Your Connection to the Travel Advisor Market
The Most Desirable Audience

*American Society of Travel Advisors is the leading global advocate for travel advisors, the travel industry and the traveling public.*

ASTA’s **12,500+ members** are domestic and international travel professionals from over 120 countries.

ASTA members have, on average, **31 years of experience** and include independent contractors, brick-and-mortar agencies, host agencies, consortia, travel management companies and online agencies.

83% of travel agency sales are booked through an ASTA Agency
Stronger Together

Host Agencies & Consortia

Business Tools

Marketing

Community

Education

Supplier Network

Advocacy

Industry-Wide Networking

Consumer Awareness

Industry Intelligence
ASTA Members Sell

Sales in the BILLIONS

68% of all cruises
$11 BILLION

66% of all tours
$13 BILLION

24% of hotels
$33 BILLION

53% of air travel
$86 BILLION

31% of car rentals
$5 BILLION
2020 Events

The best way to build lasting connections is through our in-person opportunities

**ASTA Legislative Day**
Marriott Metro Center, Washington, D.C. - February 3-4, 2020

**ASTA Corporate Advisory Council Forum**
Marriott Metro Center, Washington, D.C. - February 5, 2020

**ASTA Global Live!**
Virtual Event - August 25 - 28, 2020
**Featuring the ASTA Small Business Live! August 27-28**

**ASTA Premium Business Summit**
Marriott Marquis San Diego Marina, San Diego, CA - Nov 9 - 11, 2020
ASTA Proud Partner Program

ASTA Proud Partners are the association’s most supportive supplier partners.

Proud Partners receive enhanced recognition, marketing and exclusive accessibility to data and information. The Proud Partner Program is customized for each partner level.

ASTA Proud Partners form the Proud Partner Committee (PPC). The committee plays a critical role in guiding the Association’s marketing of ASTA and its products to members, the larger advisor community and travelers.

The PPC’s goal is to support ASTA travel advisor members, provide industry education, and identify new and emerging markets of travel products to aid member travel agencies in the diversification of business mix.

Increased Support = Increased Visibility
## Proud Partner Program Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Silver $35,000 - $40,000</th>
<th>Gold $40,000 - $55,000</th>
<th>Platinum $55,000 - $80,000</th>
<th>Emerald $80,000 - $120,000</th>
<th>Diamond $120,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A seat on the Proud Partner Committee</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo recognition in EVERY issue of ASTA Travel Advisor magazine</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo recognition on ASTA.org Proud Partner webpage, linking to your company’s website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo recognition on every page of ASTA.org</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Proud Partner floor decal at ASTA Global Convention Trade Show</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo recognition within the 60+ local ASTA Chapters, whenever possible</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo recognition on a large display at all ASTA annual events</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo recognition in EVERY issue of Travel Advisor Daily</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Travel Advisor Daily Banner Ad (one week)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo recognition from main stage at all ASTA annual events</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>ASTA Global Convention Trade Show Booth-Side-Break (for 50 ppl)</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>ASTA Global Convention Education Session Intro (5 minutes speaking)</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Webinar</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Thirty (30) sec. video shared from the main stage at ASTA Global Convention</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Connect with Your Target Market

**Agency Members**
- >4,500 largest segment travel agencies
- avg. 3+ employees
- sales of $5 mill – $50 mill

**Premium Agency Members**
- >150 largest/highest producing agencies
- annual sales of $50 mill – $5 bill+

**Small Business Network**
- >3,500 fastest growing segment, hard to reach advisors
- $250k–$5 mill

**Board of Directors**
- 16 reps. from large, influential agencies
- vast knowledge, elected by ASTA members

**Chapter Presidents Council**
- 35-70 local chapters leaders
- deliver ASTA’s mission and message on the local level

**Corporate Advisory Council**
- 45 elite group/heads of the largest travel agencies/TMC, consortia, franchise organizations, host agencies

Selecting your Audience

[View roster](#) [View roster] [View roster]
**Sponsorships of Governing Bodies***

