



2020 Supplier Opportunities

[Travelfy.com/Supplier](https://Travelfy.com/Supplier)



# Travefy Supplier Program

A comprehensive program for suppliers to engage with Travefy's growing worldwide community of Travel Agents and professionals including:

**Product Integration and  
Marketing Opportunities**



**Educational and  
Marketing Opportunities**



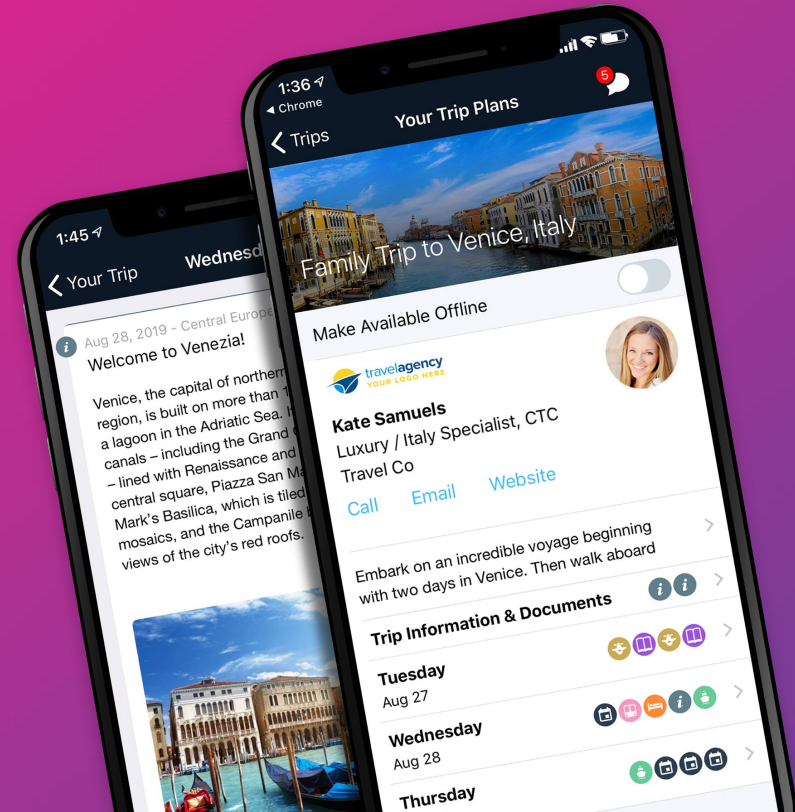
# About Travefy

**Travefy's mission is to power the success of travel professionals.** Our award-winning suite of tools help Travel Agents and professionals save time, impress clients, and sell more. Travefy's toolkit includes:

- Itineraries & Proposals
- Client Management
- Marketing & Websites

Travefy powers thousands of travel businesses ranging from small, independent travel advisors to the largest travel agencies, consortia, and organizations. Travefy has been featured in *The New York Times*, *The Wall Street Journal*, and *Forbes* among other publications and has won numerous industry honors including the ASTA Entrepreneur of the Year Award.

In addition to Travefy's products, Travefy also offers **Travefy Academy**, a free educational series to empower today's Travel Professional.



# Travefy's Reach



- **Email Database:** **90,000+** Travel Advisors & Travel Professionals
- **Academy Webinars:** **700+** Average Registrations Per Webinar
- **Social Reach:** **10,000+** Facebook Followers and **120,000+** YouTube views



- **Reach:** **35,000+** Annual Active Users
- **Product Webinars:** **600+** Average Registrations Per Webinar
- **Preferred with the best...**





# Travefy Academy Marketing Opportunities: Webinars

## Webinar Sponsorship

Contact us for pricing.

Connect your brand with relevant and timely education content for the broader travel professional community by sponsoring a Travefy Academy webinar. Sponsorship promotes your brand as an education advocate and is an effective way to stay in front of travel advisors.

