



# Get Noticed

**NTA Convention Sponsorship & Promotional Opportunities**

Nov. 14-18, 2009 — Reno, Nevada, USA



Reno, Nevada Nov. 14–18   
**CONVENTION'09**

Dear NTA member,

Here at NTA, we appreciate and understand that spending your marketing dollars wisely is just as important as ever in these trying economic times. And, while we know you have many choices for your advertising and sponsorship budget, we are confident that NTA can deliver a return for your worthwhile investment. Therefore, we are pleased to present our 2009 Convention Sponsorship and Advertising brochure, inclusive of numerous promotional opportunities to give your company or destination maximum exposure to the NTA tour operators who serve nine million customers annually.

Our 2009 Convention marks the inaugural year in co-locating with the World Religious Travel Association's Expo & Educational Conference, thereby giving you even more exposure for your sponsorship/advertising dollars. Beyond NTA's delegation of roughly **2,500 travel professionals**, we estimate an additional **250 religious travel buyers** (predominantly travel agents), will attend this year's event. With the recent announcement of the new Convention format, we've crafted an event based upon your feedback and with the addition of the WRTA buyers, you can now reach a much more expansive audience through your sponsorship investment with NTA.

We make sponsorship and advertising easy—you simply select a sponsorship, sign your contract, and we take it from there. We pride ourselves in working with you to find just the right sponsorship to fit within your budget and meet your marketing objectives, and our sponsorship team is focused on providing you with unsurpassed value in the packaged travel arena. Detailed within the pages of this brochure you'll find research supporting the value of being part of the NTA sponsorship platform, testimonials from some of our satisfied sponsors, a list of available sponsorships/advertising options, and a grid containing our outstanding promotional package for sponsors.

So, on behalf of NTA, we thank you for choosing us in reaching the tour operator market and we look forward to working with you to elevate your presence at one of the industry's leading events—NTA's Convention '09 (in conjunction with the World Religious Travel Association's Expo & Educational Conference).

Sincerely,



Karla DiNardo  
NTA Vice President of Sales  
karla.dinardo@NTAstaff.com  
800.682.8886, ext. 4232  
+ 1.859.226.4232

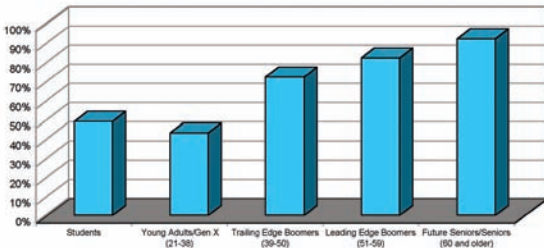


Melissa-Beth Rooke  
Sponsorship Manager  
melisabeth.rooke@NTAstaff.com  
800.682.8886, ext. 3549  
+ 1.859.219.3549

## MEET THE OPERATORS WITH BUYING POWER

NTA's Convention is the ideal location to do quality business with hundreds of tour operators with major buying power. This five-day event is a must-attend as it presents great opportunities to grow your bottom line with business appointments, networking, and professional education. Considering 700 tour companies are members of NTA with many of them attending Convention, just think of all of the business you can gain!

**89%** of the tour operators active in NTA are the decision makers for their companies. Source: 2008 NTA Communications Survey

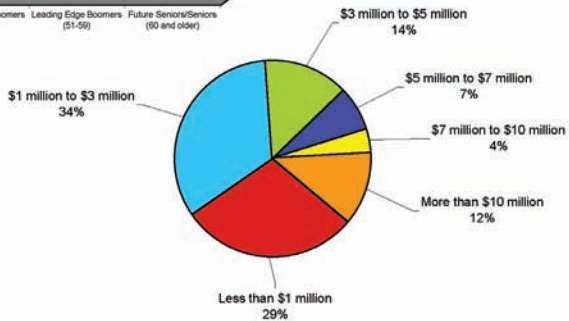


**Only NTA can deliver this kind of diversity and volume.**

Source: 2008 NTA Trend Analysis Survey

**NTA provides the perfect outlet to reach major buyers in the packaged travel industry.**

Source: 2008 NTA Trend Analysis Survey



**NTA's new streamlined Convention presents the unique opportunity to sell to operators in the way that they desire. Plus, with the World Religious Travel Association co-locating its event with NTA's, there will be even more travel buyers to shop your product.**

## WHY SPONSOR?

Sponsoring with NTA is an effective and worthwhile way to gain added exposure over your competitors at one of the industry's leading events. Tour operators will be sure to not only notice you, but also remember you long after Convention has passed. Furthermore, you'll have even more exposure this year due to the World Religious Travel Association's co-location of its event with NTA's which will bring additional travel buyers to the Convention floor. Your sponsorship, plus your sponsor benefits, will pave the way for numerous opportunities to help your business grow.

