</i>	<i>\$2,500 (plus food cost)</i>
Entertain all the delegates at your sponsored lunch. At this event you will have the opportunity to present your products or a speaker to the entire assembled audience.	
<i>Delegate Badge Lanyards</i>	<i>\$1,500</i>
Sponsor lanyards with your company logo for wide exposure during the show.	
<i>Delegate Bag Inserts</i>	<i>\$1,500</i>
Provide inserts to go in the delegate bags for attendees.	
<i>Delegate Bags</i>	<i>Supplier provides bags</i>
Provide delegate bags for attendees to hold their conference materials - and continue to use in their office for lasting impressions.	
<i>Delegate Listing</i>	<i>\$250</i>
Purchase a list of the delegates for pre or post show promotion/follow-up.	

MARKETING PROGRAMS

<i>Tour Operator Program</i>	<i>\$525 annually</i>
One of the most frequent subjects of inquiry to ASTA concerns a tour operator's reliability and financial stability. Agents want to sell to their clients security and peace of mind when they travel. With these concerns in mind, ASTA established TOP as a program through which tour operators could highlight their reliability through adherence to standards set by ASTA. TOP was created to help travel agents identify such tour operators for themselves and their clients. <i>98% of ASTA Members feel more confident booking with a tour operator that belongs to the TOP program as opposed to one that doesn't.</i> Participation in TOP is open to ASTA domestic and international tour operator and agency members who meet the ownership, insurance, and travel agency booking criteria set by ASTA.	
<i>Banner ads in TOP monthly eNewsletter</i>	<i>\$395 per ad, per month</i>
Your company would be the exclusive sponsor for one month of the TOP eNewsletter. The issue will include your logo with a direct link to your Web site and a promotional message, up to 150 words, appearing prominently at the top of the sponsored issue. This is an excellent method to get a message out to our agent membership via a widely read newsletter with a 39% open rate.	

ASTA Green Program

\$295 annually

The Green Membership for Travel Suppliers includes an educational ASTA Green Report, monthly eTips email and a logo. Agencies that complete the requirements receive the right to use the Green Member logo for one year. Green Members must renew annually to remain a green member, which is necessary to use the logo and receive the monthly eTips and updated versions of the ASTA Green Report.

What is in it for Suppliers

- Position your company as being environmentally friendly
- Save time by having clear criteria on how to measure yourself as a green supplier
- Promote your green commitment to travel agents
- Stay abreast of the latest environmental travel initiatives
- Use the ASTA Green Member logo on your website and promotional literature
- Receive help in developing a Corporate Social Responsibility document

RESEARCH OPPORTUNITIES – PROFILE YOUR CUSTOMERS

ASTA provides custom research support to allied members. ASTA has extensive experience in primary research and, as an impartial third party, we routinely fulfill research requests from major industry suppliers. We can help you develop and field a survey that meets your needs, or locate the data you need.

Sponsorship of ASTA Agency Benchmarking Series

Contact mteates@asta.org for Pricing

The ASTA Agency Benchmarking Series includes the Supplier-Travel Agent Relationship report, the Financial Benchmarking report, the Labor & Compensation report, the GDS report, Technology and Web Usage, and the Service Fee report. Three versions of the reports are published in PDF format: Premium Member version, standard version, and a summary report. All ASTA members receive the summary report and the standard report is available for purchase by member and non-members. Sponsorship includes a one-page color ad in all three versions of the report and a mention in the press release.

ASTA Research Family Surveys

\$1,000 per question

ASTA can include up to five questions in one of Research Family surveys. Using the Research Family surveys assures you of receiving statistical relevant results. Research Family surveys go out monthly between January and October. There is a minimum 30-45 days before receiving results. Research Family questions cost \$1,000 per question and include analysis and a report.

Custom Surveys (Clients, Employees, Independent Contractors, Industry)

\$400 per hour (\$250 per hour for Members)

ASTA Research can prepare and conduct online surveys on your behalf using your own client or employee email lists. ASTA can also provide analysis in the form of a presentation or report.

Market Research

\$400 per hour (\$250 per hour for Members)

We can assist you in obtaining secondary data to help with strategic, marketing and business planning including demographic data and new consumer or travel trends.

Business Research

\$400 per hour (\$250 per hour for Members)

ASTA can help you obtain economic data on consumer segments and trends as well as government economic and travel data.

