



**Increase your exposure at the Travel Show Chicago 2005 by taking advantage of these additional pre-show and on-site promotions.**

To take advantage of any of these opportunities, please check-off the opportunities you are interested in and fax the form to Travel Show Chicago at 203.622.6333. For more information, please contact Travel Show Chicago at 203-622-6666 or via email at [promotion@travelshowchicago.com](mailto:promotion@travelshowchicago.com)

|              |       |     |         |
|--------------|-------|-----|---------|
| COMPANY NAME |       |     |         |
| CONTACT      |       |     |         |
| ADDRESS      |       |     |         |
| CITY         | STATE | ZIP | COUNTRY |
| EMAIL        |       | URL |         |
| PHONE        |       | FAX |         |

**These Items Are Already Included in Booth Package At No Additional Cost**

**Chicago Sun-Times Ad**

As an exhibitor, receive a complimentary 1c x 2" advertisement in the Official Show Directory, which will be inserted into the Chicago Sun-Times and distributed to over 700,000 In Chicago Sun-Times Extra circulation and over 2 million readers plus on-site distribution to over 70,000 attendees.

**Trip Giveaway - On-Site and Online Promotion**

Reach hundreds of thousands of travelers through on-line and on-site promotion for the cost of an all inclusive travel package to your destination. Just donate one of your travel packages for two and we will promote your trip as part of our show promotion package. Please note packages must be ALL INCLUSIVE, including airfare and group transportation.

**"Show Only" Vacation Packages**

Provide travelers with "show only" vacation packages and special deals on travel goods — online! We'll post your special offer on a Travel Show web page, creating pre-show consumer awareness and added foot traffic to your booth

**\$1.00 Off Discount Coupons**

Receive \$1.00 off show admission coupons to encourage customers to visit you at the Show on Wednesday, January 19, Thursday, January 20 or Friday, January 21. To participate, please send completed form via email or fax and we will send you coupons for you to mail to your customers. **Deadline: December 1, 2004**

**Cultural Performances & Travel Seminars**

Showcase music and dance from your country/region or information about your destination at the Travel Show Chicago 2005 Travel Around the World Stage. Performances are limited to 20 minutes, so book your time now. Exhibitors are responsible for necessary equipment. **Deadline December 1, 2004**

**Public Relations for Your Organization**

Do you have a newsworthy trip, event or product launch coming up? Let us know and we will post your press release on the Travel Show Chicago website. Email press releases to [promotion@travelshowchicago.com](mailto:promotion@travelshowchicago.com)

**Link to the Travel Show Chicago 2005 Website**

Hot link your company's Web site to [www.travelshowchicago.com](http://www.travelshowchicago.com) and generate additional pre-show interest among travel enthusiasts. You provide the link; we provide the logo.

**These Items Are At An Additional Cost to Booth Package**

**Show Bag**

Place a promo piece or information about your company in the complimentary Travel Show Chicago 2005 show bag and you're guaranteed to reach every attendee that comes through the door! **Deadline December 1, 2004**  
**Cost: \$750 per insert**

**Booth Banner**

Increase your visibility at the Travel Show by placing your company banner over your booth space! This additional exposure helps you stand out amongst your peers and guarantees to drive attendees to your booth. **Deadline: December 1, 2004**  
**Cost: \$500, plus installation. Exhibiting company must provide banner.**