



# EDMONTON ADVENTURE TRAVEL EXPO 2022 SPONSORSHIP

MARCH 12 & 13, 2022  
ALBERTA AVIATION MUSEUM  
EDMONTON



# EVENT OUTLINE

LOCATION: ALBERTA AVIATION MUSEUM

950 PARSONS RD SW, EDMONTON, AB T6X 0J4

EXPO LOAD-IN DAY AND TIMES

FRIDAY MARCH 11TH 10AM - 6PM

SATURDAY MARCH 12TH

10AM - 4PM

DAY ONE

SUNDAY MARCH 13TH

10AM - 3PM

DAY TWO

This opportunity connects you with new clients from Edmonton and area, with an interest in travel adventure, culture, exploration and active lifestyles. The Edmonton Adventure Travel Expo places your brands, services, products and packages top of mind to an engaged audience and sets the stage for insightful dialogue and activation.



# WHATS NEW FOR 2022

## EVENT BRANDING

Based on year one feedback from show goers, we are taking a more direct approach with the overall name and branding of the event, by moving from the Edmonton Travel and Adventure Expo to the Edmonton Adventure Travel Expo.

## LOCATION

In keeping with our theme of "Off the Beaten Path," we are moving the expo to a location that speaks to that concept. The Alberta Aviation Museum is one of Edmontons' signature historic sites, with a direct connection to the theme of travel. This venue also offers many consumer friendly benefits including free parking.



# QUALITY OF ENGAGEMENT

"It was great to have more time with each attendee"

"We had really high quality interactions!"

"We were very happy with what we **sold** and the leads we generated from people"

"The attendees were attentive and spent time at the booth"

# WOULD YOU RETURN?

**87%** of exhibitors are interested in returning for year two of the expo.



**EDMONTON  
ADVENTURE  
TRAVEL EXPO**

# WHAT OUR 2019 EXHIBITORS SAID

## EXPO TIMING

**100%** of Exhibitors liked the Fall timing of the show

## VALUE FOR MONEY

**75%** of exhibitors found the booth cost a good value

# WHO IS ATTENDING

## MALE / FEMALE

55% F : 45% M

## AVERAGE HHI

Over 100K per year in average HHI

## TRAVEL FREQUENCY

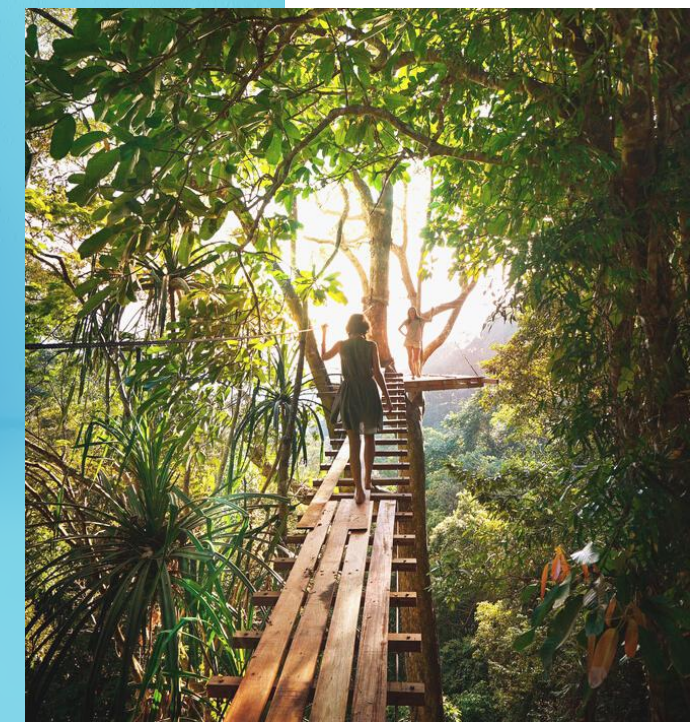
More then twice per year

## WHERE DO THEY LIVE

95 % residence of Edmonton

2019 Saw 1500  
attendees for Year

**Our 2022 goal  
is 2,000**





# PRESENTING SPONSOR PACKAGE

- "PRESENTED BY" TAG ON EXPO MARKETING ASSETS
- OUTSIDE BACK COVER AD ON EXPO GUIDE
- 20 X 20 EXPO ACTIVATION AREA
- SOCIAL ENGAGEMENT OPPORTUNITY
- DIGITAL MEDIA PROMOTION ON [WWW.LIVETOTRAVELYEG.COM](http://WWW.LIVETOTRAVELYEG.COM) AND SOCIAL CHANNELS
- 15 VIP WEEKEND PASSES

**\$10,000**

# PAVILLION SPONSOR

- RECOGNITION ON ALL MARKETING ASSETS
- PAVILION NAMING RIGHTS
- 10 X 10 EXPO BOOTH
- FULL PAGE AD IN EXPO GUIDE
- 30 MINUTE TRAVEL TALK
- DIGITAL MEDIA PROMOTION ON [WWW.LIVETOTRAVELYEG.COM](http://WWW.LIVETOTRAVELYEG.COM) AND SOCIAL CHANNELS
- 10 VIP WEEKEND PASSES

