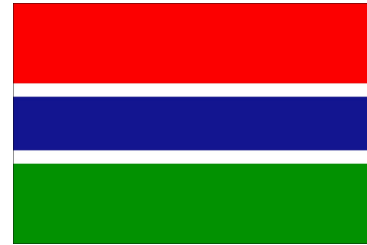




AFRICA TRAVEL ASSOCIATION'S 35TH ANNUAL WORLD CONGRESS

THE GAMBIA

May 17-20, 2010



Sponsorship Opportunities

FOR MORE INFO, CONTACT

Email: info@africatravelassociation.org

Tel: +1.212.447.1357

Fax: +1.212.213.4890

OR VISIT:

www.AfricaTravelAssociation.org

www.VisitTheGambia.gm



THE CONGRESS IN THE GAMBIA

Dear ATA Members, Friends and Supporters,

The Gambia is pleased to open its doors to the **Africa Travel Association's 35th Annual Congress**, to be held from May 17-20, 2010 in West African. Hosted by The Gambian Ministry of Tourism and Culture and The Gambian Hotel Association, the theme of this year's event is *Discover Africa's Genuine Warmth*.

ATA expects approximately 300 participants from Africa, the U.S. and around the world, including tourism ministers and/or their respective representatives, tourism board heads, airline representatives, marketing firms, travel agents, tour operators, airline and hotel representatives, community leaders, college and university tourism and hospitality faculty and students, the diplomatic community and the travel trade media. This is an audience of specialists who have access and authority as well as an interest in learning further about your ideas, products and services.

The four day international networking and learning event, which will focus on *Public-Private Partnerships for Tourism in Africa*, will engage delegates in discussions on a range of industry topics, such as marketing and promotion, tourism infrastructure development, airline access, niche markets, responsible tourism, industry trends and social media. ATA member countries will organize a few evening networking receptions and ATA's Young Professional Network will meet with local hospitality professionals and students. For the second year, the congress will include a marketplace for buyers and sellers specializing in Destination Africa. Delegates will also have the opportunity to explore the country on pre or post congress trips, as well as on the Host Country Day.

ATA invites you to become more actively involved with the 35th Annual Congress in The Gambia by serving as a Sponsor for the 2010 event. Our objective is to provide powerful brand visibility to you and to offer a wide variety of ways for you to promote your product. For your consideration, please find attached a list of sponsorship opportunities for the seminar. If you haven't found an opportunity that is right for you, contact ATA at info@africatravelassociation.org and we'll work with you to help capture the attention of ATA members.

Thank you for your support and we look forward to seeing you in The Gambia.

Kind regards,

Edward Bergman
ATA Executive Director
+1-212-447-1357
info@africatravelassociation.org



CONGRESS SPONSORSHIP OPPORTUNITIES

We invite you to join us for Congress as a premier partner of one of the following events:

PLATINUM

Dinner \$ 25,000
(5 only)

GOLD: \$15,000

Lunch \$ 15,000
(4 only)

SILVER: \$5,000*

Workshop/Panel Discussion \$ 5,000

** Does not include beverage & entertainment, extras can be tailored to sponsor needs at additional cost. Amounts are based on quotes for events held at the official congress venue or an equivalent location.*

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRONZE (Same as 2010 Seminar)

- ◆ Quarter-page ad in 2010 Gambia Congress Program \$ 250
 - Specs 7" x 2.5"
- ◆ Half-page ad in 2010 Gambia Congress program \$ 500
 - Specs 7" x 5"
- ◆ Full-page ad in 2010 Gambia Congress program \$ 750
 - Specs 7" x 10"
- ◆ Inside front cover ad in 2010 Gambia Congress program \$ 1,000
 - Specs 7" x 10"
- ◆ Inside back cover 2010 Gambia Congress program \$ 1,000
 - Specs 7" x 10"
- ◆ Back cover 2010 Gambia Congress program \$ 1,000
 - Specs 7" x 10"

* Number of workshops/panels remain subject to change.

** All sponsorship opportunities are sold on a first-come, first-served basis.

*** All sponsors, with the exception of Program Sponsors, will be recognized in press releases and the 2010 program.

BENEFITS OF CONGRESS SPONSORSHIP

(Platinum, Gold and Silver Levels)

- ◆ 2 complimentary registrations for the Congress.
- ◆ Recognition as a host of one of the Congress events
- ◆ Multiple recognition opportunities for Congress sponsors, such as:
 - Keynote speaking opportunity
 - Promotional materials in Congress bags
 - Logo/name on selected Congress promotional material and/or displayed on presentation screens at beginning and end of lunch.
 - Recognition and acknowledgement of sponsorship on website, press releases, and Congress program
 - Sponsor signage or banner displayed and sponsor collateral distributed (premier placement)
- ◆ Opportunity to use ATA's name in advertising/marketing
- ◆ Opportunity to distribute marketing materials and/or gifts

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