



November 29, 2017

## We Have Deadlines! Reserve your space by **December 1**

### INFOX Travel Agent Mailing

Looking to reach out to travel agents actively selling Alaska? This program will get your business information directly in the hands of 3,500 qualified travel agents, many of who are graduates of the *Alaska Certified Expert* training program. The mailing will take place in mid-January so travel agents will have your business information on hand during prime summer selling season. Participation costs range from \$500 to \$1,250 depending on the size of your materials. Contact [Laurie Booyse](#) for more information. **Deadline to register is December 1, 2017.**



### National Tour Association & American Bus Association Booth Share/Brochure Distribution

Get the word out about your business as a booth share participant or brochure distribution at the Alaska booth on the marketplace floor at these national shows. At the American Bus Association (ABA) Annual Meeting & Marketplace reach out to motor coach tour, charter and shuttle operators from across the US & Canada. And at the National Tour Association (NTA) Travel Exchange connect with domestic and international tour operators and package travel planners. Cost is \$400 per show for booth share, or, if you cannot attend, send your brochures for distribution at the booth.

Contact [Tanya Carlson](#) for more information. **Deadline to register for NTA and/or ABA is December 1, 2017.**

### Alaska Media Road Show— 3 spots left!

Make lasting media contacts and increase editorial coverage of your product or destination while meeting with influential members of travel media! This event will be held at the Westin Lake Las Vegas Resort & Spa from January 14-16, 2018.

Registration includes:

- A day of pre-scheduled appointments with key media contacts
- An opening event will allow you to meet the with media outside of scheduled meetings
- Numerous social events will provide you with an opportunity to network
- Breakfast, luncheon, afternoon refreshments and evening events will enhance the professional and social opportunities

The cost to participate is \$4,500 per partner, which includes participation in all official functions and meals. One additional person can attend for \$2,500. (Please note: lodging is not included in the registration. We have secured a limited-time rate of \$165 + tax and resort fee for all participants.)

Want even more exposure? A limited number of sponsorships are still available. Contact [Skye Hostetler](#) for sponsorship information or [Jennifer Thompson](#), Thompson & Co. Public Relations, for additional information about the show's scope. **Deadline to register is December 1, 2017.**



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## The Hottest Deals Newsletter is Back!

Interested in reaching new customers? Each month, the State of Alaska distributes 'Hottest Deals in the Coolest State' - an electronic newsletter to 300,000 – 500,000 highly qualified potential visitors who have opted-in to receive Alaska travel information. Each 'Hottest Deals' highlights 12 Alaska Travel Specials.

- Cost: \$450/month (includes graphic and current travel special being advertised)

*Advertisers must have a current travel special on [TravelAlaska.com](#) to be eligible to advertise in the newsletter. Contact [Skye Hostetler](#) to learn more!*

**Deadline to register is December 8, 2017**



**Click here to register for any of these exciting opportunities!**

### Online Admin Account

All Alaska Cooperative Marketing Programs can be purchased through your online [partner admin](#). To set up your account, or if you have forgotten your password, go to [AlaskaTIA.org](#). Look for the 'TravelAlaska.com Login' link in the top right corner of the page. This will take you to the Advertising Partner Log-in screen for [TravelAlaska.com](#).

**For other questions or assistance, you can also contact your ATIA Sales Team directly:**

[advertising@alaskatia.org](mailto:advertising@alaskatia.org)

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