**71%** of tour operators attending NTA's Convention indicated a sponsor introduced them to potential products/destinations. Source: 2008 Convention Evaluation

**76%** of tour operators attending NTA's Convention were the decision-makers for their company. Source: 2008 Convention Evaluation

**55%** of tour operators attending NTA's Convention indicated they are more likely to do business with sponsors. Source: 2008 Convention Evaluation

## SPONSORSHIP OPPORTUNITIES

Join NTA in Reno as a Convention sponsor and experience a week of business you'll never forget! Once you've selected your sponsorship, let NTA take it from there—we'll make sure your sponsorship is taken care of from start to finish with the quality you deserve and expect. Plus, if you have an idea for a new and/or different sponsorship, we'd love to customize one that's perfect just for you! **(All sponsorships are sold on a first-come, first-served basis and are quoted in U.S. dollars.)**

### Sponsorship Tip:

Select any sponsorship at the silver level or above and get a booth on the floor for maximum visibility to NTA tour operators and an estimated 250 WRTA buyers.

### Luncheons

Saturday est. \$30,000

Sunday (NTA Business Luncheon) est. \$45,000 **SOLD**

Tuesday Lunch on the Floor est. \$32,000

Wednesday est. \$48,000 **SOLD**

Sponsor a luncheon and receive premium visibility in front of all attendees. Be center stage while showcasing your product/destination, dine with the delegates, and 'wow' the audience with an exciting form of entertainment. Consider co-sponsoring a luncheon to make it a more affordable option!

### Message and E-mail Center

\$25,000

Sponsor the Message and E-mail Center and be at the hub of the Convention floor. Delegates will frequent your sponsored area often as they stop by to check their e-mail, read their messages, and chat.

### Registration Bags

\$20,000

Convention delegates accumulate a healthy amount of Convention materials

throughout the week and making a bag to place things in is a nice perk. Sponsor the registration bag and ensure every Convention delegate is carrying around your brand name.

### Reception on the Floor

\$20,000

Sponsor the Reception on the Floor and host Convention attendees to a relaxed event full of networking and conversation in a social setting. Brand the reception to fit your company and receive gold level benefits.

### Fresh Fruit Booth

\$20,000

With all of the busyness found on the Convention floor, NTA and WRTA delegates will love to re-energize with a healthy snack. Enjoy meeting with delegates as they visit your nicely placed refreshment booth for fresh fruit.

### Coffee & Tea

\$22,000

Who doesn't love a warm cup of coffee or tea in the morning? Treat NTA and WRTA delegates to a warm morning delight and mingle with them as they stop by your perfectly placed booth.

### Breakfast on the Floor

\$14,000

Help jump start the delegates' day by providing them a delicious breakfast they'll be sure to appreciate. Brand the breakfast to match your product/destination and address people as they stop by to grab a treat.

### Relaxation Station (Massage Booth)

\$12,000

Convention days are jam packed with business and education, so why not give the delegates a place to sit down and relax? Sponsor the Relaxation Station and provide attendees the chance to receive a soothing massage from your branded booth.

## Appointments Scoreboard & Time Clock

\$10,000

During the days of appointments, the floor will be buzzing with business and networking. Sponsor the scoreboard and place your name right in the middle of it all for everyone to see. The scoreboard is referenced often as delegates check the time and their appointment number, so premium visibility is guaranteed.

## Tour Operator Sticky Notes

\$7,500

Who doesn't love a stack of sticky notes to jot down their thoughts? Tour operators will love finding this handy gift at their tables for notes, messages, and reminders.

## Sunday Wine & Cheese Reception Co-Sponsor

\$7,500 + wine from your region

The Wine & Cheese Reception is a popular event at NTA's Convention, drawing many Convention delegates for a time of casual networking in a social environment. Become a sponsor and have the chance to showcase red and white wine from your region at your wine reception booth.

## Exchange Refreshments

\$7,500 + treats

Is your destination known for a particular snack item? Receive major visibility through a refreshment booth located in a prime location on the Convention floor. NTA and WRTA delegates will frequently stop by the refreshment booths as they desire to have little snacks throughout the day.



## Tour Operator Recycled Pens

\$5,000

Considering all of the appointments tour operators have, they will surely be taking notes. Provide each tour operator with your brand recycled pens and not only be remembered, but also environmentally friendly.

## Convention Map & Schedule

Est. \$5,000

Promote yourself on a panel in this convenient, easy-to-use Convention publication containing a complete schedule of events and map of the Convention floor. Delegates reference this multiple times a day so your ad is sure to be seen!

## Board of Directors Lunch

\$4,000

Treat your hard-working Board of Directors to a tasty lunch amidst their pre-Convention meetings. Display your company signage and distribute literature to those in attendance.



## Seminar

\$3,000

Have a presence at your sponsored Convention seminar and reach out to all attending that session. Display signage, distribute literature, and have three- to five-minutes to speak of your product and introduce the speaker.

