U.S. TRAVEL'S

IPW®

LOS ANGELES 2024

May 3-7, 2024

Bringing the **World** to America®

2024

MEDIA AND SPONSORSHIP KIT

For complete pricing, specs and deadlines, contact **SHARI BAILEY**, Director, IPW sponsorships at **sbailey@ustravel.org** or 813.486.4277.

Premier Sponsor Brand USA

Official Card AMERICAN EXPRESS

2024 Hosts Los Angeles visit California

All About **U.S. Travel's IPW**

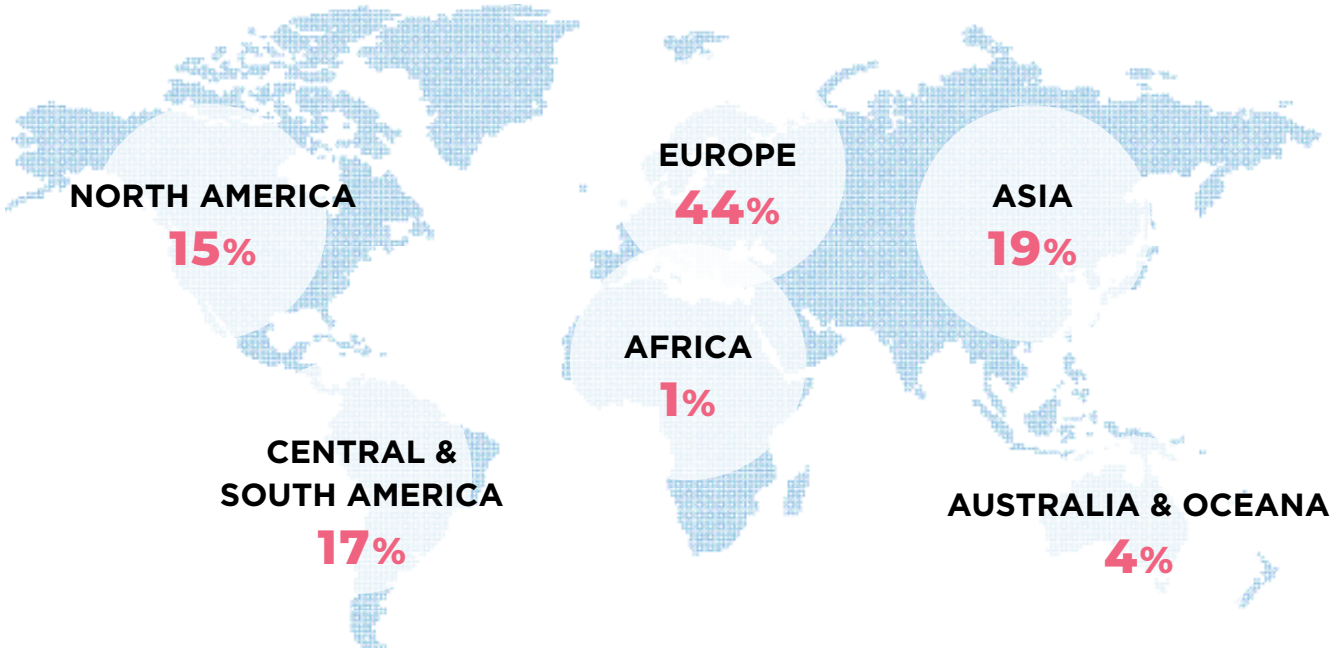
U.S. Travel's IPW is the leading international inbound travel trade show, with past IPWs **driving $5.5 billion in future travel to the United States,** and securing America's position as a foremost global travel destination. Held in a different U.S. city each year, IPW will Bring the World to America® in **Los Angeles, May 3-7, 2024 (Friday-Tuesday)**, providing a cost-effective, in-person platform to conduct business, build relationships and fortify connections around the world.

As a sponsor, you will **lock in valuable benefits and unique access to our global audience** while positioning your organization as a prominent U.S. travel industry leader.

IPW's **Global Reach**

IPW is the **world's premier USA inbound travel marketplace.** Past IPW's have **welcomed buyers from six continents and more than 60 countries.**

2023 **Buyer Attendance**



Sponsorship **Levels**

By purchasing the opportunities below, you will **receive corresponding benefits with that level.** Sponsorship level is determined by level of investment, so should you purchase other packages or customize your own, you will receive the appropriate benefits for your level of investment.