<table>
<thead>
<tr>
<th></th>
<th>MEETING</th>
<th>BREAKFAST</th>
<th>LUNCH</th>
<th>DINNER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASTA Board of Directors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 3, May 7, Aug 24, Nov 10-11</td>
<td>$5,500</td>
<td>$6,000</td>
<td>$7,500</td>
<td>$8,500</td>
</tr>
<tr>
<td><strong>ASTA Chapter Presidents</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Feb 3, May 6-7, Aug 24, Nov 9-12</td>
<td>$5,000</td>
<td>$7,500</td>
<td>$8,500</td>
<td>$9,500</td>
</tr>
<tr>
<td><strong>ASTA Corporate Advisory Council</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 3, May 8, Aug 27</td>
<td>$5,500*</td>
<td>$7,500</td>
<td>$7,000</td>
<td>$9,500</td>
</tr>
</tbody>
</table>

*All of these meetings are closed-door. Sponsorships include brand recognition and speaking time. Inclusions vary.

Groups of stakeholders who exercise decision making power within ASTA.
Travel Advisor Magazine

80,000+ Readership

Travel Advisor is a quarterly publication reaching the most influential people in the travel industry. Over 26% of readers report annual sales of more than $4 million and nearly 55% of readers have sales in excess of $2 million. High pass-along rate!

Featured segments: Travel Talks, Industry Insights; Stay, Sky, Sail, Departures.

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$13,000</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$9,125</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,125</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,125</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,250</td>
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</table>

2019 Ad Deadlines:

Be Part of the Conversation
Travel Advisor Daily

80,000+ Subscribers

17+% average Open Rate

Travel Advisor Daily is distributed five days a week to over 80,000+ travel professionals and over 10,500 ASTA members around the globe.

<table>
<thead>
<tr>
<th>Banner Ad’s (Per Week)</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Standard Placement</td>
<td>$2,600</td>
<td></td>
</tr>
<tr>
<td>Premium Placement</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$4,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Featured Content</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard, 150 Words</td>
<td>$3,500</td>
<td></td>
</tr>
<tr>
<td>With Box Ad</td>
<td>$4,500</td>
<td></td>
</tr>
</tbody>
</table>
Your Communication Plan

### DIGITAL ADVERTISING

**ASTA.org Box Ad $3,500**

ASTA.org = 70,000+ unique visitors per month, each visiting an average of 40 pages per visit! Enjoy one month of exposure.

### CUSTOM EMAIL BROADCASTS

- **All Members $6,500**
- **Premium Members $4,500**
- **Targeted Segment $2,600**

### Member Advantage Program

Promote your exclusive offers, discounts and bonus commissions to ASTA advisor members. $799 annually

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**Cross Channel Branding Opportunities**
TravelSense.org
ASTA’s Consumer Facing Website

Over 700,000 consumers, in the process of buying travel, connect with ASTA members annually through TravelSense.org.

TravelSense.org is ASTA’s consumer-oriented travel website dedicated to helping people live out their dreams of traveling. TravelSense offers travelers practical and fun tips, information on where to go and ideas for traveling. Most importantly, TravelSense helps travelers locate reputable, ASTA travel advisors and request travel planning assistance.

<table>
<thead>
<tr>
<th>Box Ad</th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelsense.org Destination Article</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

guest824582: Good Afternoon Judy, I’m interested in booking a trip to Tuscany. Do you have experience in that area?
Education

**Educational Webinar $3,500**
Educate ASTA Advisors virtually by hosting a live educational session in our webinar program.

**Webinar Introduction $1,500**
Only have 5 minutes of content to share? No problem! Sponsor an introduction slot in supporting an ASTA educational webinar.

**ASTA Webinars...**
- Are promoted to ASTA’s audience of 85,000+ travel professionals through email broadcasts, Travel Advisor Daily and social media networks.
- Are posted on ASTA.org for a minimum of one year, resulting in hundreds of additional views. 84% of webinar viewers opt for the replay over live viewing.
- Receive 9% more attendance than the industry average.

