

EXHIBITOR PROMOTIONAL OPPORTUNITIES

Increase your exposure with these additional pre-show and onsite promotional opportunities for exhibitors at The New York Times Travel Show.

1. Eye-Catching Booth Banner

Be a standout on the show floor. Displaying your company-produced banner above your booth will set you apart from other exhibitors and increase foot traffic to your booth. **Cost \$500, plus installation**

2. Show Bag Premium

Take the trip of a lifetime: place your company product or promo piece in the complimentary New York Times Travel Show visitor bag and travel home with an estimated 15,000 travel show attendees. **Cost: \$1,000**

3. \$1.00-Off Discount Coupons

Give your customers more reasons to see the show — with complimentary \$1.00-off show admission coupons. To participate, please return completed form on reverse side and mail or fax by November 1, 2003. **No additional cost**

4. On-Site and Radio Promotion — Trip Giveaway

Deliver your message to hundreds of thousands of travelers via radio advertising and at the show. You donate an all-inclusive travel package for two to your destination — including airfare and group transportation — we'll promote your trip via radio and on-site as part of our show promotion package. **No additional cost**

5. Online Travel Show Trip Discounts

Gain exposure by offering discount and special show prices on trips and travel goods — online! We'll post your offering on a special Web page where it will create pre-show consumer awareness and added foot traffic to your booth once the show begins. **No additional cost**

7. Travelogue Page

Get listed on The New York Times Travel Show special travelogue reader-service page — FREE — and reach thousands of vacation planners looking to receive information on your company's products and services. You provide us with your contact information, we'll list it in The New York Times on a weekday following the show. **No additional cost**

8. Make the Front Page of The New York Times

Place your logo/tagline above the fold and in front of thousands of attendees. Complimentary copies of The New York Times will be available for attendees to take each day at the show. A customized sticker, with your logo/tagline, will be placed on the highly visible front page. **Cost: \$3,000/day**

9. Link to The New York Times Travel Show Web Site

Hot link your company's Web site to The New York Times Travel Show URL (www.nytimes.com/travelshow), and generate additional pre-show interest among travel enthusiasts. You provide the link; we provide the logo. **No additional cost**

6. Gain Online Publicity for Trips, Events or Travel-Related Products

You write the press release — we'll post it on The New York Times Travel Show Web site, accessible by both a consumer and professional trade audience. **No additional cost**

Please see the reverse side and fill out the Promotional Opportunities form. Then, fax to 203-622-6333; submit form online at www.nytimes.com/travelshow; or mail form to:

The New York Times Travel Show
c/o MSE Management Inc.
50 Holly Hill Lane
Greenwich, CT 06830, USA

Payment Information:

Make checks payable to
The New York Times Travel Show
in U.S. funds and mail to the
address above.

Bank Account Wire Transfer Information:

The New York Times
A/C # 89 000 58 471
C/O The Bank of New York
48 Wall Street
New York, NY 10286
ABA (Routing #) 021 000 018

*Please make sure to list exhibiting company
name on wire transfer for tracking purposes.*

**For more information on these
promotional opportunities,
please contact Courtney Pierce
at 203-622-7081 or at
cpierce@msegmt.com**

EXHIBITOR PROMOTIONAL OPPORTUNITIES FORM

GENERAL INFORMATION

ORGANIZATION NAME _____

EXHIBITING ORGANIZATION _____

STREET _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____

COUNTRY _____

PHONE _____ FAX _____

PERSON IN CHARGE OF EXHIBIT _____

TITLE _____

1. Eye-Catching Booth Banner

Yes, I want to hang my banner above my expo booth. Cost \$500, plus installation.

The dimensions of my banner are: _____

2. Show Bag Premium

Yes, I will provide product or promo piece to insert into the complimentary New York Times Travel Show visitor bag. Cost \$1,000.

3. \$1.00-Off Discount Coupons

Yes, please send me \$1.00-off coupons.

Quantity of coupons: _____

4. On-Site and Radio Promotion — Trip Giveaway

Yes, I would like to offer an ALL INCLUSIVE trip package for two people.

Description of package (15 words or less): _____

5. Online Travel Show Trip Discounts

Yes, I will offer discounts and show specials on trips and travel goods online.

Description of discounts/show specials (30 words or less): _____

6. Gain Online Publicity for Trips, Events or Travel-Related Products

Yes, I would like the following trip, event or product to be featured on www.nytimes.com/travelshow:

Also, please e-mail press release to cpierce@msemgmt.com.

7. Travelogue Page

Yes, I would like to be listed on The New York Times Travel Show special travelogue reader-service page.

Contact information (800-number and/or Web site): _____

8. Make the Front Page of The New York Times

Yes, I would like to include my logo/tagline on a sticker to be placed on the complimentary New York Times newspapers available at the show. Cost \$3,000/day.

Please e-mail logo and tagline copy to cpierce@msemgmt.com.

9. Link to The New York Times Travel Show Web Site

Yes, I will link The New York Times Travel Show site from my company Web site.

E-mail address where New York Times Travel Show logo should be sent: _____