PRINT ADVERTISING

ASTAnetwork Magazine Advertising Opportunities

Contact sales@astanetwork.com for Pricing

Each quarterly issue of ASTAnetwork focuses on the core needs of ASTA membership. It's packed with stimulating news, analysis, industry trends, features and case studies. Regular topics include: sales and marketing strategies for agents; business planning and development; global destination information and sales tips; tour product trends; industry issues and developments; lifestyle breaks and niche travel; cruise trends and itineraries; travel technology; and business travel.

ASTA Worldwide Destination Guide Advertising Opportunities

Contact sales@astanetwork.com for Pricing

ASTA's Worldwide Destination Guide is your comprehensive resource for travel agents and suppliers. Contained in its pages is a wealth of information providing guides on countries across the globe, both tried and true favorites and up-and-coming destinations that are the next must-see places for your clients. Organized by global sector, each country guide offers information on everything from getting there and climate to what to eat, drink and buy to frequently asked questions. Within each country guide there is company information and contact details of each international ASTA member serving that destination. There are also 50 domestic state profiles, giving anyone selling a destination the information to do so confidently and accurately.

Marketing Packages – More Value in Bundled Pricing

Rather than participating in individual marketing elements, get more value in purchasing one of our marketing bundles. As with our a la carte menu of marketing services, these marketing packages are only available to current ASTA Allied members.

GREEN SPONSORSHIP PACKAGE ***\$7,500***

Green Supporter Sponsorship - \$5,000
30-minute webinar - \$2,000 value
Three-month vertical banner advertising on ASTA.org - \$1,500 value
ASTA Green Guide for Suppliers - \$295 value
Total Value: \$8,795

ONLINE ADVERTISING VALUE PACK ***\$7,500***

Four weeks of Dateline Sponsorship - \$6,000 value
Six-month vertical banner advertising on ASTA.org - \$3,000 value
Web-Enabled Listing on ASTA's Buyers Guide - \$395 value
Total Value: \$9,395

EDUCATION BUNDLE ***\$5,000***

(2) 45-minute webinars - \$6,000 value
ASTA Green Guide for Suppliers - \$295 value
\$500 Research Report credit
\$250 ASTA Specialization Database List Sales credit
Total Value: \$7,045

DATELINE SPONSORSHIP PACKAGE ***\$5,000***

(4) weeks of *Dateline Weekly* - *\$6,000 value*

TOUR OPERATOR PROGRAM (TOP) BONUS PACKAGE (must be eligible for TOP membership) ***\$1,500***

One year of TOP Membership (*certain qualifications are required*) - \$525 value
One 10'x 10' Exhibit Booth at THETRADESHOW (*décor package not included*) - \$2,650 value
Supplier Travel Agent Relationship Marketing Report – \$350 value
Total Value: \$3,525

THETRADESHOW SPONSORSHIP PACKAGES

THETRADESHOW Gold Package ***\$7,500***

Includes full-page ad space in THESHOWBOOK - \$3,000 value
Full delegate list - \$1,000 value
Delegate bag insert - \$2,000 value
SHOWSTAGE commercial - \$2,000 value
Total Value: \$8,500

THETRADESHOW Silver Package ***\$5,000***
 Includes full-page ad space in THE**SHOW**BOOK - \$3,000 value
 Full delegate list - \$1,000 value
 Delegate bag insert - \$2,000 value
Total Value: \$6,000

THETRADESHOW Bronze Package ***\$3,000***
 Includes full-page ad space in THE**SHOW**BOOK - \$3,000 value
 Full delegate list - \$1,000 value
Total Value: \$4,000

ASTA SMARTBRIEF DAILY ENEWSLETTER PACKAGES

ASTA *SmartBrief* is the premier source of daily news and information for more than 28,000 travel agents and executives. Each day, *SmartBrief* delivers the top news stories via e-mail to decision-makers at travel agencies, contractors, operators and suppliers worldwide. We deliver the news our readers need to stay successful. And in doing so, we offer the ideal vehicle to reach thousands of travel professionals in a highly trusted news environment.