Platinum Opportunities // $75,000+

- Luncheons
- Hospitality Lounges x 2 (co-sponsorship)
- Customized Sponsorships

Gold Opportunities // $45,000-$74,000

- Media Marketplace Sponsorship
- Press Room Sponsorship
- Charging Stations
- Customized Sponsorships

Silver Opportunities // $20,000-$44,000

- Mobile App
- Online Marketplace (Silver)
- Engagement/Activation Zones
- Lobby Banners
- Exhibit Hall Banners
- Social Media Activation
- Sustainability Sponsor
- Column Squares/Towers
- Escalator Wraps/Clings
- Customized Packages

Bronze Opportunities // $10,000-$19,000

- Lobby Banners
- Escalator Wraps
- Column Covers
- Rotating Light Boxes
- Online Marketplace (Bronze)
- Engagement/Activation Zones
- IPW Sports Zone
- Customized Packages

The option to customize and create your own sponsorship is available. For a full list of benefits by level, please refer to page 4. Not all opportunities are available due to long term commitments.

Sponsorship Level **Benefits**

Sponsorship Options	Benefits	Platinum Sponsor ($75,000+)	Gold Sponsors ($45,000-$74,000)	Silver Sponsors ($20,000-$44,000)	Bronze Sponsors ($10,000-$19,000)
Badges - Complimentary Full Access	Number of complimentary full-access IPW credentials	**4**	**2**		
Reserved Lunch Tables	One reserved table at the Sunday, Monday and Tuesday IPW luncheons. All guests seated at the table must be fully registered delegates	**1**			
VIP Lunch Seat	One seat at VIP Table during the IPW luncheon on Sunday, Monday or Tuesday (exact day to be determined by U.S. Travel)	**1**			
Preferred Booth Positioning	Preferred booth positioning in the Brand USA Marketplace Hall	●			
Delegate List - All Attendees	Contact list of delegates (including email addresses for those delegates who opt to share them)—supplier, buyer and media—in electronic format. An email which includes a "real time" link to these lists will be sent approximately sixty (60) days prior to the event	●	●		
Brand USA Marketplace Hall Entrance	Sponsor logo on the Brand USA Marketplace Hall entrance unit	●	●	●	●
ipw.com	Logo inclusion on Sponsor page of ipw.com with link out to website	●	●	●	●
ipw.com	Organization highlighted on My IPW under Delegate Listing	●	●	●	●
ipw.com	Rotating 300x250 ad on ipw.com with link out to website	●	●		

NOTE: Sponsorship benefits are subject to print and production deadlines. U.S. Travel will make every effort to include the sponsor's name, logo, and URL as a part of the stated sponsorship package herewith. Sponsorship purchases made beyond published print and production deadlines are subject to availability.

Onsite & Digital OPPORTUNITY **DETAIL**

For complete pricing, specs and deadlines, contact **SHARI BAILEY**, Director, IPW sponsorships at **sbailey@ustravel.org** or 813.486.4277.

On-Site Opportunity Detail

Lobby / Concourse **Banners**

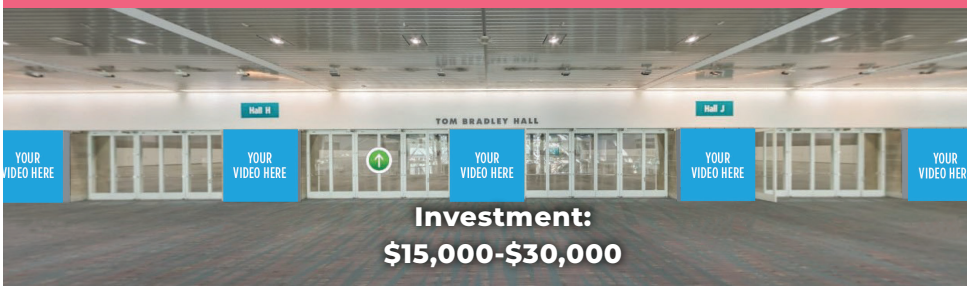
Make sure IPW attendees see your brand messaging multiple times a day and choose an option(s) that works best for your budget.

- Inquire for position availability.
- Graphic production, installation, rigging and removal included in the sponsorship fee. Information on deadlines available at time of purchase.

