



INTERNATIONAL ADVISORY COMMITTEE (IAC) MANUAL

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2025 Hosts



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OVERVIEW OF IPW 2025

U.S. Travel Association's IPW is the premier marketplace for contracting and promoting travel to the USA. From June 14-18, 2025 (Saturday-Wednesday), U.S. Travel will bring together international and U.S. delegates from all over the world to Chicago, Illinois. Delegates will meet and conduct business through pre-scheduled business appointments, sponsored luncheons, and networking events.

DATES June 14-18, 2025 Saturday-Wednesday	HOST CITY Chicago, Illinois
	VENUE McCormick Place
BOOTH HOLDERS Suppliers of USA Products and Destinations and Marketing and Technology Providers	INTERNATIONAL ATTENDEES International Leisure and MICE Buyers, Visit USA Representatives, Media, U.S. Commercial Service Representatives and Airline Representatives

PRELIMINARY SCHEDULE OF EVENTS

(Subject to change - View current schedule at www.ipw.com/event-schedule)

SATURDAY, JUNE 14 <ul style="list-style-type: none"> Arrivals Registration Tourism Cares Volunteer Activity <i>(optional; date subject to change)</i> 	TUESDAY, JUNE 17 <ul style="list-style-type: none"> Open Appointment Session Business Appointments Press Conferences Lunch Business Appointments Continue Open Networking Session
SUNDAY, JUNE 15 <ul style="list-style-type: none"> Arrivals Registration IPW Kickoff Session Local Sightseeing Tours Press Brunch and Tours Opening Evening Event 	WEDNESDAY, JUNE 18 <ul style="list-style-type: none"> Open Appointment Session Press Conferences Business Appointments Lunch Business Appointments Continue Open Networking Session Closing Evening Event
MONDAY, JUNE 16 <ul style="list-style-type: none"> Brand USA Press Conference Open Appointment Session Business Appointments Begin Media Marketplace Lunch Business Appointments Continue Open Networking Session 	THURSDAY, JUNE 19 <ul style="list-style-type: none"> Departures

INTERNATIONAL ADVISORY COMMITTEE FUNCTION AND COMPOSITION

FUNCTION

The basic function of each International Advisory Committee (IAC) for IPW is to ensure that qualified International Buyers and International Media are invited to IPW, and to assist them in registering and participating with the least amount of difficulty.

International Advisory Committees are committees with policies, rules and procedures established by the U.S. Travel Association. Although the committee may be a sub-committee of a Visit USA Committee or other international organization, the IAC Chair is still appointed only by U.S. Travel.

COMPOSITION

IAC CHAIR

The following rules apply to the IAC Chair:

- Each country has an IAC Chair.
- The IAC Chair is appointed by U.S. Travel, and any changes in the chairmanship must be approved in advance by U.S. Travel.
- The IAC Chair is responsible for appointing the Vice Chair and other committee members.
- Each IAC Chair is responsible for the overall coordination of International Advisory Committee activities with respect to IPW invitations and registration.
- Each IAC Chair must notify U.S. Travel of his or her committee composition. (Please be sure committee members have agreed to be on the committee before submitting their names to U.S. Travel).
- Brand USA in-country representative (if applicable) will be on the IAC Committee.
- A host city and host state representative (if applicable) will be on the IAC Committee.

VICE CHAIR

It is the responsibility of the Vice Chair to assist the Chair in the overall coordination of IPW activities.

COMMITTEE MEMBERSHIP

It is mandatory that membership on the International Advisory Committee be broad-based, impartial, and fully representative of the Visit USA travel industry active in the markets. The committee members should be drawn from locally domiciled management level executives. The International Advisory Committee should include representatives from the following entities if represented in their country:

- USA and international flag carriers offering direct or connecting service to the USA
- USA hotels
- USA rental car organizations
- Other USA Suppliers, if appropriate

U.S. Travel also requests that one ex-officio seat on the International Advisory Committee be reserved for a representative of the Visit USA Committee and one seat for a U.S. Commercial Service or U.S. Embassy representative, if appropriate.

To ensure each committee is fully representative of the USA-bound travel industry, it is also mandatory that each committee be comprised of a minimum of 3 (three) members, including the Chair and Vice Chair. If the committee contains 5 (five) or fewer members, then no 2 (two) members may be from the same company or organization.

