



Maximize Your
IPW PRESENCE

ORLANDO, FLORIDA
JUNE 4-8, 2022



All About IPW

U.S. Travel Association's IPW will continue to reunite and rebuild the global travel industry in 2022, providing an in-person platform to conduct business and renew our relationships around the world. As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

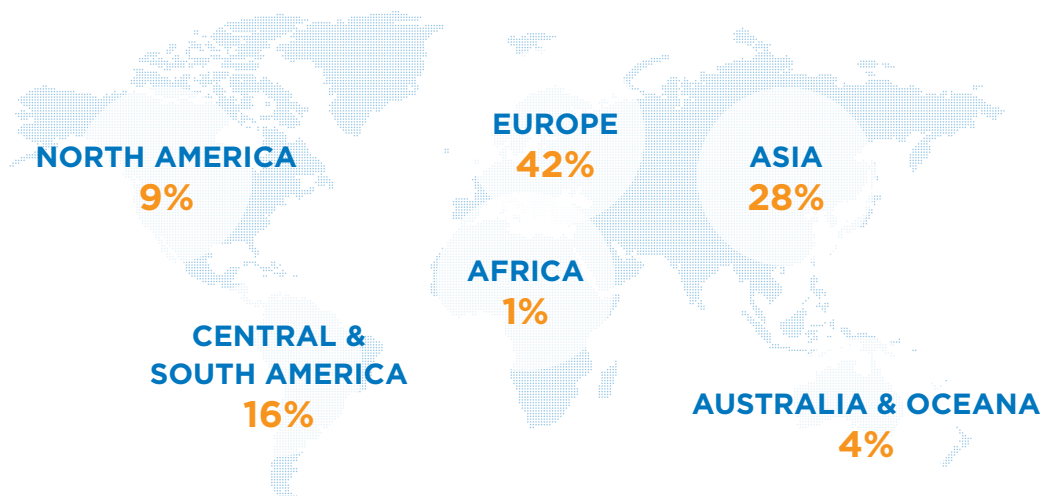
As a sponsor, you will **lock in valuable benefits and unique access** to our global audience while positioning your organization as a critical partner in leading our industry into travel's next great chapter.

IPW'S GLOBAL REACH

Now in its 53rd year of bringing the world to America, IPW will be held Saturday, June 4, through Wednesday, June 8, at the Orange County Convention Center in Orlando, FL.

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

IPW 2019 Buyer Attendance:



Opportunity Detail

IPW Daily is the official publication for IPW, and is a strong platform for engaging IPW delegates from around the globe and driving traffic to your booth. The publication offers a great opportunity to tell your story with large creative messaging or editorial. Six total issues are distributed electronically to up to 11,000 travel professionals including 1,300 international and domestic travel buyers and 500 international and domestic travel journalists.

- Option to work with our writers to create a native article.
- Full-Page, Half-Page and Quarter-Page options. \$1,800-\$4,750
- Make a visual impact with a center-spread or cover-wrap. \$6,500-\$20,000
- Save big with multiple issue bundle packages.
- Increase your visibility with new digital enhancements, including embedded Video or Photo Gallery within your ad.



INVESTMENT:
Starting at \$1,800

45%

Average
Open Rate

10%

Average Click
Through Rate



Circulation

ISSUE	DELIVERY DATE	CLOSE DATE	AD MATERIAL DUE	DISTRIBUTION
SPRING PREVIEW	March 15	February 11	February 18	Digital issue sent to broader list of prospects, past attendees and registered delegates.
WEEKEND	June 5	May 6	May 13	Digital issue sent to registered delegates.
MONDAY	June 6	May 6	May 13	Digital issue sent to registered delegates.
TUESDAY	June 7	May 6	May 13	Digital issue sent to registered delegates.
WEDNESDAY	June 8	May 6	May 13	Digital issue sent to registered delegates.
FINALE	June 22	June 8	June 15	Digital issue sent to registered delegates.

Advertising Rates

	AD UNIT	1x ONE ISSUE	2x TWO ISSUES	3x THREE ISSUES	4x FOUR ISSUES	5x FIVE ISSUES	6x SIX ISSUES
	Full Page	\$4,750	\$7,850	\$11,500	\$14,250	\$16,625	\$18,500
	Half Page	\$2,850	\$4,850	\$7,150	\$8,750	\$9,750	\$11,000
	Quarter Page	\$1,800	\$3,050	\$4,250	\$5,325	\$6,300	\$7,025

DIGITAL ENHANCEMENTS

ITEM	PRICE	DESCRIPTION
Video or Photo Gallery Link	\$500	Add a video or photo gallery slideshow to your ad via a "View/Play" button. Video/gallery will open via a lightbox within the page.
Featured Content Block (Email)	\$750	A spotlight of your ad or article in the email distribution of that issue. Includes photo and teaser text with direct link to page. <i>Limit 3 advertisers per issue.</i>
URL Link	No Charge	Upon clicking a web address readers are navigated to the advertiser's URL

NATIVE ADS

Native ads mimic editorial and are a great platform for capturing delegates' attention. Our writer contacts you for an interview and you can use your own imagery. Rates are the same as display advertising.

Premium Opportunities

DAILY HAPPENINGS SPONSOR

Stand out in the popular Daily Happenings photo section. Includes guaranteed photo inclusion and spotlight with teaser text that links out to your website, logo placement inside spread and branding within the Daily Happenings promo block in email distribution. *Limit one advertiser per issue.*

SPACE	PRICE	ISSUES
IPW Daily Happenings Sponsor	\$2,750	Monday, Tuesday, Wednesday, Finale

COVER WRAPS

Cover wraps are the best guarantee to have your brand be seen. This high-impact opportunity includes the front cover, inside front cover, inside back cover and back cover surrounding the issue.

2022 BENEFITS:

- Push notification on Mobile App on day of cover wrap
- Hero image in *IPW Daily* email distribution on day of cover wrap, with direct click-thru to website
- Sponsor's content posted on IPW social handle on day of cover wrap

SPACE	PRICE
Cover Wrap	\$20,000

PREMIUM POSITIONS

SPACE	PRICE	SIZE
Inside Front Cover	\$6,500	10" x 12"
Inside Back Cover	\$6,500	10" x 12"
Back Cover	\$6,500	10" x 12"
Two-Page Spread	\$8,500	20" x 12"