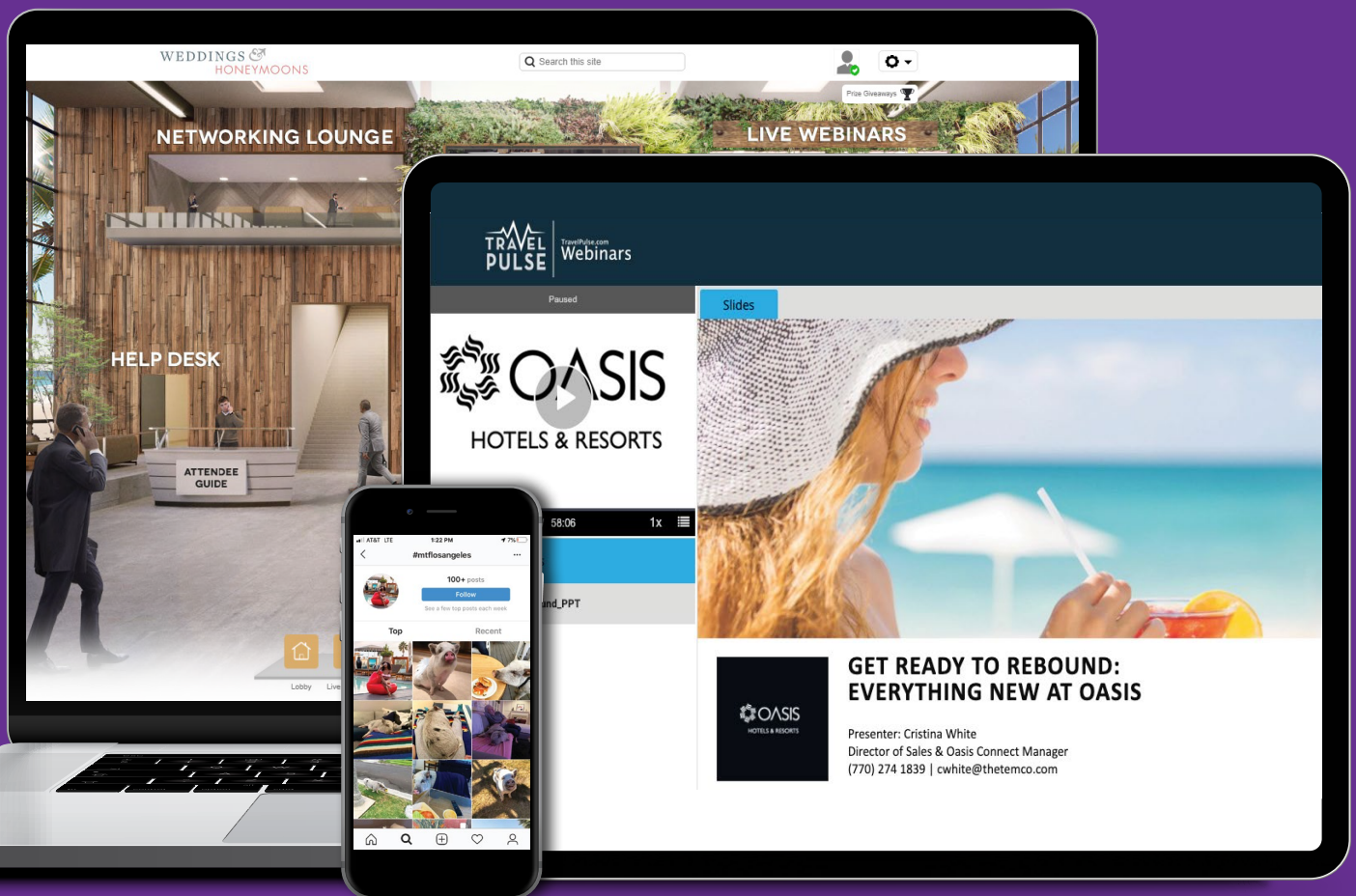


DIGITALEVENTS

Digital And In-Person Expos,
Forums And Custom Events



Reach the 95% of Travel Agents Who Don't
Attend Physical Trade Shows*

**2018 Gfk MRI study*

OUR EXPOS

2021 Digital Events Schedule

DATES SUBJECT TO CHANGE

DESTINATION WEDDINGS,
HONEYMOONS & ROMANCE

DESTINATION WEDDINGS,
HONEYMOONS & ROMANCE

FEBRUARY 10 - 11

family
travel
EXPO

FAMILY TRAVEL

MARCH 17 - 18

THE
Luxury
EXPO

THE LUXURY EXPO

APRIL 14 - 15

LEISURE
TRAVEL EXPO

LEISURE TRAVEL – CRUISES, DESTINATIONS,
HOTELS, AIRLINES, ATTRACTIONS AND
TOUR OPERATORS

JULY 14 - 15

DESTINATION WEDDINGS,
HONEYMOONS & ROMANCE

DESTINATION WEDDINGS,
HONEYMOONS & ROMANCE

SEPTEMBER 22 - 23

Live, Love, Eat
TRAVEL!

LIVE, LOVE, EAT, TRAVEL!

OCTOBER 27 - 28

Custom Expo

Interested in hosting your own event? Contact us for more information.

DLTAMSALES@NTMLLC.COM

Benefits of a Digital Expo



Social Interactivity

Provide your audience with the most engaging experience incorporating interactive social elements such as group chats, social networking, lounges, live and on-demand webinars, and much more.



Broader Reach

