

AMERICA'S FAVORITE TRAVEL SHOW IS COMING TO ATLANTA IN 2020

Atlanta **TRAVEL & ADVENTURE SHOW®**

**FEBRUARY 29 – MARCH 1, 2020
COBB GALLERIA CENTRE**

INDUSTRY PARTNER:



**SOUTHEAST
TOURISM SOCIETY**

ATLANTA MARKET STATS

- Hartsfield – Jackson Atlanta International Airport is the Busiest Airport in the World
- #10 DMA in US
- 9th Largest Metro Area in the US with 5.9 Million Residents
- 3rd Fastest Growing Metro Area in the US
- \$65,381 Average HHI in the Atlanta Metro Area



CONTACT US TODAY FOR MORE INFORMATION: EXHIBIT AT THE ATLANTA TRAVEL & ADVENTURE SHOW



Over the past few years, more and more exhibitors were asking us to bring the Travel & Adventure Shows to Atlanta. Now, the time is right for a world class travel show to serve the important Atlanta market."

- John Golicz, CEO, Travel & Adventure Show Series

As a Top 10 DMA, with the busiest airport in the world and with a population of over 5.9 million people, Atlanta provides a prime travel marketing opportunity.

Highly educated, affluent and boasting a strong mix of Baby Boomers and Millennials alike, you'll meet an audience of ready-to-book travelers in one of the premier markets in the country. In fact, the median household income in the Atlanta Metro area is \$65,381.

By partnering with major television, radio, print and outdoor outlets, the Travel & Adventure Show provides a proven multi-media promotional campaign designed to engage local, quality consumers. Surrounded by major interstates and with easy access to local transportation, as well as being the 8th ranked TV DMA and 11th largest radio market in the country, Atlanta presents endless mass-marketing opportunities ensuring maximum exposure.

Don't miss your chance to place your brand in front of tens of thousands of qualified travelers in Atlanta's only travel-focused show!

FEB. 29 – MARCH 1, 2020 • COBB GALLERIA CENTRE

DESTINATION: ATLANTA

The Cobb Galleria Centre is Atlanta's premier convention center. Just 10 minutes from downtown Atlanta and from the city's fashionable Buckhead community, Cobb Galleria Centre's location puts you close to many of Atlanta's top destinations. With multiple parking locations and easy access to public transportation, the Cobb Galleria Centre is a top venue in the Southeast.

BUSIEST AIRPORT IN THE WORLD

The Hartsfield – Jackson Atlanta International Airport, just 20 minutes away from the Cobb Galleria Centre, is the world's busiest airport based on passenger volume. Offering nonstop service to more than 150 domestic, and 70 international destinations, you can count on reaching an audience that has easy access to liftgate servicing destinations all over the world.

ATTENDEE MAKEUP

The Atlanta Metropolitan Statistical Area (MSA) is the business capital of the southeastern US and a global business hub. Metro-Atlanta is one of the fastest growing metros in the US and has the 10th largest metro economy in the country as measured by Gross Metro Product (GMP). The area is home to 5.9 million people and more than 150,000 business establishments. You can expect to meet travelers who make an average of over \$65,000 per year in HHI, meaning they have the means to take their next trip with YOU.

PRICING OPTIONS

OPTION #1

Current STS member with an annual budget under \$1m - reserved table top in STS Pavilion

\$1,795

OPTION #2

Current STS member with an annual budget over \$1m - \$500 discount off regular booth price

\$3,295

OPTION #3

Non STS members
(Become a STS member by January 1, 2020 and we'll pay for your membership)

\$3,795



CONTACT US TODAY FOR MORE INFORMATION: EXHIBIT AT THE ATLANTA TRAVEL & ADVENTURE SHOW



SPECIAL 2020 SOUTHEAST TOURISM SOCIETY OFFICIAL EXHIBITOR CONTRACT

STEP 1: EXHIBITOR CONTACT INFORMATION

Company Name - (For Billing)

Company Contact/Title

Exhibiting As: (Name as it Should Appear in Show Guide, ID Sign, ETC if Different than Company Name Above)

Address

Country

City/State

Zip

Phone

Fax

Email

Website

STEP 2: EXHIBIT SPACE SELECTION

- Option 1** \$1,795 Current STS member with an annual budget under \$1m - reserved table top in STS Pavilion
- Option 2** \$3,295 Current STS member with an annual budget over \$1m - \$500 discount off regular booth price
- Option 3** \$3,795 Non STS members (Become a member by January 1, 2020 and we'll pay for your membership)
- I'm interested in becoming a STS member**

Assigned By
Show MGMT.