The full committee must be involved in the development of the IPW buyer and media invitation lists and other decision-making where appropriate.

INTERNATIONAL ADVISORY COMMITTEE RESPONSIBILITIES

The International Advisory Committee is responsible for the following basic functions:

- Developing a list of organizations and delegates to which the IAC intends to issue IPW invitations.
- Inviting qualified buyers and media to register.
- Approving buyers and media on the IAC Approval Page.
- Ensuring correct completion of Appointment Requests.
- Notifying delegations of accommodations (hotel assignments and confirmation numbers).

INTERNATIONAL BUYER AND MEDIA DELEGATE GOALS

Goals assist U.S. Travel in developing budgets, housing allocations and operational plans for IPW.

NOTE: Trade goals are based on the number of *delegates (individuals)*, not organizations, invited to attend IPW.

If you have any questions or concerns regarding the approved goal for your country, or if you wish to seek approval for adjusting your country's goal, please contact U.S. Travel at intlreg@ustravel.org. It is easier for U.S. Travel to adjust goals earlier in the process rather than later, so please submit any inquiries as soon as possible.

International Buyer and Media Goals for IPW 2025 are located on the [IAC Approval Page](#).

DELEGATE SELECTION CRITERIA

INTERNATIONAL BUYERS

The criteria defined in this section are not intended to restrict qualified International Buyers from participating, but rather to encourage the IAC to fill the goal or quota by considering *all possible sources* of buyers who fulfill the requirements for producing, or who are clearly capable of producing, substantial in-bound USA business. It is important to consider all possibilities and sources for producers of Visit USA travel.

In considering potential invitees, the IAC may consider, *but not be limited by*, such factors as membership in national or international travel associations, conference accreditations, and other factors that indicate the candidate's qualifications. However, membership in any given organization (such as a Visit USA Committee) may not be used as a prerequisite for eligibility.

Please note: The charging of any kind of service fees or processing fees to any potential delegate to be invited to, or to register for, IPW by any organization other than U.S. Travel (including the IAC and/or Visit USA Committee) is strictly prohibited.

Emphasis must continue to be placed on the quality of the individual invitees, regardless of how their basic operation is categorized below. It is important to reiterate that all organizations invited must be reputable and ethical in their business practices.

The basic criterion for invitation is as follows:

1. Is the organization reputable and ethical in their business practices? Are they in good standing in the local business community?
2. Does the organization generate, or is it capable of generating, substantial Visit USA travel?
3. Does the individual delegate attending have full authority to make Visit USA tour or other sales packaging commitments on behalf of the organization he or she represents by negotiating contracts with U.S. Suppliers?
4. All invited organizations must fit into one of the following categories of operation:
 - Wholesalers and tour operators with active Visit USA programs.
 - Wholesalers and tour operators with an interest in, and high potential for, developing Visit USA travel programs.
 - Major retail travel agencies who have demonstrated the capability of selling the USA and who are prepared to expand their promotional and selling efforts substantially.
 - USA-based representatives of International Buyers who exclusively promote travel to the USA. (USA-based representatives who promote outbound USA travel are not eligible to register.)
 - Others who clearly produce or have the capability of producing Visit USA business by marketing incentive programs, meeting and convention services, and other tourism-related services in substantial quantities to travel consumers other than their own employees. For example, the meeting and convention services market is of particular interest to CVBs.

The ratio of attendees in each of the above five categories, which fall under the three buyer types of tour operator, wholesaler and/or retailer, may vary by country, at the discretion of the IAC.

All registrations are approved by the U.S. Travel Association and the International Advisory Committees.

Maximum # of International Buyer delegates per company: 6

- Requests for more than 6 buyer delegates will be considered; however, the additional delegates will not be eligible for hosted accommodations.

INTERNATIONAL MEDIA

The following criteria should be considered in the selection of media invitees:

1. Candidates must be employed as full-time editors, writers, or broadcasters.
2. Candidates must represent travel trade publications, consumer travel publications (or sections), or be accredited freelance travel writers working for or on an assignment with a specific publication, or broadcast organization while attending IPW.
3. Well known, accredited online publications are acceptable on a case-by-case basis.
4. Candidates must read and speak English.
5. Participants are expected to attend all IPW events and to file frequent reports on the activities and to send all official clips to Cathy Reynolds with the U.S. Travel Association.

