



ipw
Powered by U.S. Travel

DENVER
MAY 19-23, 2018

2018 MEDIA AND SPONSORSHIP KIT

On-Site + Digital + Print

For complete pricing, specs and deadlines, contact Ruth Mensch, director, IPW sponsorships, at rmensch@ustravel.org or 202.408.2154.



Visit
TheUSA
.com

PREMIER SPONSOR



Official Card



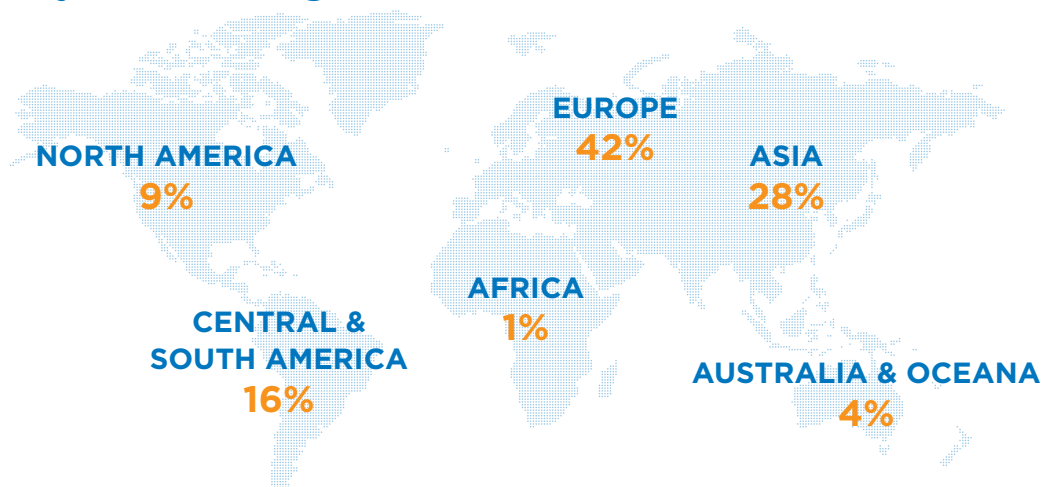
U.S. Travel Association’s IPW is the travel industry’s premier international marketplace and the largest generator of travel to the U.S.-it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

IPW’S GLOBAL REACH

In 2018, IPW will celebrate 50 years of bringing the world to America. IPW 2018 will be held Saturday, May 19, through Wednesday, May 23, at the Colorado Convention Center in Denver, CO.



IPW is the world’s premiere USA inbound travel marketplace with buyers attending from six continents.



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 available at this level:
\$80,000+	Tuesday Luncheon
	Wednesday Luncheon
	Hospitality Lounges x 2 (<i>co-sponsorship</i>)
GOLD	Opportunities available at this level:
\$50,000 - \$79,000	Delegate Bags
	Lanyards
	Message Centers
	Press Room
SILVER	Opportunities available at this level:
\$20,000 - \$49,000	Internet Stations
	Lobby Banners, Towers, Escalator Wraps (<i>customized packages</i>)
	Charging Stations
	Mobile App
	Hotel Key Cards
	IPW Online Marketplace (Premier)
	Brand USA Media Marketplace
BRONZE	Opportunities available at this level:
\$10,000 - \$19,000	Lobby Banners, Towers, Stair Graphics (<i>customized packages</i>)
	VISIT USA Committee Luncheon
	IPW Online Marketplace
SUPPORTING	Opportunity available at this level:
\$5,000 - \$9,000	VISIT USA Latin America Meeting

The option to customize and create your own sponsorship is available. For a full list of benefits by level, please refer to page 20. Not all opportunities are available due to long term commitments.

Sponsorship Level Benefits

Sponsorship Options	Benefits	Platinum Sponsors \$80,000+	Gold Sponsors \$50,000- \$79,000	Silver Sponsors \$20,000- \$49,000	Bronze Sponsors \$10,000- \$19,000
Badges - Complimentary Full Access	Number of complimentary full-access IPW credentials	5	2		
IPW Daily - Feature Article	One article in one issue of IPW Daily (Half page (approx 250-words) article, logo included)	X			
IPW Daily - Article	One article in one issue of IPW Daily (Half page (approx 250-words) article, logo included)		X		
IPW Daily - Advertising Discount	Discount off IPW Daily advertising published rate	30%	20%	15%	
Luncheon - Reserved Tables	One reserved table at the Monday, Tuesday and Wednesday IPW luncheons. All guests seated at the table must be fully registered delegates	1	1		
Luncheon - VIP Seat	One seat at VIP Table during the IPW luncheon on Monday, Tuesday or Wednesday (exact day to be determined by U.S. Travel)	1			
Preferred Booth Positioning	Preferred booth positioning in the Brand USA Marketplace Hall	X			
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.	X	X		
Brand USA Marketplace Hall Entrance	Sponsor logo on the Brand USA Marketplace Hall entrance unit	X	X	X	X
Official Program	Company name listed on the IPW 2018 Appreciation page in the Official Program	X	X	X	X
Official Program	Company name and logo listed in the General Information pages in the Official Program	X	X		
ipw.com	Logo inclusion on Sponsor page of ipw.com with link out to website.	X	X	X	X
ipw.com	Organization highlighted on ipw.com under Delegate Listing	X	X	X	X
ipw.com	Rotating 300x250 ad on ipw.com with link out to website.	X	X		

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.