## Appointment Addendums

\$2,500

Sponsor the Appointment Addendums and place your logo on every addendum that gets handed out during the Convention week. Addendums notify operators of any changes to their business meetings and are distributed to operators as they head to their appointments.

## SPONSOR BENEFITS

NTA's sponsorship plan is centered on the sponsor and therefore, we have pulled out all the stops to make sure your experience is second to none! All sponsors receive great benefits that cater to your needs and help set you apart from all the other delegates.

"I found that my NTA sponsorship provided my organization with contacts and exposure that I would not have received anywhere else."

—Neil Amrine  
Guide Service of Washington, Inc.

One complimentary annual NTA membership	Platinum (\$30,000 and up)
One complimentary Annual Convention registration	
Reserved table for sit-down meal events (excludes operator only and fundraising events)	
Free in-room gift delivery	Gold (\$15,000-\$29,999)
Insert one double-sided piece in four operator registration bags	
Free exhibit booth on Exchange floor **	Silver (\$5,000-\$14,999)
Guaranteed acceptance into the prescheduled appointments process (1 delegate per sponsorship)	Bronze (\$1,000-\$4,999)
Sponsor listing in <i>Courier</i> (October issue)	
Sponsor listing in Profile Form Notebook	
Sponsor listing in Convention Catalog***	
Sponsor listing on NTAonline.com ****	
Participation in sponsorship conference call (post Convention)	
Database of delegate mailing addresses	
Sponsor ribbon with badge	

\* Level of sponsorship is determined by sponsorship fee plus cost of essential Convention items – not including promotional giveaways, travel, registration, etc.

\*\* Silver (10' x 10' booth), Gold (10' x 20' booth), Platinum (20' x 20' booth)

\*\*\* Logo for Platinum, Gold and Silver, name only for Bronze

\*\*\*\* Logo for Platinum and Gold levels, name only for Silver and Bronze levels of sponsorship.

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

Reaching NTA tour operators is essential to your business and, in addition to sponsorship at NTA's Convention, an advertisement can ensure your message is seen. Pair your sponsorship with either a print and/or online ad and maximize your impact and selling potential.

Individual purchases within the following publications are available. For pricing and other information, please contact 800.682.8886, ext. 4241 or +1.859.226.4241

### Profile Form Notebook (PFN)

Divider tabs and/or double-sided 8 1/2" x 11" profile forms are available in this three-ring binder used year-round by tour operators for itinerary planning. One notebook will be placed at each tour operator's Exchange table.

### NEW! Convention Catalog (CC)

The Convention Catalog, distributed to all delegates, will include the official program, delegate registry, and advertisers can also purchase space to include their itineraries and/or display advertisements to ensure visibility to not only your NTA buyers but the WRTA buyers as well.

### Courier Magazine

*Courier* offers original, first-run articles that include in-depth travel features, destination coverage, industry news, and business trends. Circulation is 6,000 reaching 1,500 tour operators.

#### October (Convention) Issue

**Space Deadline: July 29**

**Material Deadline: August 12**

Advertise in this issue that hits desks right before operators leave for Convention while buying is "top of mind."

#### December (Post-Convention) Issue

**Space Deadline: September 30**

**Material Deadline: October 14**

Reach tour operators immediately following Convention in this issue which features great coverage of the events.

Looking for optimal exposure? Packages are now available for purchase that combine insertions within all three publications: The deadline to book a package is **July 15, 2009**, with materials due **August 12, 2009**.

### Deluxe Package \$8,500

- Tab Divider in the PFN
- Insert in the PFN
- Full-page ad, advertorial, or itinerary in the CC
- Color logo added to delegate registry listing in CC (Value of \$500)
- Placement in the special offer section in the CC (Value of \$500)
- Full-page ad in the October issue of *Courier* magazine

### Premium Package \$6,500

- Tab Divider or Insert in PFN
- Full-page ad, advertorial, or itinerary in the CC
- Color logo added to delegate registry listing in CC (Value of \$500)
- Placement in the special offer section in the CC (Value of \$500)
- 1/2 page ad in the October issue of *Courier* magazine

### PFN Package \$2,900-\$3,350

- Book an insert or tab in the PFN and receive a discounted rate on an insertion in the CC
- For size options and specific pricing details, please contact 800.682.8886, ext. 4241 or +1.859.226.4241

Reno, Nevada Nov. 14-18 

# CONVENTION'09

Thank you to our Convention sponsors.  
 For a complete list of sponsors, visit [www.NTAonline.com](http://www.NTAonline.com)



Join the ranks of these fine sponsors.  
 Contact Karla DiNardo at [karla.dinardo@NTAstaff.com](mailto:karla.dinardo@NTAstaff.com)  
 or call 800.682.8886 ext. 4232 or +1.859.226.4232.