Any inquiries regarding International Journalist participation for IPW, including questions about their validity, should be directed to:

Ms. Cathy Reynolds

Lead Manager, IPW Press Operations

U.S. Travel Association

Email: creynolds@ustravel.org

ELIGIBILITY & CONDITIONS FOR ACCEPTANCE

By registering, delegates are indicating their understanding and acceptance, on behalf of their organization or publication and its representatives, of the conditions, instructions, and other stated information necessary to attend IPW as set forth by the U.S. Travel Association. This includes information in all IPW printed materials as published by U.S. Travel.

INTERNATIONAL LEISURE BUYERS

Registered delegates agree to the terms outlined below. When approving buyer delegates to attend, the IAC must also ensure that they meet and agree with these terms:

1. All International Buyer organization and delegate registrations are subject to International Advisory Committee and U.S. Travel Association approval.
2. International Buyers must be classified as one or more of the following travel business categories: tour operator, retailer, and/or wholesaler of USA travel products, as outlined on the preceding page.
3. Delegates may only register under one registration type.
4. The organization must generate or have the capability to generate significant Visit USA travel from their country.
5. All International Buyer organizations must complete the online Organization Profile along with their registration.
6. The delegate(s) an organization sends to IPW must have the full authority of their organization to negotiate contracts with U.S. Suppliers.
7. The delegate(s) an organization sends to IPW must be proficient in English (spoken and written).
8. The delegate(s) must request their own set of appointments during the Appointment Scheduling Process by using the online Appointment Scheduling on or before the submission deadline and must attend all appointments scheduled in addition to the official luncheons and evening events. Future attendance at IPW will be denied to those delegates who consistently cancel, “no show,” or do not attend their appointments. **The U.S. Travel Association has the right to charge the 5-night hotel stay to a buyer who does not request and schedule at least 30 appointments.**
9. International Buyers are not permitted to sell their own sales or marketing representation services or the products or services of any other agency during IPW.
10. U.S. Travel cannot be held liable for any financial responsibilities incurred on the part of individual delegates or organizations.

MEETING AND INCENTIVE BUYERS

To qualify, buyers must be responsible for planning, organizing, recommending or making financial decisions for any of these events outside their home country: *corporate meetings and hospitality, incentive travel programs, association meetings, conferences, seminars, exhibitions, road shows, product launches, promotional events, and training program.*

Buyers are invited from the following market sectors:

Agency

Incentive, business and conference travel agencies, full-service incentive houses, conference organizers, sales and promotion agencies, marketing, PR and advertising agencies.

Association

International or European institutes, federations or associations who organize congresses, conventions and meetings internationally.

Corporate

Executives within companies involved with meetings, conferences, and incentive travel programs. Participants should have responsibility for, or direct influence over, decisions regarding destinations/venues.

INTERNATIONAL MEDIA

International Media delegates must be pre-registered.

Delegates who register for IPW agree to the terms outlined below. When approving media to attend, the IAC must also ensure that they meet and agree with these terms:

1. All International Journalist registration is subject to International Advisory Committee and U.S. Travel Association approval.
2. All International Journalists must be working journalists actively writing about USA travel products.
3. All International Journalists must be pre-registered. No international press credentials will be issued onsite at IPW.
4. International Journalists are not allowed to sell advertisement space or representation services.
5. All International Journalists attending IPW are expected to attend all official press activities including press conferences, Media Marketplace, the press brunch, media tours and official evening events.
6. All International Journalists attending IPW are expected to submit to U.S. Travel at least one published article on USA travel within one year of the show.
7. All journalists must be able to read and speak English.

AIRLINE REPRESENTATIVES

International Airline Representatives

The International air carrier must have agreed to provide discount or complimentary transportation to in-country IPW delegates (buyers and non-buyers) for travel by direct or connecting flights to the Host City for IPW. It is the IAC Chair's responsibility to verify this before allowing any International Airline Representatives to register. International Airline Representatives (IAR) do not count towards country goals or quotas.