**ASTA Training Center Hosted Course $5,000**
ASTA’s Training Center is the hub for all our educational courses and products. Host your education course in this Center for one year.
Custom Research

Survey Promotion
- Survey Distribution to 10,000 Members
- Summary Report
- Initial Recommendations

$5,000 – 3-5 Weeks

Custom Survey
- Survey Creation (10 questions)
- Distribution to 10,000 Members
- Summary Report
- Initial Recommendations

$15,000 – 4-6 Weeks

In-Focus
- 90-Minute Virtual Focus Group with Travel Advisors
- Summary Report
- Initial Recommendations

$15,000 – 4-6 Weeks

Extended Custom Survey
- Survey Creation (25 questions)
- Distribution to Members and/or consumers
- Summary Report
- Initial Recommendations

$26,000 – 6-8 Weeks

All Research Packages Include a Kick-off call with ASTA
A virtual experience connecting you with the travel advisor community
The ASTA Global LIVE! Experience

ROBUST VIRTUAL BOOTHS with Presentations, Appointments, Videos & Private Chats

VIRTUAL LOBBY

EDUCATION SESSIONS and Lunch & Learns focused on Restarting Travel

NETWORKING LOUNGE with Group Discussions & Private Chat

Content on Demand

LIVE KEYNOTES & GENERAL SESSIONS in the Virtual Auditorium

6 Your personal CONTROL CENTER puts you in driver seat to your virtual experience

EVENING NETWORKING & Happy Hours with Engaging Virtual Activites

1 2 3 4 5 6 7 8
What is ASTA Global Live!? 

Your Package Includes:

Two (2) ASTA Global Live! Logins
Four (4) Days of Segmented Engagement
  - Private 1:1 Appointments
  - Dedicated Networking Sessions
  - Small Business Network Engagement Sessions
Interactive Booth & Profile
  - Virtual Booth (Customizable)
  - Live Chat Function
  - Logo and Links to Website
  - Upload Products & Documents
  - Upload Videos & Commercials in Product Theatre
  - Social Media Integration
Access to all keynotes, general sessions and education sessions

$3,600

Save thousands of dollars and network with thousands of advisors
Easy to navigate networking & social tools

18 Hours of broadcast quality content
1:1 appointments

Valuable industry updates & compelling keynotes
**Agenda - Tuesday/Wednesday**

**August 25 & 26**

**Audience:**
Small-Mid Size & Premium
ASTA Advisors

- Mornings – ASTAPAC Virtual 5K & Yoga for Charity
- Morning Trade Show Hours
- General Sessions featuring:
  - Rick Steves Keynote
  - Consortia CEO Panel moderated by Tom Kriegstein
  - Captain Kate and Lisa Lutoff-Perlo, interviewed by Wendy Gillette
  - Award Presentations
- Speed Networking Sessions
- Lunch and Learns with Uber Eats Credit (Advisors & Sponsors Only)
- Education Sessions
- Evenings - Virtual Entertainment & Social Activities

**August 27 & 28**

**Audience:**
ASTA Small Business Network (Independent) Advisors

- Morning Trade Show Hours
- General Sessions
- Lunch & Learns
- Engagement Sessions
- Education Sessions
- Evenings - Social Hours, Bingo w/ Bob, etc.
The ASTA Global Live! Experience
The ASTA Global Live! Experience

Your Virtual Booth
The ASTA Global Live! Experience

Your Virtual Booth
The ASTA Global Live! Experience

Your Virtual Booth
The ASTA Global Live! Experience

Your Virtual Booth
The ASTA Global Live! Experience

Auditorium
Each exhibitor receives a branded table in Speed Networking and attendees can come/go freely from table to table.
The ASTA Global Live! Experience

**Speed Networking**

Each table will have six chairs and once in, attendees can chat using the built-in video conferencing tool.
ASTA Global Live! Sponsorships

**General Session**
5-Minute Presentation, Live Polling & Extensive Logo Recognition

-$16,000$

**General Session Commercial**
60-Second Video Before/During

-$4,000$

**Lunch & Learn**
60-Minute Presentation to subset of Attendees, Live Q&A, Lunch Gift Cards for Attendees, On Demand Viewing, Attendee List & Logo Recognition