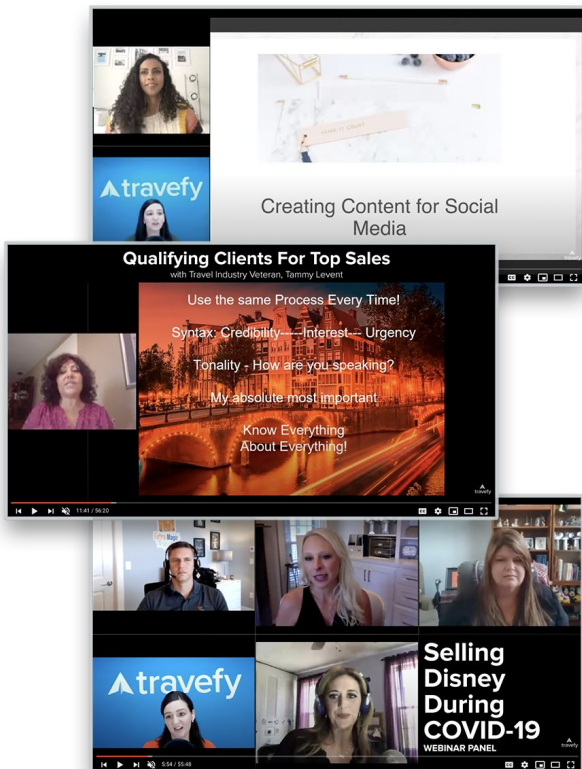
- Webinar is “sponsored” by the supplier.
- All *emails* soliciting sign-ups as well as *post-webinar emails* will include the sponsor’s name, logo, and an interstitial “About” the sponsor.
- During the webinar, the sponsor will be noted and a representative will be provided up to 90 seconds to speak as a welcome.
- Webinar will exist on YouTube and the Travefy Academy site for at least 12-months.
- Sponsorship note will exist on the Travefy Academy site for at least 12-months
- Sponsor can choose among webinar themes to ensure alignment.
- *This package does not include a list of all attendees*

## Webinar “Keynote Speaker”

Contact us for pricing.

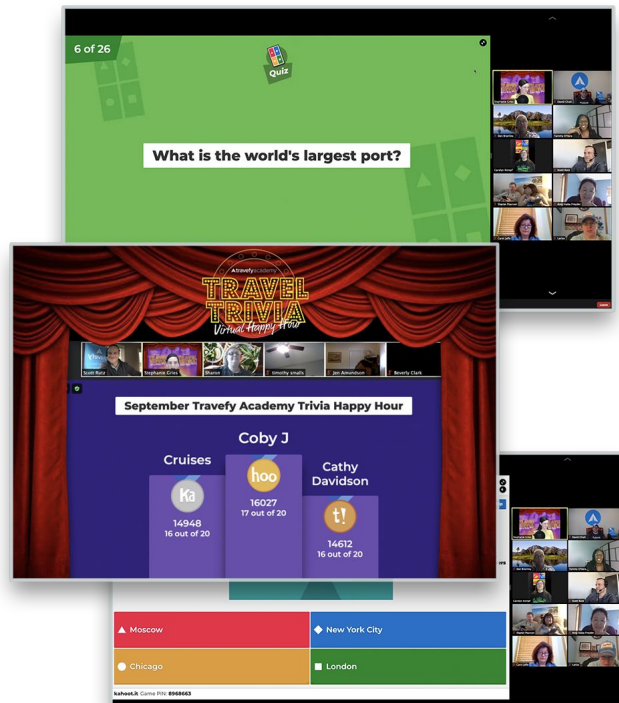
Position your brand as an industry thought-leader and provide invaluable educational or inspirational content to Travefy’s worldwide network of travel advisors. Work with the Travefy team to curate an insightful presentation that elevates your brand and imparts valuable lessons.