U.S. Airline Representatives

The USA air carrier must satisfy the following conditions:

1. The U.S. air carrier must be booth-holders at IPW 2025.
2. The U.S. air carrier must provide complimentary or discounted transportation for international delegates (buyers, journalists, and non-buyers) to the Host City for IPW.
3. U.S. air carrier must reside or work in a country other than the United States. Delegates wishing to register as Airline Representatives who reside or work in the United States must register as U.S. Suppliers (member of their organization's IPW booth) instead.

REGISTRATION FEES, CANCELLATIONS AND REFUNDS, AND PAYMENTS

REGISTRATION FEES	EARLY RATE <i>Ends February 28, 2025 11:59 p.m., ET</i>	STANDARD RATE <i>Begins March 1, 2025 12:00 a.m., ET</i>
International Leisure Buyer	\$450	\$625
International Meeting/Incentive Buyer	\$450	\$625
IAC/VUSA Chair	Complimentary	Complimentary
U.S. Commercial Service	\$450	\$625
International Airline Representative	\$450	\$625
International Journalist	Complimentary	Complimentary

Any delegate who has not taken advantage of the Early Registration Discount fee and has not sent in their payment by February 28, 2025, regardless of when they submitted their registration, will be charged the regular registration fee of \$625 USD. Registrations will not be processed without payment.

No registrations will be accepted for any delegate after May 21, 2025, and no registrations will be accepted onsite.

To ensure the accuracy and consistency of any changes, the IAC Chair should email name changes or cancellations to intlreg@ustravel.org.

CANCELLATIONS AND REFUNDS

In the event of cancellation, the registration fee will be refunded in full (100%) if cancellation notice is received in writing to U.S. Travel on or before April 7, 2025, from the IAC Chair or the delegate. Notices received between April 8 – May 2, 2025, will be granted a 50% refund. No refunds will be granted for registration cancellations received after May 2, 2025. Delegates should notify their IAC Chair and the U.S. Travel Association via email.

IMPORTANT: Refunds are not issued to delegates who do not receive pre-scheduled business appointments, as U.S. Travel does not *guarantee* a pre-scheduled business appointment schedule.

ONSITE CHANGES AT IPW

For onsite (late) name changes, the delegate must provide written proof that he or she has been approved by the IAC Chair to attend IPW in place of another delegate from their organization. Replacement delegates who do not have this written documentation with them when they register will need to contact their IAC Chair (who must then notify U.S. Travel of the approval) before a badge can be issued.

PAYMENT METHODS

U.S. Travel accepts the following credit cards: MasterCard, Visa, Diners Club, Discover and American Express. If paying by check, payment must be in U.S. dollars drawn on a U.S. bank and made payable to the **U.S. Travel Association/IPW**. Payment by wire transfer is also acceptable, and instructions for paying by this method are located on the next page.

WIRE TRANSFER INSTRUCTIONS

This is the information you will need to process a wire transfer to the bank of the U.S. Travel Association. **You must contact U.S. Travel *in advance* if any delegate wishes to pay by this method.**

Email (intlreg@ustravel.org) a copy of the completed wire transfer documentation and the following information to U.S. Travel at upon completion of the wire transfer.

- Write “Attention: Accounting Department, IPW” on the documentation.
- Note the account number and/or the name of the bank from which the money is being sent.
- Write the name(s) of the delegate(s) and his/her organization and country on the documentation and invoice number so we know whom the payment is for.
- Be sure to include your wire fees or pay them separately to your bank.

IMPORTANT: Payments by wire transfer are subject to the same deadlines as all other payment methods. Payments received on or before February 28, 2025, will be subject to the early registration fee. Any payments received after this date will be subject to the regular registration fee, regardless of when registration forms were submitted.

U.S. Travel's Bank information:

Wells Fargo Bank
Telephone: +1.202.414.3404
Contact Name: Patrick McCloskey

Beneficiary:

U. S. Travel Association
1100 New York Ave, NW, Suite 450W
Washington, DC 20005

Account Number: 2000030662238

Swift Code: WFBIUS6S

INTERNATIONAL REGISTRATION BENEFITS

It is the responsibility of the International Advisory Committee to assist international delegates in completing their registration. It is essential that your delegation register and pay in a timely manner to ensure they are eligible for the appropriate registration fee, to pre-schedule their business appointments, and are listed in all relevant areas of ipw.com.

