



## ATME Exclusive Partnership Opportunities 2007-2008

**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 2007 and beyond.

The **ATME** board has developed an exciting plan for new and enhanced educational programs and products for 2007. 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:

### **2007 Events** – *You can sponsor a specific event/events*

- ATME Conference and ATLAS Travel Marketing Awards in Las Vegas 6/6-6/7
- 2 Full-Day Executive Think Tanks in Orlando
- 4 Marketing Issues Forums/Luncheons in New York - 1/29, 4/25, 9/25, 12/14, 1/28/08
- On-site marketing workshops, seminars, training sessions for your marketing staff at all levels

### **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
- 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 **Sue Cronin**, ATME's VP Business Development at **203 256-8402** or email at **secronin@optonline.net** Or Kristin Zern, ATME's Executive Director at 212 765-0625 or **kzern@atme.org**.

# ATME 2007 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 2007 or whatever month you select in 2007. 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 if agreed to by both parties.)

- Quarterly Luncheon/Marketing Issues Forums in New York (\$5,000) *Exclusive sponsorship*
- Executive Think Tanks - 2 in 2007 in Orlando, Chicago, - *Sponsorships of Breakfast, Lunch, Coffee Breaks, Reception and/or Dinner* (\$3,000-\$10,000)
- ATME Conference, June 6-7 Las Vegas - *Sponsorships of Breakfast, Lunch, Coffee Breaks, Reception, Dinner and/or ATLAS Awards* (\$5,000 - \$25,000)
- Speaker - *Sponsor a marketing educator/guru for Think Tanks* (\$3,000-\$10,000)
- Exclusive sponsorship of print edition of MarketFlash (\$1,500)
- Exclusive sponsorship of email edition of MarketFlash (\$500)
- Advertise in Travel Marketing Decisions, on www.atme.org (\$500 - 2,600)

## 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.

For information, contact **Sue Cronin, VP Business Development** at **203 256-8402** or **secronin@optonline.net**



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