A wide audience base can be reached, as travel agents enjoy the freedom to attend from a coffee shop, office, or even their own home. Even for those unable to attend the live dates, they can view the content on demand.



Lead Generation - Analytics & Reporting

- Full database of booth visitors - including geographical data, annual sales data, products sold data, industry membership/consortia data and more
- Collateral consumption data
- Chat logs



Increased Productivity/Time Saving

Attending a physical trade show takes a considerable amount of time and money for you as well as busy travel agents who are focused on selling you. With this need eliminated, you save on costs and prospective audience members may be more likely to sign up as a result!



Increased Brand Awareness

Promotion of the digital event takes place before, during and post event, meaning a vast potential audience of travel agents can be reached online, increasing the visibility of your brand.

\$1K

The average digital event
saves \$1,000 in travel costs
per attendee

GigaOm.com 2011

DIGITAL EVENTS

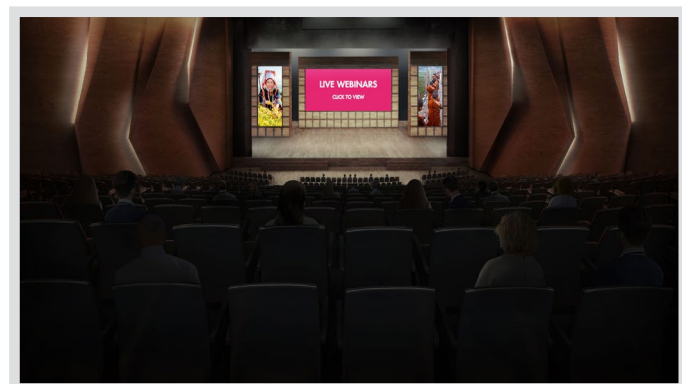
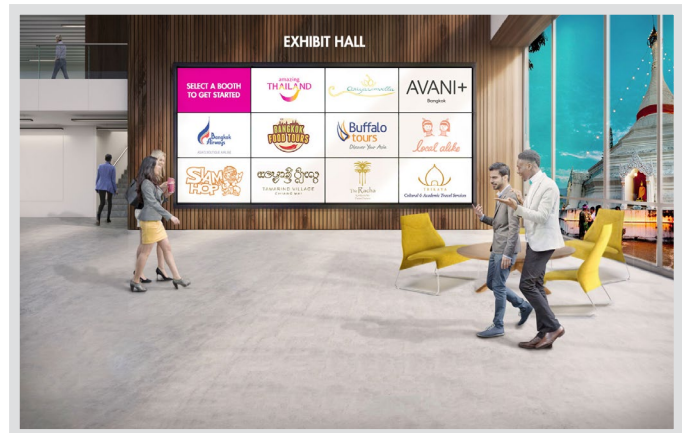
Custom Digital Expo



Create a Custom Digital Expo for Your Destination or Brand & Your Partners

WE OFFER:

