



TRAVEL EXPO

2020 AAA Travel Expo EXHIBITOR GUIDE



Saturday, January 25, 2020
10:00 a.m. - 4:00 p.m.
JW Marriott Indianapolis
10 S West St.
Indianapolis, IN 46204

AAA.com/TravelEXPO

2020 AAA Travel Expo

EXHIBITOR INFORMATION

ABOUT:

As Indiana's largest leisure travel agency, AAA has harnessed its people-reaching power to aggressively promote and encourage consumer leisure travel for over 100 years.

As the best place to attract the most desirable vacation planners, AAA Hoosier Motor Club is excited to invite you to meet face-to-face with Indiana's most sought-after travel consumers. The AAA Travel Expo will deliver an audience who has tremendous buying power and is continuing to spend well above the national average on travel and travel-related products.

Exhibitors include: tour operators, cruise lines, Convention and Visitors Bureaus, Tourist Boards, hotels, attractions, and travel-related services and products.

To benefit from promoting your travel destination or travel-related product at the 2020 AAA Travel Expo, please complete and return the Exhibitor Agreement found in this packet (pg. 4).

EXHIBIT HOURS:

Saturday, January 25, 2020 - 10:00 a.m. - 4:00 p.m.

EXHIBIT SET UP AND TEAR DOWN:

Set up - Friday, January 24, 2020 - 4:00 p.m. - 8:00 p.m.

Tear down - Saturday, January 25, 2020 - 4:15 p.m. - 5:15 p.m.

EXHIBITOR BOOTH PACKAGE:

- (1) 6 ft. draped table
- Pipe & Drape back wall and side rail
- (1) chair
- Wastebasket
- Black and white booth identification sign
- Fully carpeted venue

EXHIBITOR PROMOTION PACKAGE (INCLUDED):

- Company name, listed on website and in the program guide.
- Show-only special listed on website and in the program guide.

GENERAL SHOW PROMOTIONS

- Club publications ads/articles
- Club member emails
- AAA.com home and travel page banner ads
- Service Center collateral
- AAA Social Media
- Additional promotional media TBD

DATES TO REMEMBER

Booth Reservation Deadline:
December 13, 2019

Special Offer Submission Deadline:
December 13, 2019

Sponsor Sign Up Deadline:
January 6, 2020

Advertising Submission Deadline:
January 6, 2020

Material Ship Deadline:
January 15, 2020

Move In Date:
January 24, 2020



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SPONSOR & ADVERTISING OPPORTUNITIES

SPONSORSHIPS

ENTRY SPONSOR - \$1500

Sponsor the show entry and be the first exhibitor attendees see!

Sponsorship includes:

- Logo/Brand on bags given to all attendees
- Option to hand out (1) one print promotional item at entry
- Listing as event sponsor on website, emails, and program

REGISTRATION SPONSOR - \$1000 or \$300 + provided gift*

Get your name in front of attendees before the show even starts!

Sponsorship includes:

- Ad in email to all pre-registrants
- Logo/Brand on gift item handed to all pre-registered attendees
- *You can choose to provide the gift and sponsor registration at a lower cost. 1,000 gift items must be provided and must be approved by AAA.*
- Listing as event sponsor on website, emails, and program

MEMBER LOUNGE SPONSOR - \$4000

Be where the members are! Put your name in front of members when they take a break from vacation planning with refreshments in the AAA Members' lounge. Sponsorship includes:

- Logo listed on all lounge signage.
-AAA Member lounge presented by SPONSOR
- Option to place signage on tables in lounge
-Must be approved by AAA.
- Option to place print materials in lounge.
-Must be approved by AAA.
- Half page ad in event program.
- Listing as event sponsor on website, emails, and program

LUNCH SPONSOR - \$1500

Say thanks to the AAA Travel Agents who work hard to make the show a success. Sponsorship includes:

- Half page ad in event program.
- Ad in email invite to attendees.
- Option to place signage in staff lunch room.
-Must be approved by AAA.
- Listing as event sponsor on website, emails, and program

ADVERTISING

PROGRAM ADS

An expanded program means there is more room for you! Attendee show program ad options include:

- 1/4 Page - \$100 (2.7 in X 4.2 in)
- 1/2 Page - \$200 (5.5 in X 4.2 in)
- Back Cover - \$400 (5.5 in x 8.5 in with .125 in bleeds)
-Ad design services available at no charge. Limited space available.