Banners

Investment:
$20,000-$35,000

Video Wall



Investment:
$15,000-$30,000

Carpet Graphics

Investment:
$2,000-$5,000

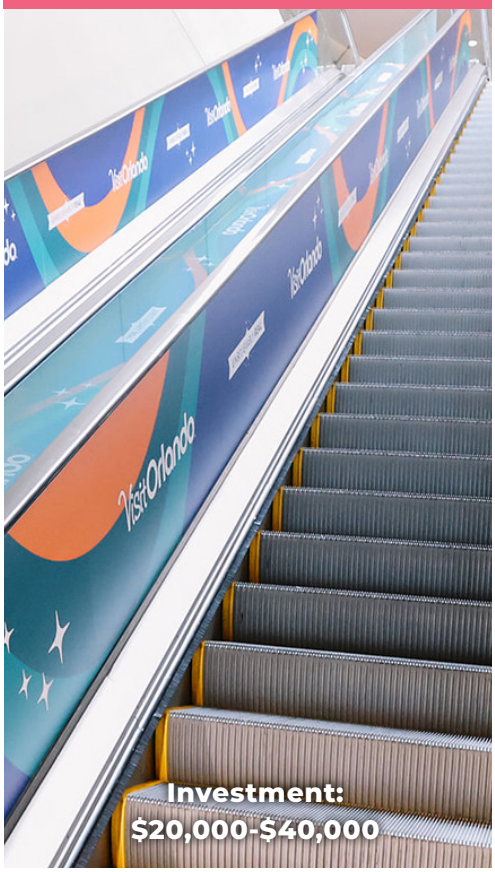
Wall & Glass Clings

Investment:
$10,000-$35,000

Column Wraps/Towers

Investment:
$15,000-$30,000

Escalator Wraps & Clings



Investment:
$20,000-$40,000

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On-Site Opportunity Detail

Rotating **Light Boxes**

Let your brand shine (literally) with a **beautifully-backlit rotating light box** that will enhance your messaging.

- Inquire for position availability.
- Graphic production, installation, rigging and removal included in the sponsorship fee. Information on deadlines available at time of purchase.

Investment // $18,000

Engagement / **Activation Zones**

Engage the IPW audience with your unique brand message. Sponsorship zones will be set up in key high traffic areas in the Convention Center. The space can be used to create a social media buzz or attract attendees to your booth, the choice is yours.

Investment // $15,000-$30,000

IPW **Sports Zone**

The IPW Sports Zone returns in Los Angeles, marking the third-annual time we have presented a dedicated zone to celebrate and amplify the intersection of sports and tourism in partnership with leagues and sports teams from across the U.S. Join this impactful showcase alongside an impressive lineup of sports organizations as a presenting sponsor.

- Listed as Presenting Sponsor *(Limited to three sponsors).*
- Branding including in-booth video in high traffic location within Brand USA Marketplace Hall
- In-booth reception on the first day of the show.
- Bronze Sponsorship level benefits.

Investment // $10,000-$20,000

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On-Site Opportunity Detail

Media Marketplace

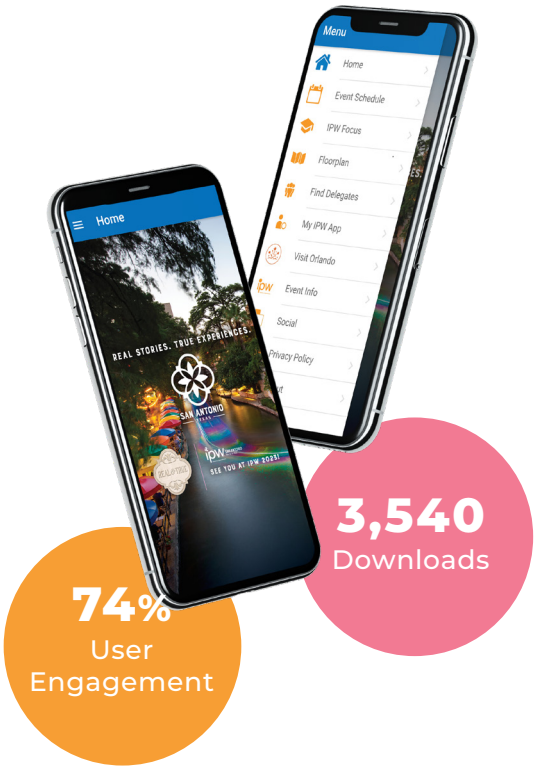
A great opportunity to have prime visibility and brand exposure with the international and domestic media by sponsoring the Brand USA Media Marketplace. This is an all-day event with an opportunity to address attendees with brief remarks.

