

NEWSDAY AAA TRAVEL EXPO 2019

JOIN US AT LONG ISLAND'S LARGEST TRAVEL EXPO



HOME OF THE NASSAU VETERANS
MEMORIAL COLISEUM



FEBRUARY 23, 2019
10 A.M. – 5 P.M.

Nearly 8,000
Consumer
Attendees

150+ Travel and
Travel-Related
Exhibits Anticipated

Newsday
MEDIA GROUP

GET IN ON THE (BUYING) ACTION

Newsday and AAA—two of Long Island’s biggest brands—are teaming up for the largest travel expo of 2019! The inaugural, one-day Newsday AAA Travel Expo is a showcase of getaways and giveaways designed to reach Long Island’s 2.2 million adults who spend upwards of **\$5.4 billion** on domestic and international vacations annually.

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. AAA Northeast is a not-for-profit member service organization providing more than 5.7 million local AAA members with roadside assistance, travel, insurance, finance and auto-related services.

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:

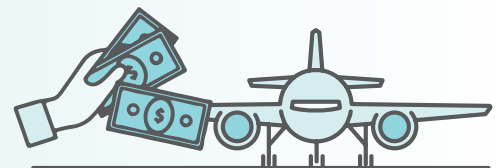
- 2.3 million people travel out of Islip MacArthur airport annually
- 88 million passengers ride the LIRR annually
- 24 million passengers ride NYC-area ferries annually



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

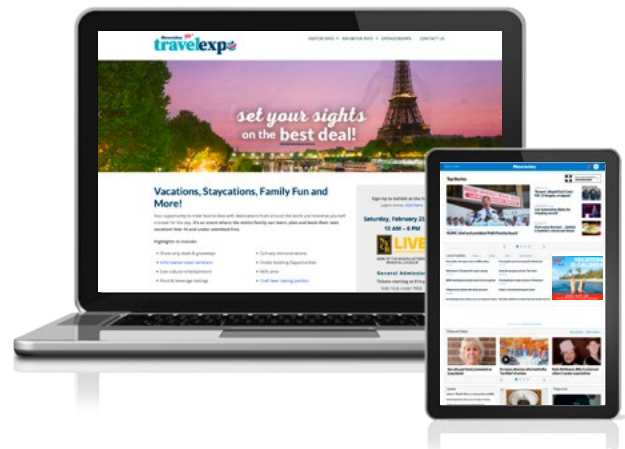


ADDITIONAL MARKETING OPPORTUNITIES

- 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