ATLANTA 2020 | February 29- March 1 **# of 10x10's** [_____] x [_____] = \$ _____ USD BOOTH [_____]

Corner Charge: \$175 / per show. Mandatory for all corner booths [_____] # of Shows x [\$175] = \$ _____

Preferred Area/Booth Placement: [i.e. Caribbean, Adventure, Asia, etc] _____

Location: Please name your top three competitors you DO NOT wish to be near: _____

TOTAL EXHIBIT SPACE COSTS: _____

Ask About Our
Referral Program

STEP 3: SPONSORSHIP PACKAGES (INCLUSIVE OF BOOTH SPACE)

Review the Sponsorship and Promotional Opportunities Handbook for detailed descriptions.

- Presenting Sponsor Cost: _____
- Major Sponsor Cost: _____
- Supporting Sponsor Cost: _____
- Section Host Sponsor Cost: _____
- Contributing Sponsor Cost: _____

TOTAL SPONSORSHIP COSTS: _____



Official Contract for Exhibit Space / Sponsorship / Promotional Advertising

STEP 4: PROMOTIONAL ITEMS For availability and detailed descriptions call your sales person

Destination Theatre Session	\$995	<input type="checkbox"/>
Savvy Traveler Theater Session	\$1,500	<input type="checkbox"/>
Door Prize Sponsor	\$3,000	<input type="checkbox"/>
Floor Decals	\$2,000	<input type="checkbox"/>
Consumer Wristbands	\$5,000	<input type="checkbox"/>
Two-Sided Freestanding Meterboard	\$1,000	<input type="checkbox"/>
Home Page Web Banner	\$3,000	<input type="checkbox"/>
Inside Page Web Banner	\$1,000	<input type="checkbox"/>
Consumer Email Web Banner (Per Email)	\$1,000	<input type="checkbox"/>
Attraction Sponsor	Call for Pricing	<input type="checkbox"/>

TOTAL PROMOTIONAL COSTS: _____

STEP 5: SHOW GUIDE ADVERTISING Full-Color Advertising – Seen by Thousands

Full Page	\$7,000	<input type="checkbox"/>
Half Page	\$4,000	<input type="checkbox"/>
Quarter Page	\$2,500	<input type="checkbox"/>

TOTAL ADVERTISING COSTS: _____

STEP 6: FREE PROMOTION OPPORTUNITIES (INCLUDED WITH BOOTH PACKAGE)

- Cultural Performances:** Showcase your original music and dance on the Global Beats Stage. Performances are limited so book your time now. Send details along with contract.
- T&AS Door Prize Donation:** From trips to gift baskets, donate a door prize to the Travel & Adventure Show and we will advertise your company on the Entry Form, Website, Signage.
- Show Only Specials:** Attendees come to the show to access discounts they can't get elsewhere. T&AS will promote your show special on the website, in the show guide and included in on-site signage.
- Booth Giveaway:** Draw attendees to your booth by holding a giveaway (anything from Trips to beach balls to Gift Cards). Tell us your plans and T&AS will promote your booth giveaway on the website, in the show guide and included in on-site signage.
- Broadcast Media Contest Promotion:** Be featured in the T&AS media broadcast blitz by donating a complete trip (Land and Air) for use as a TV, Radio and Social Media promotion. First-come, First-served, inventory is limited.

STEP 7: TOTAL COSTS

EXHIBIT SPACE	\$ _____
SPONSORSHIP PACKAGES	+ \$ _____
PROMOTIONAL ITEMS	+ \$ _____
SHOW GUIDE ADVERTISING	+ \$ _____

TOTAL AMOUNT: = \$ _____

STEP 8: EXHIBITOR DESTINATION INFORMATION**YOU ASKED, WE LISTENED**

One of the most common attendee requests is better visibility on regions represented at the shows. To address this issue, we have created a new at-show directory that will list exhibitors according to their destinations in both our on-site Show Guide that each attendee receives at registration, as well as online and on signage on the show floor.

Please take a minute or two to fill out the form below to help us better promote your brand to our audience.