- Includes *everything* in the “Webinar Sponsorship” package.
- Sponsor can select a Speaker, who is allotted up to 30 minutes for a presentation or a speech on an educational topic relevant to Travel Agents. The presentation will be followed by a 15 minutes question and answer session.
- **Topic Guidelines:**
  - As an industry thought-leader, topic must be educational in nature with a clear value for Travel Agents in supporting and growing their business.
  - Topic cannot be *purely* commercial to sell one’s product, however up to 5 minutes at the end of the presentation can be dedicated to an overview of the speaker’s offering.
  - Travefy reserves the right to approve all topics and presentations.
- *This package does not include a list of all attendees*





# Travefy Academy Marketing Opportunities: Webinars



## Trivia Night Hosting Sponsorship

Contact us for pricing.

Connect with travel advisors and build an authentic relationship with educational trivia, which is a unique and engaging marketing opportunity.

- Includes *everything* in the “Webinar Sponsorship” package.
- “Trivia Night\*\*” is “sponsored” by the supplier.
- 1 to 2 representative from the Sponsor can “co-host” the event, which includes a minimum of 25 minutes of trivia.
- Travefy will work with the Supplier to produce the content (e.g., themes & questions).
- Sponsor must provide a relevant Grand Prize valued at least at \$100 in cash value or \$250 in kind services.
- Sponsor can choose among Trivia themes to ensure alignment.
- *This package does not include a list of all attendees*

## Registration List (Add-On For Webinars and Trivia)

Contact us for pricing.

Gain access to contact information for travel advisors that register for your sponsored webinar or trivia night.

- Webinar sponsors have the ability to purchase the list of everyone who registers and/or attends a webinar they are sponsoring.
- If purchased, registrants will be made aware that they are sharing their contact information with both Travefy Academy and the Sponsor upon registration.



# Travefy Academy Marketing Opportunities: Online Content

## Blog Article Sponsorship

Contact us for pricing.

Craft unique content to organically and authentically market your brand via valuable educational content for thousands of travel advisors.

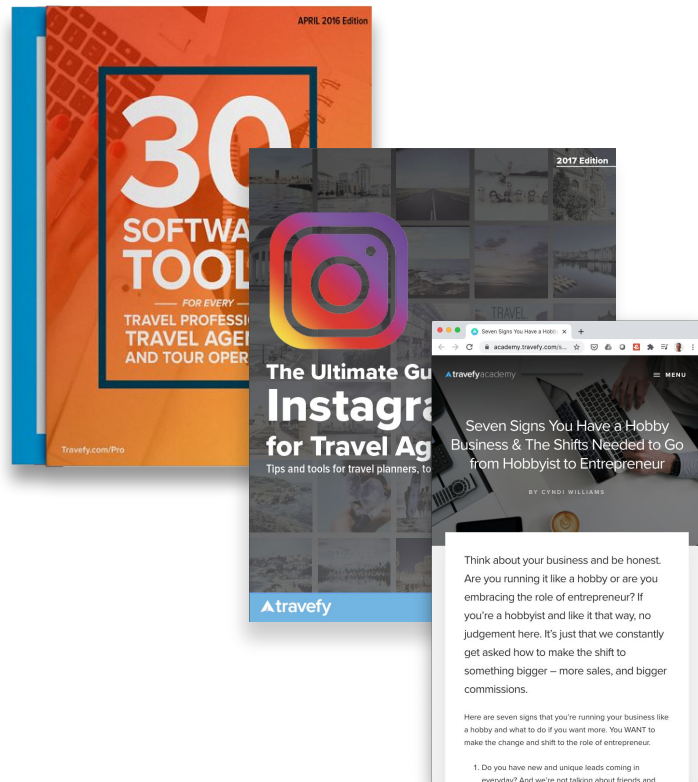
- Article is “sponsored” by the supplier.
- Sponsor can author and publish an educational article with a minimum of 1,000 words
- **Topic Guidelines:**
  - As an industry thought-leader, topic must be educational in nature with a clear value for Travel Agents in supporting and growing their business.
  - Topic cannot be *purely* commercial to sell one's product, however Sponsor can include a section at the end of the article about products or services including backlinks (up to 125 words).
  - Travefy reserves the right to approve all topics and presentations.
- Travefy will promote article through email and social channels.
- Sponsorship note will exist on the Travefy Academy site for at least 12-months

## eBook / White Paper Sponsorship

Contact us for pricing.