WHO TO CONTACT

QUESTIONS?

For both booth and sponsorship questions, please reach out to Sarah Runnals.

Sarah Runnals
Marketing Coordinator
srunnals@aaahoosier.com
317-612-2649

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EXHIBITOR & SPONSORSHIP REGISTRATION

CONTACT INFORMATION:

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile Phone: _____

Email: _____

Company name as it should appear on all event materials: _____

EXHIBIT INFORMATION:

Standard exhibit space includes: (1) 6 ft. draped table, pipe & drape along back wall and side railing, (1) chair, waste-basket, black and white identification sign

___ Standard 10' x 10' Booth **(\$800)**

___ Standard 10' x 10' Booth **with electricity (\$800)**

___ 30 Minute Presentation* **(+\$350)**

**Must be an exhibitor to present. Space is limited to 12 presentations. Space is given on a first come, first served basis.*

SPONSOR & ADVERTISING INFORMATION:

Please see page 3 for all sponsorship and advertising opportunities.

Sponsorships are not limited to exhibitors and can come from vendors who are unable to attend the event. Sponsorships are given on a first come, first serve basis, with preference given to event exhibitors.

___ Entry Sponsor **(+\$1500)**

___ Registration Sponsor **(+\$1500)**

___ Member Lounge Sponsor **(+\$4000)**

___ Lunch Sponsor **(+\$1500)**

___ Program Advertisement

___ Half Page **(+\$200)**

___ Quarter Page **(+\$100)**

___ Back Cover **(+\$400)**

PLEASE SIGN AND RETURN THIS AGREEMENT:

In signing this agreement, I understand and agree to all terms and conditions outlined in the exhibitor guide.

Signature of Authorized Representative

Name of Authorized Representative (please print)

Date

SEND REGISTRATION & LOGO TO:

Mail:

AAA Hoosier Motor Club
Attn: Sarah Runnals
3750 Guion Road, Suite 300
Indianapolis, IN 46222

Email:

srunnals@aaahoosier.com

Logo files should be sent in EPS, AI, PSD, or PNG formats.

TOTAL:

\$

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EXHIBITOR & SPONSOR TERMS & CONDITIONS

By completing the AAA Travel Expo agreement, the exhibitor and/or sponsor agrees to the terms and conditions outlined below:

- Exhibitor agrees to be a participant in the 2020 AAA Travel Expo at JW Marriott Indianapolis, IN on Saturday, January 25, 2020 from 10:00 am to 4:00 pm.
- Exhibitor agrees to provide AAA with a copy of a commercial general liability Certificate of Insurance in the amount of \$1,000,000.
- Exhibitor must reserve booth space by Friday, December 13, 2019. Registration will be opened to all interested parties on a first come, first serve basis.
- Sponsors must reserve sponsorships by Monday, January 6, 2020. Sponsorships will be opened to all interested parties on a first come, first serve basis.
- This agreement cannot be cancelled. AAA will invoice all Exhibitors in December 2019 and Exhibitor agrees to have the amount paid to AAA by January 24, 2020. AAA will invoice all Sponsors in January 2020 and Sponsor agrees to have the amount paid to AAA by February 14, 2020.
- Exhibitor agrees that the company listed in this agreement will be the only company represented in the booth space occupied at the 2020 AAA Travel Expo at JW Marriott Indianapolis. The name of the company listed herein is the only name that may be used to promote the business of the exhibitor at the AAA Travel Expo and in all advertising.
- Exhibitors/Sponsors may not place brochures, marketing materials or flyers outside of that company's assigned exhibit space and sponsorship areas.
- Exhibitor/Sponsor agrees to abide by all deadlines, specifications, rules and regulations as set forth herein and the information to be provided for the 2020 AAA Travel Expo at JW Marriott Indianapolis, which will be made available in January 2020.

JW MARRIOTT INDIANAPOLIS

Soaring 33 stories above downtown, JW Marriott Indianapolis boasts posh accommodations and intuitive amenities for an unrivaled stay in the heart of the city. The hotel has a privileged location flaunting skywalk access to Indiana Convention Center, Circle Center Mall and Lucas Oil Stadium.