-$12,500$

**Education Session Intro**
5-Min Presentation to subset of Attendees & Logo Recognition

-$4,500$
Chapter President Meeting
5-Minute Presentation & Logo Recognition
$5,500

Premium Member Meeting
5-Minute Presentation & Logo Recognition
$7,500

Young Professionals Society (YPS) Happy Hour
Present to our YPS’ers for 5 minutes and mix and mingle with them during a virtual happy hour
$5,500

Let’s Get Social!
Sponsor one of our evening networking happy hours, trivia night, live entertainment, cooking class, or a yoga class, etc.
Starting at $6,000
ASTA Global Live! Sponsorships

**Attendee Email Broadcast**
Send a custom email broadcast to all attendees

- $3,500

**Push Notifications**
Send a custom push notification through our mobile app

- $2,000

**Mobile App**
Receive Recognition as the official App sponsor for 2020

- $7,500

**Banner Ad**
Host a custom, linkable banner ad on ASTAGlobalLive.org

- $5,500
ASTA Advocacy Dinner

October 22, 2020 | The Ritz-Carlton, Washington, D.C.

ASTA’s annual black-tie gala celebrating ASTA’s influence in shaping the policies affecting the retail travel business. ASTA’s Advocacy Dinner Spotlights our members’ role in the legislative process and invites attendees to socialize and network with like-minded travel professionals.

- Dinner Sponsorship - $17,500
- Champagne Toast - $14,500
- Entertainment Sponsorship - $14,500
- Premiere Table Sponsorship - $8,500
  Only 6 available!
- Bar Sponsorship - $12,500
  Includes 2 Branded 6' Bar & 3 Branded Acrylic High Tops
- Table Sponsorship - $7,000
ASTA Premium Business Summit

Marriott Marquis San Diego Marina
San Diego, CA
Nov 9-11, 2020
ASTA Premium Business Summit

Connect with Premium Business Summit Attendees with these sponsorships

<table>
<thead>
<tr>
<th>PREMIUM BUSINESS SUMMIT SPONSORSHIPS</th>
<th>INVESTMENT</th>
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<tbody>
<tr>
<td>Presenter (8 min speaking)</td>
<td>$16,500</td>
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<tr>
<td>Supporter</td>
<td>$11,500</td>
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<tr>
<td>Evening Event Sponsorship</td>
<td>$3,750</td>
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<table>
<thead>
<tr>
<th>PREMIUM BUSINESS SUMMIT SPONSORSHIPS</th>
<th>INVESTMENT</th>
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</thead>
<tbody>
<tr>
<td>Evening Event Host Sponsorship</td>
<td>$35,000</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>$20,500</td>
</tr>
<tr>
<td>Networking Lunch</td>
<td>$27,000</td>
</tr>
<tr>
<td>Networking Breakfast</td>
<td>$13,000</td>
</tr>
<tr>
<td>Refreshment Break, 30 Second Commercial &amp; Seat Drop</td>
<td>$10,000</td>
</tr>
<tr>
<td>Transportation Sponsorship</td>
<td>$10,000</td>
</tr>
<tr>
<td>Wi-Fi or Charging Station Sponsorship</td>
<td>$8,000</td>
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<tr>
<td>30 Second Commercial &amp; Email Broadcast</td>
<td>$5,500</td>
</tr>
<tr>
<td>Badge Lanyards</td>
<td>$3,000</td>
</tr>
</tbody>
</table>
ASTA Destination Expo & Educational Journeys

Looking to Increase Tourism to Your Destination?

Connect with Bob Duglin to learn how you can increase awareness and drive U.S. consumers to your destination.

Bob Duglin
Vice President, International Membership & Expansion
bob@asta.org
o: 703.739.6829

Drive Consumers to YOUR Destination!
Contact Us

Kelly Bigel
Vice President, Business Development
kbigel@asta.org 703.739.6887

Sarah Little
Director, Business Development
slittle@asta.org 703.739.6857

Kara Kurutz
Coordinator, Business Development
kkurutz@asta.org 703-739-6870