Work with Travefy's team to curate an eBook on a relevant topic and generate content that offers a “deep dive” into a defined subject matter of the industry.

- eBook / White Paper is “sponsored” by the supplier.
- Sponsor can choose among eBook / White Paper themes to ensure alignment. All themes must be educational in nature with a clear value for Travel Agents in supporting and growing their business.
- Travefy will produce a high-quality eBook / White Paper similar in length & quality to those already published.
- Travefy will promote eBook / White Paper through email and social channels.
- Sponsorship note and eBook / White Paper will exist on the Travefy Academy site for at least 24-months
- Sponsorship note will exist on both the eBook / White Paper web page as well as on the downloadable PDF of the eBook / White Paper including a 1-page full color ad.





# Travefy Product Opportunities: Integration

## Supplier Integration via API

*(External Integration)*

Travefy Developer API Access

Contact us for pricing.

Build on Travefy's Developer API to create a seamless and custom integration between your platform and Travefy's itinerary automation engine.

- Third party technology systems - such as CRMs, CMSs, or Accounting Software - can choose to integrate their system with Travefy's API to allow the seamless flow of data for users of both platforms.
- Access to Travefy's API for such purposes requires an annual API license.
- *Note this pricing is separate from builder seats and provides access to push content to Travefy on behalf of authorized users*

## Direct Connect

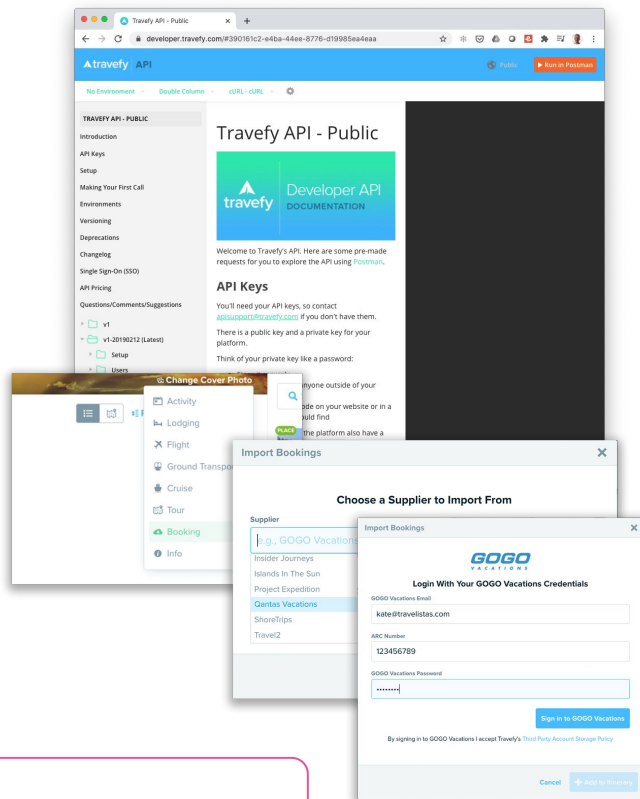
*(Internal Integration)*

Supplier API Integrated

Contact us for pricing.

Put your travel brand in front of thousands of Travefy users and simplify their workflow by allowing the seamless import of bookings from your API.

- Travefy can integrate with any supplier API to allow Travefy users to seamlessly import any quotes or booking information from that supplier onto the Travefy platform.



COMING IN 2021

**Supplier Accounts.** Build and manage your discoverable inventory within the Travefy builder and platform.



# Next Steps

Interested? We'd love to connect to share more and customize a plan to meet your needs.



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