- Road Shows
- Trade Shows
- Sales Kick Off Meetings
- Annual Conferences
- Internal Training
- Customer Training
- Community Building
- Partner Events
- Virtual Marketplace
- Customized Events



DIGITAL EVENTS

Reporting & Results



Reporting to include

- Full database of booth visitors - including geographical data, annual sales data, products sold data, industry membership/consortia data and more
- Collateral consumption data
- Chat logs

Live Event Results

March 11-12, 2:5PM EST

709

total unique visitors

681

total unique webinar attendees

14,584

total resources viewed

14,283

total videos viewed

5,282

total booth entries

3:20:11

average time spent in expo

Agent Type

82% of attendees reported that they are home-based agents. Another 13% reported they work in a retail store front. The remaining 5% reported as other.

82%

home-based

13%

retail store front

Destinations

Attendees actively sell a variety of destinations, with the Caribbean (89%), Mexico (78%), USA (77%) and Hawaii (71%) at the top. Europe is close behind, with 64% actively selling the island. More than a third of attendees sell Australia and New Zealand, with 36% selling the South Pacific.


Destination	Percentage
Caribbean	89%
Mexico	78%
USA	77%
Hawaii	71%
Europe	64%
South Pacific	36%

Consortia / Host Agency

84% of attendees reported that they belong to a specific consortia or host agency.

Here's the breakdown by consortia:

Consortia / Host Agency	Percentage
Travel Leaders Network	38%
Ensemble Travel Group	23%
American Express, Virtuoso, Signature Travel Network	12%
Nexion	5%
Cruise Planners	4%
AAA	4%
TravelSavers	4%
Other	0%



Barceló Hotel Group

283

total unique visitors

216

total unique webinar attendees

1682

total resources viewed

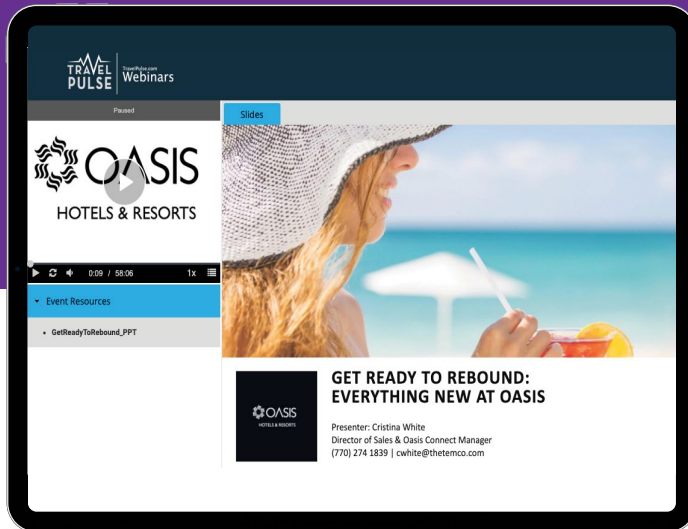
613

total videos viewed

RESOURCE TITLE	TOTAL VIEWS
Mexico Brochure	181
Caribbean Brochure	174
Central America Brochure	164
Letsure Group CASH Incentive Flyer	163
\$500 Resort Discount Flyer	168
Barcelo Maya Grand Resort Brochure	172
BHG Wedding Flyer	168
Barcelo Pro Rewards Flyer	169
Premium/Royal Level Flyer	161
Barcelo Maya Palace CASH Incentive	162
Total	1682

DIGITAL EVENTS

TRAVELPULSE WEBINARS



Webinars are one of the most important tools for travel industry marketers to extend their messages to hundreds of agents at once. Our webinars, produced in conjunction with TravelPulse.com, allow suppliers to leverage the most trusted brand in the industry today. This provides you with leading industry experts as hosts and unparalleled exposure across the site to attract registrants. The entire process is completely turnkey. We prepare all marketing materials and generate leads from our highly targeted pool of travel professionals while you enlist your company's best salesperson to deliver your presentation. Upon conclusion of the webinar, you will be presented with a sales-ready database of leads.