- Opportunity to have an official Ribbon Cutting at the beginning of the Media Marketplace.
- Branded email correspondence to international and domestic media.
- Brand recognition in Media Marketplace communications.
- Prominent placement of Media Marketplace table with opportunity to include pop-up banners.
- Complimentary Media Marketplace badge and Media Marketplace package.
- Opportunity to address attendees with brief remarks.

Investment // $55,000

IPW **Mobile App**

The IPW Mobile App hosts the official IPW event schedule, floor map, individual delegates' appointment schedules and more. Push notifications with key event announcements keep delegates in-the-know with updates and reminders throughout the show.



MOBILE APP SPONSORSHIP:

- Premium home screen placement as official sponsor.
- Rotating banner ad throughout the app.
- Push notifications throughout the show.

Investment // $45,000

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On-Site Opportunity Detail

Daily **Luncheons***

Get your message/brand in front of a captive audience during one of IPW's luncheons. Luncheons are a prime opportunity to deliver a new message, showcase your brand and offer unique entertainment to all IPW delegates.

- Platinum Sponsorship Level benefits.

**Not all opportunities are available due to long term commitments, please inquire for 2024 updates.*

Investment // Inquire for More Details

Hospitality **Lounges***

Host the lounges in the Brand USA Marketplace Hall which include seating and refreshments as well as branding throughout. Lounges are open during Brand USA Marketplace Hall hours in premium high-traffic, can't-miss placements.

- Two co-sponsorships available, for 3 total lounges in the Brand USA Marketplace Hall.
- Graphic production information and deadlines available at time of purchase.
- Platinum Sponsorship Level benefits.

**Not all opportunities are available due to long term commitments, please inquire for 2024 updates.*

Investment // Inquire for More Details

On-Site Opportunity Detail

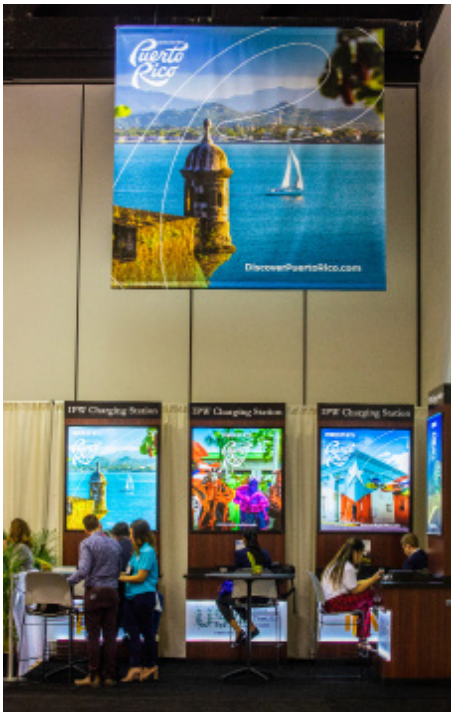
Press Room

Maximize your brand reach with influential media attending IPW as sole sponsor of the Press Room (which includes an area dedicated to the Host City).

- Opportunity to promote your brand daily to the press attending IPW via the 6,000 square foot press room (limited to one sponsor).
- Graphic production information and deadlines available at time of purchase.
- Gold Sponsorship Level benefits.

Investment // $50,000

Charging Stations



Located in Brand USA Marketplace Hall, showcase your brand while delegates get powered up before, after and in between appointments (exact charging station units TBD).

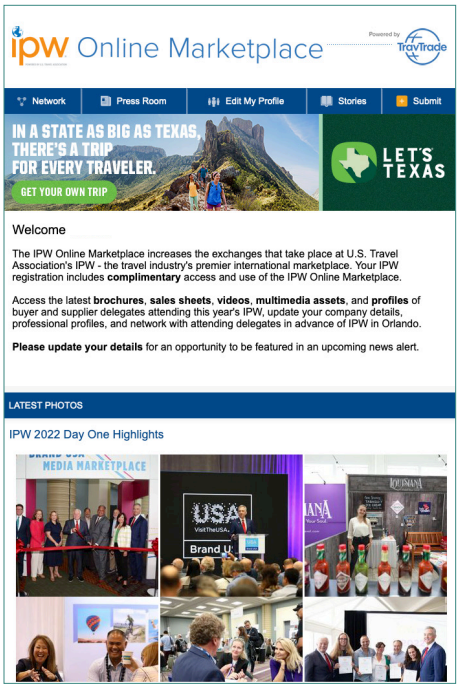
- Branding including video on charging stations in high traffic location within Brand USA Marketplace Hall (branding will be based on unit selected).
- Graphic production information and deadlines available at time of purchase.
- Gold Sponsorship Level benefits.

