

MARKETING AND TECHNOLOGY PAVILION: GAIN ACCESS. BUILD RELATIONSHIPS. GROW YOUR BUSINESS.

Join us May 3-7, 2024 (Friday-Monday), for a one-of-a-kind opportunity to gain unparalleled access to your clients in one place at one time, and take part in unique networking events. At IPW, marketing and technology providers can promote their products, services and solutions to their clients—IPW exhibitors and buyers—through face-to-face appointments and networking. Positioned in a high traffic area on the show floor, the Marketing and Technology Pavilion hosts providers just like you—that want to reach travel organizations in order to renew relationships and build new connections for future business.



STANDARD MTP	EXPRESS MTP
10'x10' space , 8' drape backing, black carpet, two chairs, one 4' draped table, one wastebasket, pole ID sign.	6.5'x6.5' space , backdrop with your logo and a sign with the name of your organization, black carpet, two chairs, one 4' draped table, one wastebasket.
Exhibitor responsible for other décor, signage and any AV needed.	No additional décor permitted.
3 complimentary registrations and the opportunity to purchase one additional registration for \$1,400 (Member) // \$2,000 (Non-member) if purchased by December 8; \$1,600 (Member) // \$2,200 (Non-Member) beginning December 9. One delegate must stay in the booth to take buyer appointments while the other delegate navigates the show floor for appointments with exhibitors in their own booths.	2 complimentary registrations (no option for additional delegates); One delegate must stay in the booth to take buyer appointments while the other delegate navigates the show floor for appointments with exhibitors in their own booths.
In addition, each 10'x10' booth may register up to 6 Exhibitor Buyers, 2 of which are complimentary. Each Exhibitor Buyer must be responsible for procurement and/or sourcing products, and will be required to pre-qualify.	Not eligible to register any Exhibitor Buyers.
Up to 42 pre-scheduled appointments.	Up to 22 pre-scheduled appointments with access to remaining 20 appointment slots during Manual Scheduling.
PRICING Non-Member: \$17,500 Member (Pillar and Sustaining): \$13,500 Board Level Member: \$7,500	Non-Member: \$10,000 Member: \$7,500 (Opportunity open to first-time MTP exhibitors only)

Plus the ability to purchase the extra appointment option for \$300 per 10'x10' booth space, providing the possibility of an additional 42 concurrent appointments. Note: Both the standard schedule and the extra schedule are assigned to the booth and are managed by the Key Contact. The extra schedule is not a separate schedule assigned to and managed by a second delegate.

10'x10' BOOTH UPGRADE PACKAGES: Option to upgrade furniture and create customized booth back drop available via the Freeman Online portal.

- Furniture Only Upgrade Includes:** 10'x10' space, 8' drape backing, black carpet, **one loveseat, two armchairs, one coffee table**, one wastebasket, pole ID sign (Additional \$1,668.60 plus tax if graphics are ordered by March 29; Additional \$2,336.05 plus tax if graphics are ordered on or after March 30).
- Furniture + Backwall Upgrade Includes:** 10'x10' space, **8' custom graphic backwall**, black carpet, **one loveseat, two armchairs, one coffee table**, one wastebasket, pole ID sign (Additional \$3,925.10 if graphics are ordered by March 29; Additional \$4,592.55 plus tax if graphics are ordered on or after March 30).

Additional Benefits for all MTPs

- **Logo inclusion** on Sponsor page of ipw.com with link out to website.
- **Company name and booth number** listed under the “Exhibitors” listing in the Mobile App with “Marketing and Technology Provider” notation,
- **MTP sponsors may opt out of appointments** with international and domestic buyers (this must be done prior to the beginning of appointment scheduling).
- **The Marketing and Technology Pavilion will have a prominent article** in an IPW Daily issue (or similar dedicated all-delegate promotion) featuring all Pavilion companies with location, layout, URL links to company websites, and details on the importance of this area to IPW attendees.
- **All MTPs receive a rotating 300x250 pixel ad** on ipw.com with link out to website.

Daily Schedule

Friday, May 3

Registration; Exhibitor Booth Set Up; Tourism Cares Volunteer Activity; Ad Hoc Meetings

Saturday, May 4

Registration; Exhibitor & MTP Booth Set Up; Brand USA Education Sessions; Destination Experiences for Buyers; Press Brunch and Tours; Brand Activations; Ad Hoc Meetings; Opening Evening Event

Sunday, May 5

Registration; Open Networking; Business Appointments; Marketing and Technology Pavilion; IPW Focus Education Sessions; Brand USA press conference; Media Marketplace and Reception; Daily Luncheon; Open Evening

Monday, May 6

Registration; Open Networking; Business Appointments; Marketing and Technology Pavilion; IPW Focus Education Sessions; U.S. Travel Association and additional press conferences; Daily Luncheon; Travel Writer Awards Presentation; Open Evening

Tuesday, May 7

Registration; Open Networking; Business Appointments; Marketing and Technology Pavilion; IPW Focus Education Sessions; Press conferences; Daily Luncheon; American Express Buyer Prize Drawing; Closing Evening Event

SHOW FORMAT (Sunday-Tuesday)

8:30-10:00 a.m.

Open Appointments, Marketing and Technology Pavilion and IPW Focus

10:00 a.m.-4:15 p.m.

Business Appointments; Daily Luncheon; IPW Focus Education Sessions

4:15-5:15 p.m.

Open Networking

Registration is OPEN!

CLAIM YOUR MTP BOOTH ASAP—there are a **limited number** available on a **first-come, first-served** basis.

Questions?

Contact Sean Bayliss at sbayliss@ustravel.org | T: 702.292.1946