AN ENGAGING VIEWING EXPERIENCE

- **BROADCAST LIVE** from anywhere
- Engaging and **INTUITIVE USER EXPERIENCE**
- **SINGLE-STREAM LAYOUT** for video and slides
- Use on **ANY DEVICE**
- **CHAT LIVE** with attendees
- **SURVEYS, POLLS, Q&A**
- Webinars can be accessed **ON-DEMAND** by agents for 12 months.

DIGITAL EVENTS

travFORUMS

travFORUMS are a collection of multi-day, hosted events that bring an intimate group of carefully-vetted expert travel agents to a specific destination in the U.S. and around the world.

We screen and invite 10-30 travel agents to participate in a dynamic, on location, multi-day customized event in a specific destination. We look for one destination sponsor and one primary supplier sponsor for each forum.



TRAVFORUMS CAN BE TAILORED AROUND SPECIFIC DEMOGRAPHICS, INCLUDING MILLENNIAL AGENTS, OR SPECIFIC CATEGORIES OF TRAVEL I.E. LUXURY

travFORUMS

TRAVEL FORUM SERIES



SOCIAL MEDIA MARKETING DURING AND AFTER THE FORUM

- Agents in attendance, as well as travAlliancemediamedia representatives, are required to share their experiences, in real time, via their social media channels.
- travAlliancemediamedia extends the reach of those posts across hundreds of thousands of followers.
- “Live from...” broadcasts are performed each day and shared across all social media channels.



VIDEO ON LOCATION

- Each participant will be filmed for “social media capsules” that can be pushed out across all channels.



TRAVEL AGENT SALES ENGAGEMENT SESSIONS

- 2-3 minute one-on-one interview with each agent centered on selling the destination or property



TRAVEL AGENT INSIGHTS ROUNDTABLE DISCUSSIONS

- Round table discussions are held on the final day, and recorded, to be broadcast to the travel industry after final editing.
- In addition to video captured during the round table, an additional white paper will be drafted to summarize the feedback and suggestions made by the attendees.

DIGITAL EVENTS

Required Expo Materials



DIGITALEVENTS

BOOTH NAME

- Will be displayed in the event's exhibition hall.

BOOTH ACCENT COLOR

- Please specify your color i.e. "Same color as my logo" or provide an RGB hex code.

ABOUT US

- One brief paragraph (less than 200 words).

LOGO

- One (1) high resolution logo
- Accepted formats: JPG, EPS, TIFF, PSD, AI

RESOURCES

- Up to ten (10) PDF brochures, flyers, or links
- 10 MB limit per file

VIDEOS*

- Up to three (3) videos
- 5 minute limit per video
- Accepted formats: .avi, .mov, .mp4, .wmv

BOOTH REPRESENTATIVES

- Up to six (6) representatives (must have 1 rep present at all times)

MATERIAL UPLOAD / DELIVERY

- Use dropbox, wetransfer.com, hightail.com or your file sending site of choice.
- Don't forget to send the filled out form attached in the original email.
- Send to **DIGITALMEDIA@NTMLLC.COM**
- PLEASE ADVISE WHEN MATERIALS ARE SENT TO RECEIVE CONFIRMATION OF RECEIPT!

DIGITAL EVENTS

Required Custom Webinar Materials



WEBINAR TITLE

- Up to 90 characters

POWERPOINT PRESENTATION

- 20-25 slides recommended
- 20-25 minutes of speaking time
- No animations, transitions, embedded video and audio. VIDEOS MUST BE SENT SEPARATELY.

SPEAKER INFORMATION

- Speaker name, title, company, and brief bio (200 words max)
- Speaker headshot

OPTIONAL WEBINAR MATERIALS

VIDEO

- 1 video
- 3 minute limit
- Accepted formats: QuickTime, MP4, MOV at H264 compression or higher

POLL QUESTIONS (TO BE ASKED DURING LIVE WEBINAR)

- Up to 2 questions (multiple choice, multiple answer)
- Up to 6 answer options per question

Complete Agreement: This agreement constitutes the entire agreement and understanding of the parties with respect to the subject matter hereof, and all previous representations, terms or agreements, whether written or oral, between the parties regarding the subject matter hereof are superseded hereby.

