

NEWSDAY TRAVEL EXPO 2019

JOIN NEWSDAY AT LONG ISLAND'S LARGEST TRAVEL EXPO



HOME OF THE NASSAU VETERANS
MEMORIAL COLISEUM



FEBRUARY 23,
2019 10AM – 6PM

Thousands of
Consumer
Attendees

Hundreds of Travel
and Travel-Related
Exhibits Anticipated

Newsday
MEDIA GROUP

GET IN ON THE (BUYING) ACTION

The inaugural one-day Newsday Travel Expo is a showcase of getaways and giveaways designed to reach and influence Long Island's 2.2 million adults who spend upwards of \$5.4 billion on domestic and international vacations annually.

Utilize the Power of Long Island's Best Known Brand: Newsday

As the #1 circulation newspaper on Long Island—with nearly 1 million readers weekly and 5.7 million monthly unique visitors—Newsday is uniquely equipped to bring the best in travel and lifestyle exhibits to the best consumers on Long Island and the surrounding areas.

One Full Day of Family Fun, Finds, and Feasts

The all-day Expo is a family-friendly showcase of travel destinations with dedicated activity areas for kids, cooking demonstrations, cultural presentations and an adults-only Craft Beer Showcase. The Expo will feature exclusive travel deals and destinations, local and tri-state travel, Florida and the Caribbean, Europe and Asia, cruises and more.

Sources: Scarborough NY, 2017 (Release 2) Base: Nassau and Suffolk Counties; Adobe Omniture, Q2 2018



8,000

ESTIMATED ATTENDANCE*

125

TRAVEL PARTNERS
ANTICIPATED*

1 MILLION

TOTAL MEDIA IMPRESSIONS

*Estimates based on attendance of other Newsday events; not guaranteed as this is an inaugural expo.

NEW YORK: ONE OF THE WORLD'S LARGEST GATEWAYS

Over 270 million people travel in and out of its airports, harbors and stations each year:

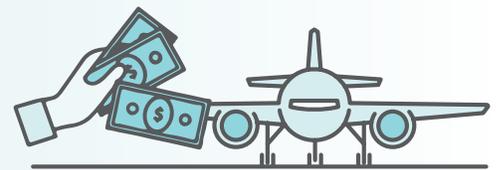
- 2.3 million people travel out of Islip MacArthur airport annually
- 88 million passengers ride the LIRR annually
- 24 million passengers ride NYC-area ferries annually



NEWSDAY DELIVERS CUSTOMERS WHO MEAN BUSINESS

Our audience spends:

- \$3 billion annually on vacations
- Last year, our audience took 1.8 million domestic air flights
- Over 500,000 foreign trips



OUR READERS TRAVEL FAR AND WIDE

Over Half:

- Took a cruise
- Traveled to Europe
- Traveled to the Caribbean
- Traveled to Las Vegas
- Traveled to Florida
- Visited a theme park



Sources: Scarborough NY, 2017 (Release 2). Base: Nassau & Suffolk Counties; NYC.gov Records

BOOK YOUR BOOTH TODAY!

A limited number of booths are available on a first-come, first-served basis. Exhibitors benefit from a robust promotion plan in print and online to drive attendance to the event.

EXHIBIT BOOTH

- 10 x 10 sq. ft. booth on expo floor
 - Standard booth includes: One 6-ft draped table, two chairs, wastebasket, carpeting, 7"x44" company ID sign
- Promotional opportunities included:
 - Exhibitor business description on expo website
 - Exhibitor at-booth special offer or giveaway in Expo Guide

Total Investment per booth: \$1,250



Images are representational.

NEWSDAY MEDIA ADD-ONS

- Travel Expo Guide 2"x2" color box ad unit **\$650**
- Newsday.com 100,000 impressions (Jan 1 – Mar 31, 2019) **\$600**
ROS platforms—300x250 and 728x90

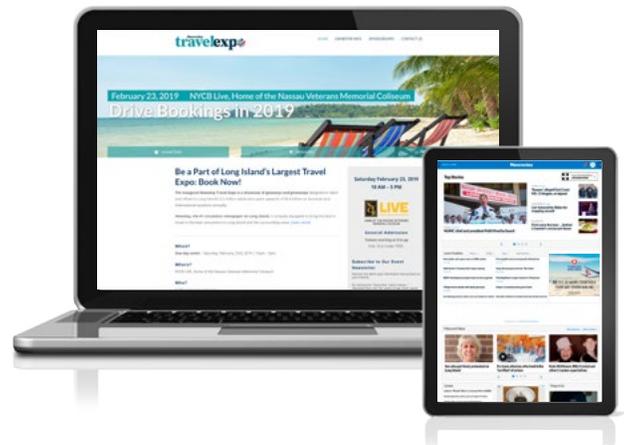


ADDITIONAL MARKETING OPPORTUNITIES

- Booth activation (face painter, balloon artist, etc.) **\$1,600**
- Show bag insert (client-supplied) **\$500**
- 728x90 banner ad rotation on event website **\$400**
- Exhibitor hotlink logo on event website **\$350**
- Online floor plan 125x125 Splash Ad **\$350**

*All rates are net.

NOTE: Staff and booth space set-up provided by exhibitor. A Newsday Travel Expo Exhibitor Kit will be provided outlining rental cost schedules to be paid by exhibitor, if applicable, for additional items such as electricity materials handling and/or furniture. Travel Expo sponsorships are available on a first-come, first-served basis.



Layout and design elements are subject to change.



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READY TO BOOK?

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For more information about Newsday's highly anticipated Travel Expo, please contact **Liesl Robinson**, J2L Events LLC, at **888.210.8895** or **liesl@j2levents.com**

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newsdaytravelexpo.com

