

THE LGBTQ PAVILION AT THE TRAVEL & ADVENTURE SHOW NEW YORK, NY JANUARY 28-30, 2022

The LGBTQ pavilion at the Travel & Adventure Show will be an experiential space designed to qualify and engage with LGBTQ travelers, LGBTQ allies, and media across multiple touchpoints and activations. The pavilion will include a curated selection of top-tier LGBTQ-specific and LGBTQ-friendly exhibitors with a focus on inclusive welcome for all travelers. The pavilion will feature innovative engagement spaces and a dedicated stage programmed with enticing performances, demonstrations, and education. Our turn-key program makes it easy to participate at a fully inclusive price, and sponsorship options allow participation in additional ways to activate your brand meaningfully. The entire program is designed, curated, and overseen by LGBTQ travel expert Ed Salvato who is your primary contact before the show and who will be present throughout the show.

TOP BENEFITS

- Exciting, new, and noteworthy: This will be the largest LGBTQ travel pavilion in the U.S. and will kick off an exciting new year of travel opportunities
- Meaningful face-to-face engagement with thousands of LGBTQ travelers and their families, friends, and allies
- Qualification and referral of LGBTQ travelers and their family, friends, and allies from the show floor
- Event passes for booth staff and clients
- Access to trade, media, and influencers
- Attendance at exclusive media/trade/VIP event Friday, January 28
- Email list of all badges scanned (consumers, trade, media, influencers) after the show
- Pre-show promotion via multiple channels
- Logo placement on various platforms
- Participation in live video events during show
- Cell phone charging station
- A 15% discount at the brand-new Arlo Midtown (West 38th and 9th)
- Fun environment: Think drag queens, rainbow flags, and disco balls

PRICING

- 10x10 booths: **\$3,995**, if booked by **Nov 20**. After that the pricing goes up to **\$4,295**.
- Dedicated cocktail table with two stools: **\$2,250**
- Opportunities to showcase your brand with music, song, or demonstrations available on our dedicated LGBTQ stage. Prices start at **\$500**.
- Exhibitors may show their brand video (visual only; no sound) on repeating loop on large TV screen in the space. (**\$400 per video**). Video specs: MP4, up to 2 minutes long; these may be captioned but the environment is not conducive to a video with sound).
- Other sponsorship opportunities available. (Email ed@edsalvato.com)

2022 NEW YORK TRAVEL & ADVENTURE SHOW

DATE:

JANUARY 28-30, 2022

VENUE:

JACOB K. JAVITS
CONVENTION CENTER

LOCATION:

429 11TH AVE
NEW YORK, NY 10001

HALLS:

HALL 3DE - 136,000 SQ. FT.

