



ATME Exclusive Partnership Opportunities In 2008

ATME is a non profit professional association that includes 750 senior-level travel marketing executives from all segments of the industry including: airlines, attractions, destinations, hotels and resorts, online companies, car rental companies, tour operators, etc.

ATME's mission is to provide cutting-edge educational programs at our annual conference, Executive Think Tanks, and luncheon programs. Through publications, **ATME's** magazine *Travel Marketing Decisions*, MarketFlash Newsletter (in email and print formats) and **ATME's** informative website: ATME.org. The objective is to offer education and opportunities for serious networking where members create meaningful marketing alliances, learn first hand about trends and what's working and what's not from one another.

ATME offers a wide range of opportunities for marketing solution providers to sponsor events and publications – the ideal way to raise your profile within this elite group of senior-level travel marketers in 2008 and beyond.

The **ATME** board has developed an exciting plan for new and enhanced educational programs and products for 2008. All offer ideal opportunities for reaching your audience in a very special and exclusive environment. Here are the highlights of events and products slated for 2007-2008:

2008 Events – *You can sponsor a specific event/events*

- ATME Conference and ATLAS Travel Marketing Awards Red Rock Resort in Las Vegas June 11-12, 2008
- 2 Full-Day Executive Think Tanks in Orlando - June, Chicago - October
- 4 Marketing Issues Forums/Luncheons in New York - 1/26, May, September, December, Jan 25, 2009

Publications – *You can sponsor a single issue of a newsletter in print or online and or place ads.*

- *Travel Marketing Decisions* will be published twice a year and will include a Desk Reference/Directory of Members and Suppliers.
- MarketFlash - **ATME's** newsletter is published in email format twice a month and bimonthly in print.
- ATME.ORG - **ATME's** website is updated regularly and has hundreds of pages of searchable marketing information, event registration, industry news, and an online membership directory.

We can tailor a sponsorship that meets your specific objectives. For example, we can include exclusive sponsorship of a Marketing Issues or Marquee Speaker Lunch, a Reception at the conference (or other event), exclusive sponsorship of at least one MarketFlash online and in print.

ATME values every partnership and works hard to make sure that you and your company get the maximum benefit from the alliance.

Let's discuss how to proceed as soon as possible to ensure that you can take full advantage of the best opportunities mentioned above. Call Kristin Zern at 914 439-2047 or kzern@atme.org.

ATME 2008 Partnership Opportunities

REACH THE ASSOCIATION OF TRAVEL MARKETING EXECUTIVES'
UNIQUE MEMBERSHIP OF SENIOR LEVEL DECISION MAKERS

Sponsorships - Call for benefits and customized partnership opportunities

(All sponsorships have a minimum term of one year starting either at the beginning of January 2008 or whatever month you select in 2007-08. See separate list of benefits per level)

- Platinum \$30,000 per annum
- Gold \$20,000 per annum
- Silver \$10,000 per annum
- Bronze \$5,000 per annum

Sponsorship Opportunities

(All event sponsorships can be shared with non-competing companies.)

- Quarterly Luncheon/Marketing Issues Forums in New York (\$3,000) *Exclusive sponsorship*
- Executive Think Tanks - 2 in 2008 in Orlando, Chicago, - *Sponsorships of Breakfast, Lunch, Coffee Breaks, Reception and/or Dinner* (\$2,500-\$10,000 entire)
- ATME Conference, June 11-12th, 2008 Las Vegas - *Sponsorships of Breakfast, Lunch, Coffee Breaks, Reception, Dinner and/or ATLAS Awards* (\$3,000 - \$25,000)
- Speaker - *Sponsor a marketing educator/guru for Think Tanks* (\$3,000-\$10,000)
- Exclusive sponsorship of print edition of MarketFlash (\$1,500)
- Sponsorship of email edition of MarketFlash (\$500)

Barter of Travel or Services

- Travel - Airline tickets, hotel rooms, etc.
- Services - Advertising, design, printing, web development, etc.

We can easily customize a partnership package that helps you meet your specific objectives. Interested? Fill out the form below and send or fax to ATME.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Tel. _____ Fax _____ Email _____

Signature _____

Term of pledge: 1 year 2 years 3 years Month Pledge Begins* _____

When do you want to receive an invoice? _____

Please call me to discuss ATME partnership opportunities in detail.

*** Sign up in 2007 and partnership will start immediately and go thru 2008!**

A bonus of up to 4 months!

For information, contact **Kristin Zern, Executive Director** at **914 439-2047** or **kzern@atme.org**



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