

Montréal, Québec Nov. 13-17



CONVENTION'10

INVEST WISELY ... SPONSOR AT NTA



SPONSOR SUCCESS STORIES:

"I've tried other associations; I've been to other conventions. NTA remains the best place for me to do business."

—Clayton Whitehead,
Sports Leisure Vacations

"2009 was our first year participating in the Convention and we could not be more pleased. I feel that having a presence at Convention helped us make contacts and build relationships with tour operators that otherwise would not have been possible. I am already planning on 2010!"

—Colby Colonel,
Solitude Float Trips, Inc.

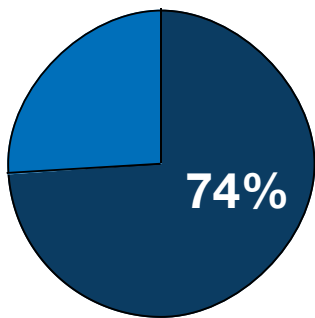
"My sponsorship at NTA was a wonderful opportunity to reach important tour and travel professionals."

—Gemma Mulvihill,
Broadway In Chicago Group Sales

"Our sponsorship at NTA allowed our destination to have a really strong presence at Convention. We got feedback from operators who told us Alaska had not been on their radar but now is. It set a really positive tone about Alaska which was helpful as we went into our business appointments."

—Jillian Simpson,
Alaska Travel Industry Association

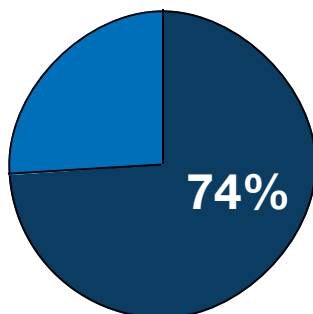
We understand and appreciate the importance of how you spend your marketing dollars. Sponsor with NTA and reach hundreds of qualified buyers and receive the ROI you deserve. Plus, only at NTA will you reach 100 tour operators who you won't see at any other show!



74% of attending NTA tour operators agreed that sponsors introduce them to potential products/destinations*

74% of attending NTA tour operators are the decision-makers for the company*

*Source: 2009 Convention Evaluation



If you have an idea for a custom sponsorship perfect for you, we'd love to hear it! Contact **Karla DiNardo** at **800.682.8886 ext. 4232** or **karla.dinardo@NTAstaff.com** to reserve your sponsorship today!

SPONSOR TIP: Sponsor at the \$5,000 level and receive a booth—a great way for over 400 NTA tour operators and an additional 250 travel agents* to find you.

*The World Religious Travel Expo is co-located with NTA's Convention and includes travel agent buyers.

2010 SPONSORSHIP OPPORTUNITIES

Platinum (\$ 30,000 and up)

Sunday Luncheon (NTA Business Luncheon) est. \$ 50,000 **SOLD**
 Monday Luncheon est. \$ 50,000 **SOLD**
 Tuesday Lunch est. \$ 40,000
 Wednesday Luncheon est. \$ 48,000 **SOLD**

Gold (\$ 15,000 - \$ 29,999)

Coffee & Tea \$ 22,000
 Business & Message Center \$ 20,000
 Fresh Fruit Booth \$ 20,000
 Registration Bags \$ 20,000 **SOLD**

Silver (\$ 5,000 - \$ 14,999)

Tour Operator Map (also taken to trade shows) \$ 12,000
 Relaxation Station (massage booth) \$ 12,000
 Tuesday Disco Party Co-sponsorship (5 available) — **Only 3 remain**
 est. \$ 10,000 per sponsor

Continental Breakfast on the Floor \$ 10,000
 Reusable Water Bottles + Water Stations \$ 10,000 **SOLD**
 Hotel Key Cards \$ 10,000 **PENDING**

Appointments Scoreboard & Time Clock \$ 10,000
 Mini-Manicure Booth \$ 10,000 **PENDING**
 Exchange Refreshments with Premium Booth
 (provide treats from your destination) \$ 7,500 + treats
 Wine Sponsor \$ 7,500 + wine from your region
 Appointment Scheduling \$ 7,500
 Tour Operator Sticky Notes \$ 7,500
 Tour Operator Chair Back Covers \$ 7,500 + cost of covers
 Recycled Pens \$ 5,000

Tour Operator Talk Time & Elections \$ 5,000 **PENDING**
 Happy Hour on the Floor \$ 5,000 + cost of food & beverage
 Research Center \$ 5,000
 Grassroots Action Network (GAN) Reception \$ 5,000
 Package Check-In Booth est. \$ 5,000
 Convention Catalog (Program & Delegate Registry) \$ 5,000
 Convenience Station \$ 5,000
 Convention Map & Schedule \$ 5,000
 Luggage Tags \$ 3,000 + cost of item
 Tour Operator Staplers & Staples \$ 2,000 + cost of staplers

Bronze (\$ 1,000 - \$ 4,999)

Board of Directors Lunch \$ 4,000
 Seminar \$ 3,000
 Exchange Addendums \$ 3,000

Additional Opportunities*

Registration Bag Inserts \$ 1,000
 Destination Pavilion Presentation \$ 750

*Do not qualify for sponsor benefits.
 All sponsorships are sold on a first-come, first-served basis and are listed in U.S. dollars.



SPONSOR BENEFITS

One complimentary annual NTA membership	Platinum (\$30,000 and up)
One complimentary 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 tour 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 ****	
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.

Call 800.682.8886, ext. 4232 or
 +1.859.226.4232 for more information.

www.NTAonline.com