Registration includes the following benefits:

INTERNATIONAL LEISURE BUYER (appointment taking)

- Five nights lodging for the nights of June 14-18 (Saturday-Wednesday), with checkout on Thursday, June 19, at the assigned IPW Host Hotel (room and tax only).
- All meals and related functions which are part of the official IPW program.
- The opportunity to receive up to 42 computer-generated, pre-scheduled business appointments.
- Year-long organization listing on www.ipw.com and access to all participating U.S. Suppliers.

MEETING AND INCENTIVE BUYER (appointment taking)

- Five nights lodging for the nights of June 14-18 (Saturday-Wednesday), with checkout on Thursday, June 19, at the assigned IPW Host Hotel (room and tax only).
- All meals and related functions which are part of the official IPW program.
- The opportunity to receive up to 42 computer-generated, pre-scheduled business appointments.
- Year-long organization listing on www.ipw.com and access to all participating U.S. Suppliers.

INTERNATIONAL MEDIA

- Five nights lodging for the nights of June 14-18 (Saturday-Wednesday), with checkout on Thursday, June 19, at the assigned IPW Host Hotel (room and tax only).
- All meals and related functions which are part of the official IPW press program.
- An opportunity for computer-generated, pre-scheduled business appointments.

NOTE: All International media must register on or before May 21, 2025. Appointments will be scheduled so as not to conflict with press events such as the Media Marketplace. Media registrations are not accepted onsite.

INTERNATIONAL ADVISORY COMMITTEE (IAC) AND VISIT USA COMMITTEE CHAIR

The U.S. Travel Association greatly appreciates the efforts of the International Advisory Committee (IAC) and Visit USA (VUSA) Chairs in assisting us with identifying, recruiting, and inviting qualified International Buyers and Media to attend IPW. As you know, attendance at IPW is limited to qualified International and Domestic Buyers, Media, and U.S. Suppliers. To show our appreciation for your support and to encourage your active participation in IPW, U.S. Travel provides complimentary registration and lodging for IAC and VUSA Chairs.

- Complimentary registration for IAC and Visit USA Committee Chair.
- Complimentary five nights lodging for the nights of June 14-18 (Saturday-Wednesday), with checkout on Thursday, June 19, at the assigned IPW Host Hotel (room and tax only).
- All meals and related functions which are an official part of IPW.

In addition, IAC and Visit USA Committee delegates may request pre-scheduled appointments with U.S. Suppliers who have selected the IAC or VUSA Appointment Option.

AIRLINE REPRESENTATIVE

Airline Representatives are responsible for making their own hotel reservations via the IPW Housing Bureau and are responsible for paying for their accommodations at the U.S. Supplier housing rate.

- All meals and social functions which are part of the official IPW program.

COMMERCIAL SERVICE

To show our appreciation for their support and to encourage active participation in IPW, the U.S. Travel Association offers registration at the International Buyer rate and provides complimentary lodging for 5 nights (at assigned host hotel) for one U.S. Embassy/U.S. Commercial Service representative per country.

- Complimentary five nights lodging for the nights of June 14-18 (Saturday-Wednesday), with checkout on Thursday, June 19, at the assigned IPW Host Hotel (room and tax only).
- All meals and related functions which are an official part of IPW.

NOTE: IPW does NOT offer a spouse or family program, and no partial registration will be given for attendance.

ONLINE REGISTRATION

All delegates must register online at www.ipw.com using their assigned ID and Password (“login codes”).

RETURNING BUYER?

Buyers that have been approved by the IAC Chair will receive their login codes in the registration invitation email, which will allow them to submit their IPW registration. They can also update their contact and organization profile information, register delegates, and submit payment.

NEW BUYER?

If an organization has NOT attended IPW, they will need first need to request login codes so that they may register online with a pending status. It is then up to the IAC Chair to approve or not approve the registration on the [IAC Chair Approval Page](#).

LINK TO REQUEST LOGIN CODES: <https://www.ipw.com/request-login-codes>

KEY DATES AND DEADLINES

OCTOBER 21, 2024

- **Registration Opens**
International buyer registration opens. Pre-approval required.