First Name

Last Name

Email

Company Name**COMPANY TYPE:**

- Tourism Board / CVB / NTO
- Tour Operator
- Travel Supplier
- Travel Product
- Other

REGION REPRESENTED:

- North America
- Asia
- Europe
- Middle East
- Africa
- Caribbean
- South America/Latin America
- Australia/South Pacific
- Travel Products
- Lifestyle
- Cruise

TERMS AND CONDITIONS

1. Management and Exhibitor. The term "Management" as used herein shall define the personnel, its agents and event partners, including but not limited to Unicomm, LLC acting on behalf of, or in concert with Management to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.

2. Exhibiting Companies and Products. Management has the sole right to determine eligibility for a product or company in its exposition and may remove or relocate unsuitable exhibitors. Management shall have the right to change the location of assigned space for an Exhibitor. Exhibitor agrees not to assign or sublet its space allowed. Exhibitor may display or advertise only goods and services normally manufactured or offered in the course of its business.

3. Exhibit Space Rules and Contractor Services. Management shall have the right to establish rules for the show and the use of exhibit space covered by this Agreement, including but not limited to the rules in the Exhibitor Service Manual. Management shall have full discretion and authority as to the placement of all decorations, signage and display items. Management may reasonably require the replacement or redecorating of an item, display or booth and no costs shall accrue to management because of such necessity. Exhibitors are responsible to cover or fix all areas Management may reasonably consider unsightly, at Exhibitor's expense. Should an Exhibitor be unfinished with installation as specified in the show rules, Management may take steps to finish said installation at the Exhibitor's expense. Should the Exhibitor fail to follow exposition deadlines for installation in terms of occupying the agreed upon booth space, Management shall repossess said space and Exhibitor forfeit all claims to it and all monies paid, unless a pre-arranged, mutually agreed upon schedule by Exhibitor and Management. No Exhibitor shall have the right to dismantle, unpack or vacate a booth prior to the end of the official show hours without the express written permission of Management. Management reserves the right to amend and enforce exposition regulations as it reasonably deems proper to assure the success of the event. Management has selected several "Authorized Contractors" and the use of their services by Exhibitors is highly encouraged.

4. Attendance. Management shall have sole control over Attendance policies at all times. All Exhibitors agree to staff their booth[s] during exposition hours. Failure to do so may jeopardize any Exhibitors acceptance in future shows.

5. Enjoyment of Reasonable Business Environment. Management reserves the right to restrict booth size, noise, characters, lights, entertainment and methods of operation which it reasonably deems objectionable. Any behavior or equipment which Management reasonably finds to detract from the general appearance and intention of the Exposition may be grounds for eviction. Neon lights, gas, signs, helium balloons, taping items on the facility walls or columns are expressly prohibited. Exhibitors are encouraged to seek approval in advance of the show from Management for questionable items so as to eliminate additional removal costs on the behalf of the Exhibitor at the show. If the Exhibitor fails to comply with respect to show rules and this Agreement, Management may re-take possession of Exhibitor's assigned space after Management notifies Exhibitor and allows a reasonable time to correct, notwithstanding Exhibitor's continued responsibility for all payments due.

6. Fees and Deposits. Exhibitor is responsible for timely submittal of fees as noted on the front side of this agreement. Should exhibitor delay payments, Management shall have the right to repossess any assigned space after notifying Exhibitor in writing of the intent to do so, and five (5) days to cure. In the event of default by the Exhibitor, and notice of five (5) days to cure, Exhibitor remains responsible for payments due and assumes the responsibility for all enforcement costs incurred by Management in collecting such fees.

7. Security. Management provides perimeter guard services during show hours as noted in the Exhibitor Service Manual. Security for all Exhibitor equipment, materials and personnel remains the responsibility of the individual Exhibitor. Exhibitors should retain adequate coverage for theft, damage or any loss. Exhibitors are encouraged to have guards and insurance at their own expense.

8. Exposition Hours and Exhibitor Activities. Management shall have the authority to set event hours, which may reasonably change upon notice to the Exhibitors. Exhibitors agree not to schedule or conduct any activities which conflict with exposition hours, including but not limited to: seminars, luncheons, receptions and hospitality suites. Distribution of Exhibitor literature and materials is limited to the confines of the Exhibitor booth space. Exhibitors are required to wear officially issued name badges provided by show management.