Exhibitors planning to stay in Indianapolis can take advantage of our group rates.

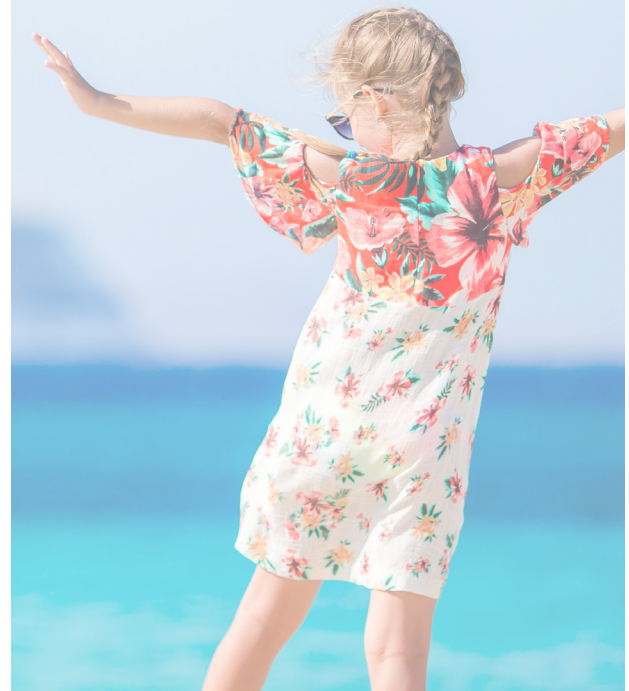
JW Marriott:

Standard Room with 1 King or 2 Queens: \$219

Courtyard by Marriott:

Standard Room with 1 King: \$169

Booking links will be posted at AAA.com/TravelExpo under the exhibitor tab.



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EXHIBITOR MOVE IN & MOVE OUT GUIDE

Time is a precious commodity. Plan your move in and move out ahead so you can save as much time as possible to explore the city.

PRE-SHOW - DECEMBER 19, 2019 - JANUARY 15, 2020

Exhibitors wishing to ship their materials ahead may do so from Thursday, December 19, 2019 - Wednesday, January 15, 2020. All pre-show shipments must be sent to:

Attn: Jennie/Expo
[Your Company Name]
AAA Hoosier Motor Club
4031 Industrial Blvd.
Indianapolis, IN 46254
317-293-3439

No shipments will be accepted after January 15, 2020! Please send your materials enough in advance that they arrive before this date.

MOVE IN - FRIDAY, JANUARY 24, 2020 | 4:00 P.M. - 8:00 P.M.

Move in for the AAA Travel Expo is a simple process. The JW Marriott Indianapolis provides a dedicated space for cars to pull up and unload close to elevators, escalators, and the convention space.

Parking in the loading zone should be limited. Exhibitors are asked to unload, bring your items to the exhibit hall, then move your vehicle before setting up your booth. This will allow time and space for all exhibitors to utilize the unloading zone. AAA team members will be on hand to direct you. If you need a cart or dolly, please let us know ahead of move in day and we'll ensure one is available for your use.

If you plan to use this move in option, please send Sarah Runnals the following information by Wednesday, January 15.

Name
Vehicle Type

MOVE OUT - SATURDAY, JANUARY, 2020 | 4:15 P.M. - 5:15 P.M.

We ask that exhibitors wait to break down their booth until the show has officially ended and attendees have left. By waiting a few extra minutes to tear down, we will ensure all our visitors remember the AAA Travel Expo in a positive light and we reduce the amount of traffic and chance for injuries.

Upon breaking down, move out will be the same as move in. You're welcome to carry your items with you and go. If you need to use the loading area, please have all of your items packed and ready to load before moving your car to the loading zone. The most efficient option will be to pack, transport your items to the loading zone, then retrieve your car and pull into the loading zone. Please return any borrowed carts or dollies before leaving.

GETTING TO THE JW MARRIOTT

If you need to park, the JW Marriott offers onsite parking for \$47/day.

Directly across from the venue is the Indiana Government Center Parking Facility. Rates may vary.

The JW Marriott is connected to many other hotels, parking garages, and venues in Indianapolis by a large number of skywalks. There are a number of other garages near the Indiana Convention Center and Circle Centre Mall that you could utilize while staying inside for your entire walk to the venue.