Investment // $49,000

Digital Opportunity Detail

IPW **Online Marketplace** and **Online Press Room**

Your advertising channel to reach buyers and suppliers year-round! This innovative online platform is two-fold. The Online Marketplace connects IPW buyers, suppliers and industry professionals, while the Online Press Room connects suppliers and industry professionals with attending media from around the world.



Daily summary email alerts will be delivered to all delegates leading into the show highlighting new content on the platform and allowing buyers and media to view, share and download the latest brochures, rates, press releases and digital assets from IPW suppliers.

Bronze Level Sponsorship - $15,000 (Max of 5 Sponsors)

- Rotating logo exposure on landing pages.
- Three top banner ad placements and one strip ad featured in email summary alerts.
- Embedded display ad rotating in select IPW Online Marketplace sections.
- Banner strip ad rotating in select IPW Online Marketplace sections.
- Premium content placement and loading of sponsor's press materials, multimedia content and delegate profiles.

Silver Level Sponsorship - $25,000 (Max of 3 Sponsors)
In addition to all Bronze Level benefits listed above:

- Fixed logo exposure on landing pages.
- Mobile App rotating banner ad.
- Content placement and logo inclusion in the IPW Online Marketplace Video.

Investment // $15,000 or $25,000

1.2M
Ad Impressions

62%
Buyer Engagement

71%
Media Engagement

111,000+
Email Opens

For more about these platforms, see our highlight reel.

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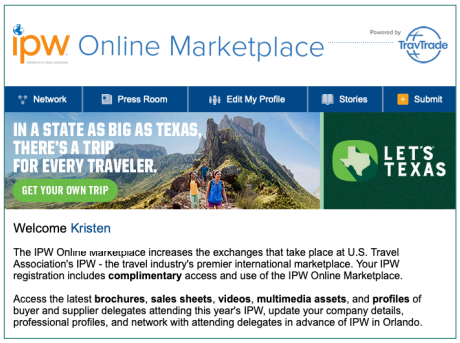
Digital Opportunity Detail

(Continued)

Premium exposure and engagement with press and buyers on this social platform as described on page 11.

- Rotating display and banner ads on the Online Marketplace & Press Room. $3,500
- Rotating banner ad in email summary alerts. $2,500

Investment // $2,500-$3,500

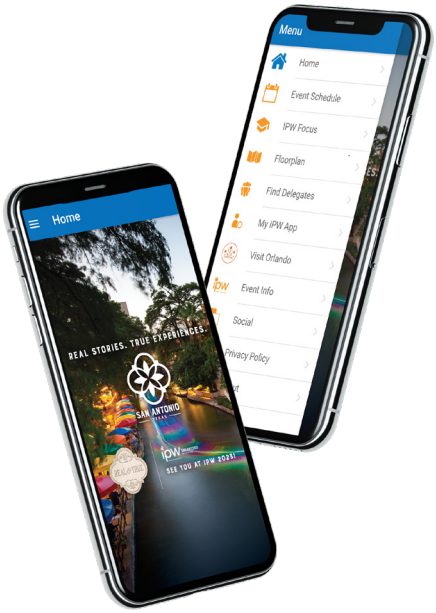


IPW **Mobile App**

Be in the hands of every delegate during the show. The Mobile App houses key information for IPW including personalized appointment schedule, booth and delegate info, maps and event info.

- Rotating banner ad on select pages of app. $3,000
  (Max 8 Advertisers)
- Sponsored push notification via the app with dedicated advertiser message. $950
  (Max 2 Advertisers Per Day, Friday-Tuesday of IPW)

Investment // $950-$3,000



ipw.com and IPW **Social Platforms**

Enhance your listing and maximize your exposure on ipw.com, IPW's official resource for planning and information and/or increase visibility on IPW's social platforms during the show (Facebook, Instagram and Twitter).

- Rotating display ad on select pages of IPW.com. $750
- Sponsored social media post during IPW to include logo, company tag and link to website. $750
  (Max 3 Advertisers Per Day, Friday-Tuesday of IPW)

Investment // $750

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