9. Music Licensing. Exhibitors are solely responsible to obtain the necessary licenses for all usage of music or video and all costs for such licenses are the responsibility of the Exhibitor. Exhibitor may be prohibited from certain activities without proof of required licenses.

10. Liability and Insurance. Except to the extent of their (or either of their) negligent or wrongful conduct, Management and/or the Exposition Facility, their agents and employees, shall not be responsible for any loss, theft, or damage to the property of the Exhibitor, their employees or representatives. Furthermore, except to the extent of their (or either of their) negligent or wrongful conduct, Management and/or the Exposition Facility, their agents and employees shall not be responsible for any damage, illness or injury to Exhibitor personnel, agents or attendees. Exhibitor shall indemnify and hold harmless Management and the Exposition Facility from all liability which might ensue from any cause whatsoever, excepting only their (or any of their) negligent or wrongful conduct, including attorney's fees. Exhibitor agrees to maintain adequate insurance to fully protect Management, its co-sponsors, contractors and Exposition Facility from any and all claims which may arise in connection with the installation, operation and dismantling of the Exhibitor's display. This includes claims under Workers Compensation Act. Exhibitor will be required to pay for any damage caused by its employees or agents. Exhibitor must carry insurance naming Unicomm, LLC and the Exposition Facility as additional insureds on a policy containing not less than one million dollars (\$1,000,000 USD) for bodily injury, property damage and/or loss sustained in any one occurrence. A copy of the Certificate must be on file with Management, not less than thirty (30) days prior to installation.

11. Compliance. Exhibitor assumes all responsibility for compliance with federal and local codes and all laws related to public safety, as well as facility regulations. Exhibitor is responsible to meet all requirements of the American with Disabilities Act. Wiring and decorating materials must all conform to local codes and fire regulations. Exhibitor

assumes the responsibility to ascertain that all such codes and laws have been met, including issues related to facility services. Exhibitor is solely responsible to obtain all necessary permits and tax forms, including submitting any taxes or fees required by local, state or federal authorities.

12. Postponement of Exposition. If for any reason Management determines that the location or dates of an Exposition should be changed, no refund will be due to Exhibitor, and Management will assign to Exhibitor, in lieu of the original space, such other space as Management deems appropriate, and Exhibitor agrees to use such space under the terms of this Agreement. Management shall not be financially liable or otherwise obligated in the event that the Exposition is relocated or postponed.

13. Cancellation or Termination of the Exposition. In the event that the Exposition is unable to operate, in the sole determination of Management, whether due to Acts of God, terrorism, war, illness, public safety, strike, civil commotion, picketing, fire or state of emergency, or by reason of any other occurrence not under the control of Management, or otherwise, Management may cancel, postpone or terminate the Exposition. In the event of such cancellation, postponement or termination, the Exhibitor waives any and all claims the Exhibitor may have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims, the Exhibitor's pro rata share of the total amount paid by all Exhibitors, excluding deposits, less all costs and expenses incurred by Management in connection with the exposition.

14. Exhibitor Cancellation or Nonpayment. Exhibitor agrees that a reservation is made at the time of execution of this Agreement, whether or not accompanied by pending deposit, and it shall be regarded as valid and binding. Should Exhibitor decide to cancel after executing this Agreement, Exhibitor acknowledges that it is difficult to assess the full lost opportunity of Management to have provided space to others and the attendant expenses in doing so. As such, if written cancellation notice is received by Management 181 days or more prior to the event, Exhibitor is liable for 50% of the contracted amount; any written Cancellation notice received less than 181 days prior to the event, Exhibitor is liable for 100% of the contracted amount. Should Exhibitor fail to make timely payments as noted in this Agreement, Management reserves the right to reassign the space to another Exhibitor.