Production Process: Advertiser shall be responsible for the production of their expo slides, and agree to have all materials to travAlliancemia by due date as specified by sales contract. Materials not submitted by due date are at risk of not being included in the expo. This will not constitute breach or cancellation by either party. Advertiser agrees to have their expo representative available for both the day of expo and for designated rehearsal session. Advertiser understands that not being available will be cause for breach of contract by Advertiser, and subject to the Breach terms below.

Contract Term: New engagements run on 12 months cycle, beginning at launch of live program not contract execution and through an archive period of approximately 90 days.

Payment: Advertiser shall pay the fee pursuant to the terms set forth below ("payment terms") to travAlliancemia. The Advertiser or Agency shall be responsible for each and every payment when due, Unless travAlliancemia breaches this agreement. Advertiser or Agency cannot cancel this Advertising Order, in whole or in part and Advertiser acknowledges that it remains obligated to pay the full amount detailed below ("payment terms") unless travAlliancemia breaches this agreement.

Late and/or Non-Payment: If Advertiser and/or Agency fails or refuses to make any payment when due in accordance with the payment terms below Advertiser and/or Agency shall be liable for (a) accruing interest of 1 1/2 per month plus (b) costs of collection, including, but not limited to, legal fees incurred by travAlliancemia.

Breach; Termination; Effect of Termination: In the event of a breach of this Agreement by Advertiser, travAlliancemia, at its exclusive option, may terminate this Agreement immediately without notice or cure period and without liability to travAlliancemia. In the event of such termination, Advertiser shall remain liable for each and every past and future amount due under this Advertising Agreement and such obligation to pay shall survive any termination of this Agreement. If requested in writing, all information exchanged between the parties shall be returned to other party within seven (7) business days of the request. In the event of a breach of this Agreement by travAlliancemia, Advertiser shall have the right to cancel this agreement or any remaining part thereof. This shall be the Advertiser's sole and exclusive remedy.

Force Majeure: Neither travAlliancemia nor Advertiser shall be liable to the other for any failure or delay in its performance due to any cause beyond its control, including acts of war, acts of God, earthquake, riot, sabotage, labor shortage or dispute, Internet interruption, government acts, or any other condition affecting production or delivery in any manner beyond the control of travAlliancemia.

Cancellation: Advertiser cannot cancel contract once signed as production and marketing work begins immediately. Advertiser is responsible for full payment according to contract.

Limitation of Liability: travAlliancemia's liability is limited only to the direct cost of the Expo. In no event shall travAlliancemia be liable, whether in contract, tort, or otherwise, for special, punitive, incidental, indirect, or consequential damages, including, without limitation, lost profits or revenues. travAlliancemia, LLC is not liable for overall travel agent attendance nor attendance at specific booths. Past examples of registrations and attendance does not guarantee future results.

IN WITNESS WHEREOF, each of the parties hereto has executed this agreement as of the date written above.

I authorize travAlliancemia to bill _____ for the program outlined above for a total investment of \$_____ net/gross.

Payment Terms: I authorize travAlliancemia to bill _____ for the program outlined above for a total investment of \$_____ net/gross. _____ will be billed in _____. Payment is due by launch date of Expo.

Agreed and Accepted

travAlliancemia Advertiser
By: By:
Print Name: Print Name:
Date: Date:

*Please note: It is required that all of the below information is filled in completely before being returned.

Please check off your Expo Selection:	Destination Weddings, Honeymoons & Romance Expo 2/10-2/11 Family Travel Expo 3/17-3/18 Luxury Expo 4/14-4/15	Leisure Travel – Cruises, Destinations, Hotels, Airlines, Attractions and Tour Operators Expo 7/14-7/15 Destination Weddings, Honeymoons & Romance Expo 9/22-9/23 Live, Love, Eat, Travel Expo 10/27-10/28
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Please check off your Package Selection: Show Platinum Gold Silver Prize Center Networking Lounge

Material Contact

Company:
Name: _____ Title: _____
Address:
City: _____ State: _____ Zip: _____
Email: _____ Phone: _____ Fax: _____

Billing Contact

Company:
Name: _____ Title: _____
Address:
City: _____ State: _____ Zip: _____
Email: _____ Phone: _____ Fax: _____