




PATA Travel Mart 2010
September 14-17
The Venetian Macao
Macau SAR
SPONSORSHIP OPPORTUNITIES

<u>BRANDING OPPORTUNITIES</u>	PATA Member Fee	Non Member Fee
<p>Brand the PTM 2010 Network Lounge</p> <p>The PTM 2010 Network Lounge is a prominent open space area designed as a central meeting point for all delegates during scheduled coffee breaks and the evening social hours. Sponsor organisations(s) will be provided with facilities to display promotional collateral in this high-traffic area.</p> <ul style="list-style-type: none"> • Exclusive sponsorship (one sponsor organisation) • Joint sponsorship (up to five participating sponsors) 	<p>US\$40,000 US\$ 8,000 each</p>	<p>US\$ 50,000 US\$ 10,000 each</p>
<p>Brand the PTM2010 Media Lounge and Workroom</p> <p>The Media Lounge and Workroom is where invited journalists meet for networking and conducting informal interviews. This highly visible sponsorship will provide refreshments in the Media Lounge during business sessions. The sponsor is also encouraged to provide volunteers to staff the Media Lounge and Workroom throughout the event.</p>		
<p>Brand a Delegate Item</p> <p>Sponsor any of the following items provided to all attending delegates and have hundreds of walking advertisements throughout the event!</p> <ol style="list-style-type: none"> 1. Delegate Bag 2. Delegate Lanyard (include production of 2,000 pcs lanyards with sponsor logo) 	 	
<p>Brand a PATA Strategic Intelligence Seminar</p> <p>To stay on the winning side, the most up-to-date information on where you are and where you are headed in vital. PATA's SIC Seminar is designed to provide an overview (and predictions) of the forces driving travel and tourism to, from and within the Asia Pacific region.</p>	US\$5,000	US\$7,000
<u>HOSTING OPPORTUNITIES</u>	PATA Member Fee	Non Member Fee
<p>Host the Seller-meet-Buyer Breakfast Session September 15 (Wednesday)</p> <p>The Seller-meet-Buyer Breakfast Session on the first morning of the mart will see all registered Buyers and Sellers coming together to directly conduct on-site appointment requests.</p>	US\$ 10,000	US\$ 12,000
<p>Host a Morning Coffee & Croissant Session</p> <ul style="list-style-type: none"> • Day 1: Sep 16 (Thursday) • Day 2: Sep 17 (Friday) <p>An informal session where Buyers and Sellers enjoy coffee, tea and croissants at their leisure before the start of their business day.</p>	<p>US\$ 2,000 per session or US\$ 3,000 for both sessions</p>	<p>US\$ 2,500 per session or US\$ 4,000 for both sessions</p>

Host a Coffee Break Session <ul style="list-style-type: none"> • Session 1: Sep 15 (Wed) • Session 2: Sep 16 (Thu) • Session 3: Sep 16 (Thu) • Session 4: Sep 17 (Fri) 	US\$ 2,000 per session or US\$ 6,000 for all four sessions	US\$ 2,500 per session or US\$ 7,500 for all four sessions
Host a Delegate Lunch <ul style="list-style-type: none"> • Sep 15 (Wed) • Sep 16 (Thu) 	US\$ 40,000 per session	US\$ 48,000 per session
Host an Official Social Function Opportunity for sponsor organisations in hosting a theme function, golf challenge, late night functions or a function of your own design. PATA will include the hosted function in the PTM 2010 official programme and offer support in coordinating invitations, protocol arrangements and transportation (if required). <ul style="list-style-type: none"> • Mandatory Branding (Coordination) Fees • Direct Operating Costs – subject to sponsor’s own arrangements with direct suppliers. 	US\$ 1,000 N/A	US\$ 2,000 N/A

PATA is pleased to confirm the following official delegate functions as of November 2009:-

Sep 14 (Tues)

PTM2010 Welcome Reception hosted by Macau Government Tourist Office

Sep 17 (Fri)

- 2010 PATA Gold Awards Lunch & Presentation hosted by the Macau Government Tourist Office

ADVERTISING OPPORTUNITIES	PATA Member Fee	Non Member Fee
Advertise in PTM2010 Official Collaterals Gain valuable exposure for your organisation by advertising in official PTM2010 collaterals, including a series of PTM2010 dedicated eNewsletters in the lead-up to the event and in the PTM2010 eDirectory. <ol style="list-style-type: none"> 1. Branding of the PTM2010 sNewsletters (<i>minimum 3 issues</i>) 2. One full-page eAdvert in the PTM2010 eDirectory 	US\$ 3,000 US\$ 1,500	US\$ 4,500 US\$ 2,500
Advertise on PTM2010 Directional and Information Signs Heighten your organisation’s visibility on-site at PTM2010 by advertising on the mart’s directional and information signs. Strategically placed at the designated area at the Venetian Macao, the signs are seen by all delegates, ensuring maximum impact.	US\$ 8,000	US\$ 10,000

Note: PTM2010 host partners and official airline (MGTO & Air Macau) will be given the first two ePage advert placements in the PTM2010 eDirectory. PATA’s Premier Partners and PTM2010 supporting airlines will also have brand exposure in this eDirectory.

Further, PTM2010 host partners and official airline and PATA’s Premier Partners will also have brand exposure on all PTM2010 Directional and Information Signs.

SPONSOR BENEFITS

- Acknowledgement in PATA's weekly *News@PATA* eNewsletter upon confirmation of a sponsorship programme.
- Organisation write-up in the PTM2010 designated eNewsletters upon confirmation of a sponsorship programme.
- Organisation name, logo placement(s) with website hyperlink functions in the PTM2010 designated eNewsletters from confirmation of a sponsorship programme up to the final issue.
- Organisation name listing in the Sponsor Acknowledgement pages in the PTM2010 eDirectory and printed Diary.
- Organisation name listing in the Sponsor Acknowledgement Board(s) displayed at the exhibition hall at the Venetian Macao during PTM2010.
- Organisation name listing in the Sponsor Acknowledgement coverage in the first issue of the PTM2010 Official Daily.
- Two sponsor delegate badges (excludes airfare and hotel accommodation) to PTM2010.
- Option to distribute gifts or premiums (at sponsor's own cost) or deliver a sponsor address at the sponsored function(s).
- Option to hold a media briefing session at PTM2010.
- Option to advertise in the PTM2010 Official Daily at member/sponsor-preferred rates.

For further inquiries or bookings of a PTM2010 Sponsorship Opportunity, please contact:

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