15. Prohibited Conduct. The following practices are not permitted: 1) Use of disruptive audio equipment; 2) Use of noisy electrical or mechanical equipment; 3) Wearing of unofficial badges or company name plates, except in addition to official Event badge; 4) Entry into another Exhibitor's booth without permission of that Exhibitor; 5) Photographing or examining another Exhibitor's booth without permission from that Exhibitor; 6) Demonstrations or activities which create a fire, safety or health hazard; 7) Any action, practice or activity which violates any of the Management's Exhibitor/Sponsor display rules and regulations. Any display or conduct by Exhibitor that unnecessarily obstructs neighboring booths or interferes with free passage in the aisles will not be permitted. Management reserves the right to force re-arrangement or removal of any exhibit which, in Management's opinion and sole but reasonable discretion, does not comply with this requirement or to remove any personnel or exhibit for conduct which violates this requirement. Unethical conduct or infraction of rules by the Exhibitor will subject the Exhibitor to removal from the Center. The enforcement of these practices and the Terms and Conditions, including without limitation the removal of Exhibitor and Exhibitor's exhibit from the Center and the Event, within Management's sole but reasonable discretion. This determination shall be at the sole but reasonable discretion of Management. Exhibitor understands and agrees that no refund is due or shall be made and further that no demand for redress will be made by the Exhibitor under any circumstance. The above list of prohibited conduct is provided to highlight certain prohibited activities, and is neither inclusive nor intended to limit the scope or extent of prohibited activities.

16. Safety, Fire, and Health. The Exhibitor assumes all responsibility for compliance with local, city and state safety, fire and health ordinances covering installation and operation of equipment, preparing, cooking and serving of food and beverage products. Exhibitor shall not use or permit flammable materials such as bunting, tissue paper, crepe paper, or other flammable items for decorations. All other materials used for decorative purposes must be flame-proofed and approved by the Authority's Fire Department. In addition, Exhibitor shall not, without the prior written consent of Management, put up or operate any engine or motor or use oils, burning fluids, camphene, kerosene, naphtha, gasoline, or any other flammable chemical, for mechanical or any other purposes, or any agent other than electricity for illuminating any part of the Center. Subject to the foregoing, Exhibitor shall restrict the use of Hazardous Materials to those kinds of materials in small quantities that would be normally expected in conducting the activities. Such Hazardous Materials shall only be used in a safe and prudent manner, in full compliance with applicable local, city and state laws, rules, and ordinances, and Exhibitor shall take all necessary precautions to prevent releases of Hazardous Materials. Under no circumstances shall Exhibitor store, dispose, or permit storage or disposal of any Hazardous Materials at the Center.

17. Miscellaneous. Management makes no representations or warranties as to the condition of the Exposition Facility, Contractors or Subcontractors involved or the success of the Exhibitor's efforts for which the exhibit space is to be used. This Agreement shall be governed as a whole in accordance with the laws of the State of Connecticut. Any actions arising out of enforcement of this Agreement must be initiated in the State of Connecticut. This Agreement and these "Terms and Conditions" represent the sole and entire agreement between Management and the Exhibitor, and it supersedes all prior agreements and discussions. Show management does not offer exclusivity for any product or service, nor does it guarantee that exhibitors will not be placed in proximity to competitors. Corner space requests are not guaranteed. "Corner" means at least one side of a linear booth will have an empty booth next to it. No person at Management is authorized to make changes to this Agreement except in writing with the signature of an officer of the company. The provisions set forth are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity of enforceability of any other provision. Management shall use all reasonable efforts to properly manage installation and the event itself. Management shall not be held liable for late installation or power or service interruptions that may occur.

The person executing this Agreement on behalf of the Exhibitor represents and warrants that they have the authority to do so and may bind the entity for whom they sign. By signing this Agreement, Exhibitor authorizes Management to use its company name and any photographs taken at the Exposition for promotional purposes.

**TRAVEL
ADVENTURE
SHOW**
Unicomm
Events For New Business

STEP 9: PLEASE SIGN BELOW

Payment Terms: 50% payment of contracted application is due upon signing. Balance is due 120 days prior to the event. Make checks payable to Unicomm, LLC in U.S. Dollars or use credit card form below.

By signing below, exhibitor acknowledges they have read the Terms and Conditions on page four of this contract. We understand that this contract shall be legally binding between Unicomm, LLC and the exhibitor. We also understand that any change in the information in the contract must be made in writing.

SIGNATURE

DATE

STEP 10: PAYMENT OPTIONS

AMEX VISA MC BANK TRANSFER CHECK [payable to Unicomm, LLC] Check # _____

CARD NUMBER

CID#

(last 3 digits
printed after
card # in
signature area
on back of card)

EXP. DATE

CARD HOLDER

SIGNATURE

Billing Address
(If different than
address on pg1)

ADDRESS

CITY

STATE

ZIP

Unicomm, LLC | 284-C Quarry Road | P.O. Box 5010 | Milford, CT 06460 | t. 203.878.2577 | f. 203.878.2154