FEBRUARY 28, 2025

- **Early Registration Discount Deadline**
Registration fees increase from \$450 USD to \$625 USD for any payments not received by this date for international delegates.

FEBRUARY 17, 2025

- **Housing Opens**
Hosted delegate housing is open for appointment-taking international buyers. Reserve your complimentary hotel accommodation at your delegation's assigned hotel.

MARCH 31, 2025

- **Online Appointment Scheduling Opens**
Appointment scheduling instructions will be emailed to registered international buyers and online appointment scheduling will go live.

APRIL 7, 2025

- **Deadline for 100% refund**
Cancellation notices submitted by April 7 qualify for a full refund. Delegates must notify their IAC Chair and the U.S. Travel Association via email.

MAY 2, 2025

- **Appointment Requests Due (11:59 P.M. EASTERN TIME)**
Appointment requests must be submitted through the My IPW portal by this date to be included in the computer-generated scheduling process.
- **Deadline for 50% refund**
Cancellation notices submitted between April 8 – May 2 qualify for a 50% refund. Delegates must notify their IAC Chair and the U.S. Travel Association via email.

MAY 21, 2025

- **Registration Closes (11:59 P.M. EASTERN TIME)**
International registration closes. We will not accept onsite registrations.
- **Hotel Reservation Deadline (Placement not guaranteed at Delegation Hotel)**
Last day to reserve your complimentary hotel accommodations at one of IPW's host hotels *as space permits*. Requests must be submitted through the Hosted Delegate Housing Bureau **by 5 p.m. Eastern Time**.

After this date, you are responsible for securing your own accommodations. No adjustments will be made to registration fees.

- **Appointment Lists Distributed**
You will receive your list of pre-scheduled appointments and Manual Appointment Scheduling will begin.

APPOINTMENT REQUEST INSTRUCTIONS

INTERNATIONAL BUYERS

Appointment Request Submissions are mandatory and must be done online through www.ipw.com.

As a condition of their acceptance for attending IPW, all International Buyers must submit Appointment Requests through U.S. Travel's website, www.ipw.com. The Appointment requesting system opens on March 31, 2025, and appointment requests are due on or before May 2, 2025. **Your registration will not be considered valid if you do not submit a minimum of 30 appointment requests.**

IPW.com is updated in real time, so you can see what appointment requests have already been made and when you can get access to the people you want to see. Delegates will be able to save a list of appointment requests in progress so that changes or additions can be made prior to submitting the completed list to U.S. Travel.

INTERNATIONAL MEDIA, IAC/VISIT USA CHAIRS AND U.S. COMMERCIAL SERVICE REPRESENTATIVES

International Media, IAC/Visit USA Committee Chairs, and Commercial Service representatives may request appointments during the official Business Appointment Sessions with those U.S. Suppliers who have not opted out of those appointment options.

TUTORIALS

PDF instructions to guide delegates through the appointment scheduling process can be found online at www.ipw.com/appointments.

HOST HOTEL INFORMATION

HOTEL ACCOMMODATIONS

Accommodations are provided for the 5 nights of June 14-18, 2025 (**Saturday-Wednesday**), with **check out on Thursday, June 19, 2025 (room and tax only)**, for all delegates *except Non-Appointment-Taking Buyers, Airline Representatives and additional U.S. Embassy/Commercial Service Representatives.*

- Accommodations do not include personal charges incurred during the international delegate's stay (such as telephone, valet, or room service).
- Should the delegate wish to arrive earlier or stay later than the designated five nights, he/she is responsible for paying for those nights. These extra days are based on hotel availability.
- Personal accounts for extra night stays, and for incidental charges during the entire stay, must be settled upon check-out from the hotel.

When the delegate reserves their hotel room online, they will request their desired dates and secure it with a credit card. The credit card will only be used if the delegate checks in before or after the assigned 5 nights and for personal incidentals.

Block reservations for each country/region delegation are made by U.S. Travel at an official IPW Host Hotel. Delegation Hotel assignments are forthcoming. *Any delegate who chooses to stay in a hotel other than that assigned by U.S. Travel will be responsible for his/her own room charges.*

Delegates will be held responsible for any no-show charges incurred on their behalf if they do not arrive at their assigned hotel on the date they submitted.