**\$7,500**



# EXPO SPONSOR

- RECOGNITION ON SELECT EXPO MARKETING ASSETS
- 10X 10 EXPO BOOTH
- 1/2 PAGE AD IN EXPO GUIDE
- DIGITAL MEDIA PROMOTION ON [WWW.LIVETOTRAVELYEG.COM](http://WWW.LIVETOTRAVELYEG.COM) AND SOCIAL CHANNELS
- 5 VIP WEEKEND PASSES

**\$5,000**



# 2022 EXPO CONCEPT

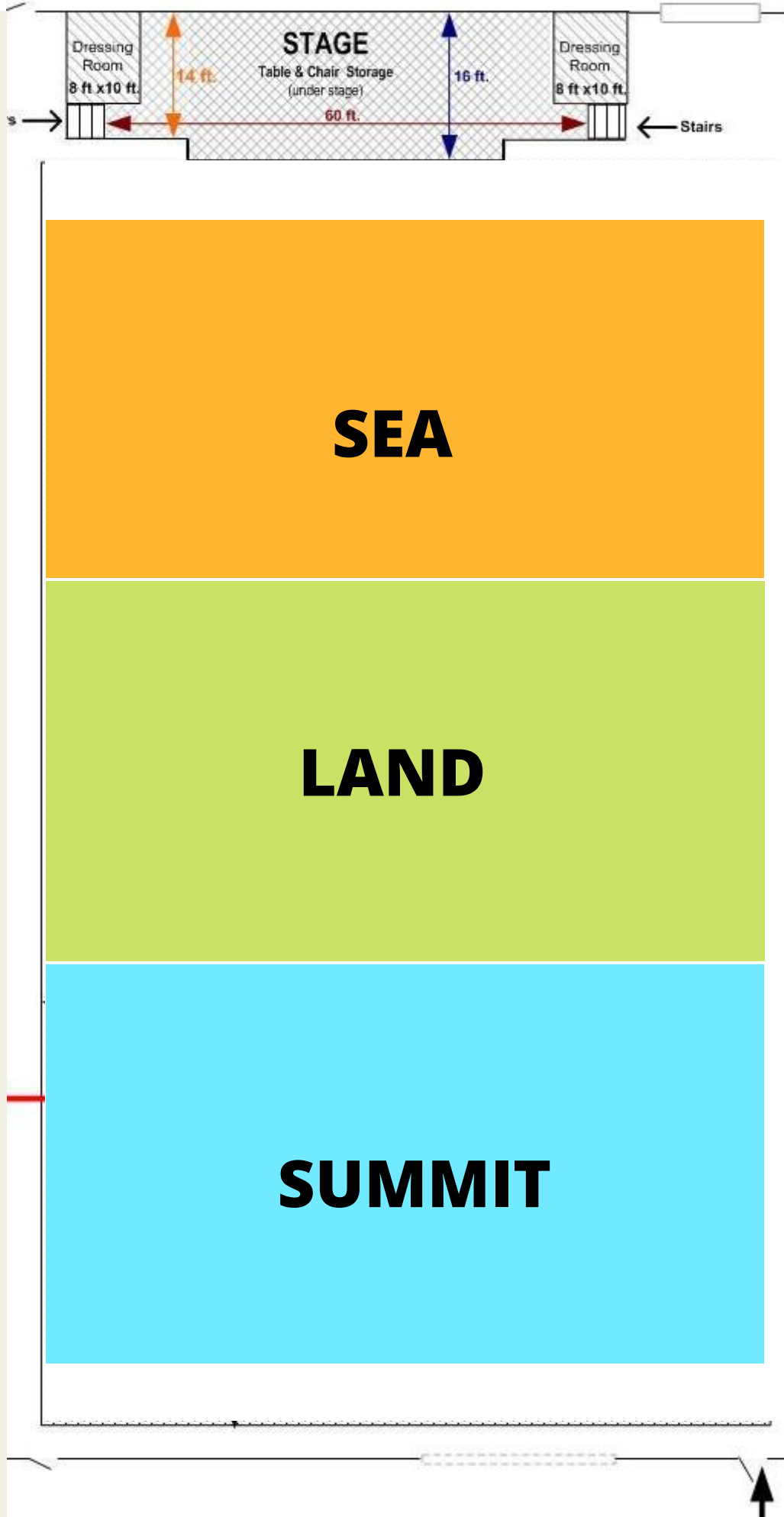
## SEA TO SUMMIT

FROM SEA KAYAKING TO MOUNTAIN  
SUMMITS

**SUMMIT**  
Mountaineering  
Climbing  
Heli / Sky Adventures  
Climbing and Heli Installation

**SEA**  
Ocean / Water Sports  
Water Activity Demo Area  
Island Destinations

**LAND ADVENTURES**  
Treks  
Safaris  
Bike Tours  
Camping and Accommodation  
Culture...and more





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To BOOK your spot for the 2nd  
Annual Edmonton Adventure  
Travel Expo, contact:

**Greg Davis**

**[greg@livetotravel.yeg.com](mailto:greg@livetotravel.yeg.com)**