SmartBrief Package A ***\$10,000***

<u>Ad Type</u>	<u>Issues</u>	<u>Rate/Sponsorship</u>
Leaderboard Sponsor	12	\$975/Issue = \$11,700
"Business & Industry Watch"	10	\$875/Issue = \$8,750
"The Buzz" Text Ads	6	\$450/Issue = \$2,700
		<i>Total Value: \$23,150</i>

SmartBrief Package B ***\$6,500***

<u>Ad Type</u>	<u>Issues</u>	<u>Rate/Sponsorship</u>
Leaderboard Sponsor	6	\$975/Issue= \$5,850
"Business & Industry Watch"	4	\$875/Issue=\$3,500
"The Buzz" Text Ads	3	\$450/Issue=\$1,350
		<i>Total Value: \$10,700</i>

SmartBrief Package C ***\$5,000***

<u>Ad Type</u>	<u>Issues</u>	<u>Rate/Sponsorship</u>
Leaderboard Sponsor	4	\$975/Issue = \$3,900
"Business & Industry Watch"	3	\$875/Issue = \$2,625
"The Buzz" Text Ads	3	\$450/Issue = \$1,350
		<i>Total Value: \$7,875</i>

<i>SmartBrief Package D</i>			<i>\$3000</i>
<u>Ad Type</u>	<u>Issues</u>	<u>Rate/Sponsorship</u>	
Leaderboard Sponsor	2	\$975/Issue = \$1,950	
"The Buzz" Text Ads	6	\$450/Issue = \$2,700	
		<i>Total Value: \$4,650</i>	

<i>SmartBrief Package E</i>			<i>\$2,500</i>
<u>Ad Type</u>	<u>Issues</u>	<u>Rate/Sponsorship</u>	
Leaderboard Sponsor	2	\$975/Issue = \$1,950	
"The Buzz" Text Ads	4	\$450/Issue = \$1,800	
		<i>Total Value: \$3,750</i>	

Sponsorship Opportunities

Intranet RSS feeds

\$12,000-\$15,000

Looking for a way to increase and enhance your intranet content, while providing your employees with up-to-the-minute industry news? Consider having ASTA SmartBrief fed to your company's intranet.

Sponsored feature

\$7,500/issue

This stand-alone SmartBrief is sent to subscribers in addition to the ASTA SmartBrief and mixes SmartBrief content with advertiser's content.

Proud Partner Program – Customized Marketing Elements

ASTA's largest supporters are recognized as Proud Partners. The Proud Partner Program is reserved for partners who are looking to invest a minimum of \$10,000 or more in sponsorship support. Divided into different support levels, the levels are focused on demonstrating your support of ASTA throughout the year and are over and above the recognition you receive through the individual events in which you participate.

Proud Partners at the Premier and Gold level have the freedom to develop a marketing program tailored to their needs, where they create the package that's right for their organization. Email broadcasts sent to ASTA members on behalf of our Allied Members are reserved exclusively for our Premier and Gold Level Proud Partners.

All Proud Partner's receive:

- Recognition in ASTA's print and email publications when possible.
- Invitations to special travel agent member events, including a special Proud Partner reception with key leaders in the industry.
- Recognition on a large banner display at the annual meeting, IDE, and in the ASTA booth at **THETRADESHOW**.
- Company logo on the Proud Partner webpage on ASTA.org with a link to their company's website.

Allied members interested in becoming an ASTA Proud Partner may contact Cheryl Ahearn, SVP, Market Development, at cahearn@asta.org or 1-703-739-6890, for more information.

Contact Us

Membership Inquiries	1-800-440-ASTA (2782) join@asta.org www.ASTA.org/join
Online Advertising Opportunities.....	1-800-440-ASTA (2782) membership@asta.org www.ASTA.org/marketingopps
Interactive Opportunities.....	1-800-440-ASTA (2782) membership@asta.org www.ASTA.org/marketingopps
Marketing Programs.....	1-800-440-ASTA (2782) membership@asta.org www.ASTA.org/marketingopps
Research Opportunities.....	703-739-6893 mteates@asta.org www.ASTA.org/research
Print Advertising Opportunities.....	+44 207 253 9909 sales@astanetwork.com www.ASTA.org/marketingopps
THETRADESHOW Marketing & Sponsorship Opportunities	1-866-870-9333 exhibit@thetradeshow.org www.thetradeshow.org
International Destination Expo Marketing & Sponsorship Opportunities..	703-739-8709 bdaniels@asta.org www.ASTA.org/IDE
<i>ASTAnetwork & ASTA Worldwide Destination Guide</i> Opportunities	+44 207 253 9909 sales@astanetwork.com www.ASTA.org/Publications
<i>ASTA Smartbrief</i> Advertising & Sponsorship Opportunities.....	202-737-5500 sfuchs@smartbrief.com www.ASTA.org/marketingopps
Proud Partner Program Information	703-739-6870 cahearn@asta.org