Travel Video Awards & Sessions

April 18-22, 2020 | Exhibits April 19-22
Las Vegas, Nevada, US
NABShow.com

Produced in Partnership with Citizine and the Travel Video Alliance
Stories about people, places and experiences that inspire us to explore. Video has become a powerful marketing tool for the trillion-dollar travel industry. To celebrate and recognize the creative mastery of filmmakers and brands from across the globe, together Citizine, the Travel Video Alliance and NAB Show present the Travel Video Awards (TVAs).

Sponsors trying to reach filmmakers, cinematographers, editors, producers, distributors, or post-production pros, this premier platform is geared to align you the leading influencers as well as key decision makers from tourism organizations, cruise and airlines, hospitality groups, lifestyle brands and media companies who are financing projects worldwide and across distribution platforms.

While at NAB Show, showcase your expertise to this audience with a customized partnership and access to through networking, TVA panel sessions and our invite-only awards reception.
Travel Video Alliance Sponsorships

SPONSORSHIP LEVELS
TARGETING GLOBAL AUDIENCE

<table>
<thead>
<tr>
<th>2019 - 2020 TRAVEL VIDEO AWARDS SPONSORSHIP PROGRAM</th>
<th>Program 1</th>
<th>Program 2</th>
<th>Program 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>October 2019 - April 2020</strong></td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>ONLINE PROMOTION ACROSS NAB SHOW + TVA PLATFORMS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in Selected NAB Show + TVA Email Blasts / Newsletters</td>
<td>6X</td>
<td>4X</td>
<td>2X</td>
</tr>
<tr>
<td>Logo on NAB Show (TVA Section) + TVA Websites</td>
<td>Oct 19-Apr 20</td>
<td>Oct 19-Apr 20</td>
<td>Oct 19-Apr 20</td>
</tr>
<tr>
<td>Social Mentions in NAB Show + TVA + Facebook / Instagram / Twitter</td>
<td>6X</td>
<td>3X</td>
<td>1X</td>
</tr>
<tr>
<td><strong>NAB SHOW - LAS VEGAS (April 18-22, 2020)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Travel Video Awards Step / Repeat @ Awards Event</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Access to TVA Awards Ceremony</td>
<td>3 Passes</td>
<td>2 Passes</td>
<td>1 Pass</td>
</tr>
<tr>
<td>Logo in Travel Video Awards Nominees Video @ Awards Event</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>&quot;Presented By...&quot; Award for One Category (TVA Approval Required)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ability to Provide Prize to One Category Winner (TVA Approval Required)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Total Program Impressions</strong></td>
<td>1,363,122</td>
<td>607,811</td>
<td>243,937</td>
</tr>
</tbody>
</table>
Travel Video Alliance

UNITING KEY AUDIENCES

Filmmakers + Social Media Influencers
- Creating Stories + Videos to Share Journeys

Travel Industry
- Creating Videos + Stories for Self Promotion
- Attracting Filming to their Locations

Media Industry (Production/Post/Tools)
- Creating New Projects (Movies, TV, etc.)
- Seeking Filming Destinations
Travel Video Alliance

ADVISORS + PARTNERS

KEY TRAVEL INDUSTRY PARTNERS

- **TRAVEL+LEISURE**
  - Jay Meyer, SVP / Publisher
  - Travel + Leisure (Top Travel Publication)

- **Myriad / MMGY Marketing**
  - Al Merschen, Partner
  - (300+ Tourism Clients)

- **BLACK TOMATO AGENCY**
  - Tom Marchant, Co-Founder
  - Black Tomato (Content Studio/Tour Operator)

- **Marriott International**
  - Marc Battaglia, Ex. Creative Dir., Global Creative + Content Marketing

- **USA Brand USA**
  - Tracy Lanza
  - VP, Integrated Marketing

- **Mt. Sobek**
  - Richard Bangs, Founder
  - (Largest Adventure Travel Tour Co.)
Travel Video Awards
Sponsorship & Advertising Opportunities

TRAVEL VIDEO AWARDS (TVAs)

The premiere awards program honoring the best travel videos from global filmmakers, brands and publishers launched in 2018.

Video submissions grew 120% from 2018 - 2019.

366 => 804 videos submitted
26 => 44 countries represented in entries

Example of past winners + nominees:
Travel Video Awards Judges
Sponsorship & Advertising Opportunities

2020 AWARDS JURY
KEY MEDIA + TRAVEL INDUSTRY CREATIVES + EXECUTIVES

Matt Weaver
Producer
Chef’s Table
Jiro Dreams of Sushi

Tracy Lanza
VP Marketing
Brand USA
(U.S. Tourism Board)

Denny Wright
Chief Brand Officer
AdWeek

Tracy Benson
CEO & Co-Founder
Obsesh Media

Ben Mar
Director
Coldplay
Black Eyed Peas

Anna Ticktin
Content Operations
Samsung VR Video

Trevor Forrest
Cinematographer
I Am the Night
Little Fires Everywhere

Molly Aldridge
Global CEO/Co-Founder
M&C Saatchi PR

David Freid
Filmmaker
Happy Animals
Guns Found Here

Richard Bangs
Co-Founder
Steller

Deborah Park
VP, Travel & Tourism
TURNER PR
Travel Video Awards + Sessions

PANELS + EVENTS @ NAB SHOW

1. 3 PANELS – 4/21/20
   - Adventure Travel Track
   - Creative/Tech Track
   - Media/Travel Industry Track

2. AWARDS SHOW – 4/21/20
   - Celebrate Winners + Nominees
   - Jurors, Panelists, VIP, Sponsors, etc.
   - 100 VIP Guests (@6-9pm)

Sponsors have opportunities to engage in the content as well as the social events during NAB Show.
1. SHOWCASING THE BEST TRAVEL VIDEOS FROM A CREATIVE, MARKETING + PRODUCTION PERSPECTIVE

2. TARGETING KEY INDUSTRIES:
   • CREATORS + PRODUCERS
   • TRAVEL - MARKETING TEAMS
   • AD/MEDIA AGENCIES

3. PROMOTE CONTENT, EVENTS, WORKSHOPS, AWARDS + FEATURE SPONSORS / ADVERTISERS
Travel Video Alliance Exposure

"SPOTLIGHT" INTERVIEWS

TRAVEL VIDEO ARTICLES

1. FEATURED VIDEO
2. CREATIVE PROCESS
3. MARKETING GOALS/RESULTS
4. LOCATIONS FEATURED
5. EQUIPMENT USED
6. LINKS TO PURCHASE PRODUCTS
Travel Video Alliance Exposure

TVAdb
THE BEST IN TRAVEL VIDEOS FROM AROUND THE WORLD

The Travel Video Awards database (TVAdb) features travel videos from independent filmmakers and industry brands/agencies alike. Sort videos by filmmaker, company, destination, and TVAs status.

DESTINATIONS  COMPANIES  FILMMAKERS  TVAS

Curated Global Video Database Searchable by Destinations, Filmmakers, Companies + TVA Winners and Nominees

BROWSE ALL VIDEOS
TRAVEL VIDEO AWARDS

Sponsorship Programs

PROGRAM ELEMENTS EXAMPLES
(partial List)

Website - Logo on Home + Awards Pages

Sponsor Ad in TVA Newsletters

Awards Sponsorship @ NAB Show
Travel Video Alliance Fulfillment

PROGRAM ELEMENTS EXAMPLES
(partial List)

Travel Video Awards database (TVAdb)
Sponsor ad on each video page
TVA’s culminate with an Awards Party at a venue in Las Vegas. Event will entertain 100+ VIP guests during this 2-hour networking cocktail reception.