The following bundles combine print, digital and/or on-site opportunities. Additional sponsorship level benefits do not apply to advertising bundles.

BUNDLE A

\$25,000

IPW Daily: Three full page ads with video jump in digital version

IPW Online Marketplace and IPW Online Press Room Daily Summary emails (Approximately 20): One strip ad featured in each email.

IPW Online Marketplace and IPW Online Press Room: Banner strip ad rotating in select sections

IPW 2018 Official program: Tab front and back

Hanging booth banner

ipw.com rotating 300x250 ad unit

ipw.com enhanced listing including logo in profile and search results plus link to expanded content

BUNDLE B

\$15,000

IPW Daily: Two full page ads with video jump in digital version

IPW Online Marketplace and IPW Online Press Room: Embedded display ad rotating in select IPW Online Marketplace sections

IPW Online Marketplace and IPW Online Press Room: Banner strip ad rotating in select sections

IPW 2018 Official program: Tab front

Hanging booth banner

ipw.com rotating 300x250 ad unit

ipw.com enhanced listing including logo in profile and search results plus link to expanded content

Print, Digital and On-Site Bundles (Continued)

The following bundles combine print, digital and/or on-site opportunities. Additional sponsorship level benefits do not apply to advertising bundles.

BUNDLE C

\$10,500

IPW Daily: Full page ad including video jump in digital version

IPW Online Marketplace and IPW Online Press Room: Embedded display ad rotating in select IPW Online Marketplace sections

IPW 2018 Official program: Full page ad

Hanging booth banner

Rotating 300x250 ad unit on ipw.com

ipw.com enhanced listing including logo in profile and search results plus link to expanded content

BUNDLE D

\$8,500

IPW Daily: Half page ad

IPW Online Marketplace and IPW Online Press Room: Embedded display ad rotating in select IPW Online Marketplace sections

IPW 2018 Official program: Full page ad

Hanging booth banner

ipw.com enhanced listing including logo in profile and search results plus link to expanded content

BUNDLE E

\$6,500

IPW Daily: Half page ad

IPW 2018 Official program: Full page ad

Hanging booth banner

ipw.com enhanced listing including logo in profile and search results plus link to expanded content

BUNDLE F

\$5,000

IPW Daily: Two quarter page ads

Hanging booth banner

ipw.com enhanced listing including logo in profile and search results plus link to expanded content

On-Site + Digital + Print Opportunity Detail

For complete pricing, specs and deadlines, contact
Ruth Mensch, director, IPW sponsorships, at
rmensch@ustravel.org or 202.408.2154.



ON-SITE Opportunity Detail

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)

HANGING BOOTH BANNERS

Get your brand noticed through this 8' x 30" triangular sign suspended from the exhibit hall ceiling above your organization's exhibitor booth.



INVESTMENT:
\$3,250 - \$3,750

- Included in select [advertising bundles](#).
- A la carte purchase available online by selecting the appropriate item under the Advertising Opportunities package category in the [shopping cart](#).
- Graphic production information and deadlines available at time of purchase.

LOBBY/CONCOURSE BANNERS

Highly visible advertising opportunities are located along the convention center lobby/concourse. Available in various placements, these are a stand-out opportunity that can't be missed.

INVESTMENT:
\$8,000 - \$30,000

- Inquire for position availability.
- Graphic production information and deadlines available at time of purchase.

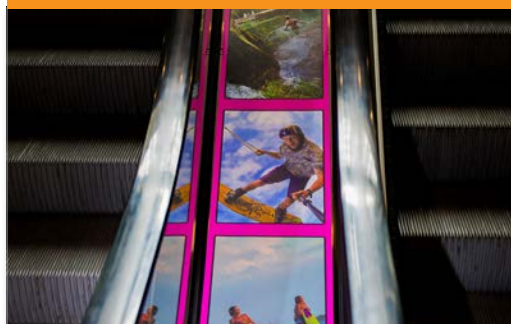
Concourse Wall Banners



Entrance/Welcome Banners



Escalator Wraps



Tower Advertisements



ON-SITE Opportunity Detail (Continued)

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)

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.



INVESTMENT:
Inquire for more details.

- Up to 40 minutes of stage time and screen display in the luncheon room.
- Available Tuesday and Wednesday via sole or co-sponsorship.
- [Platinum Sponsorship Level](#) benefits.

HOSPITALITY LOUNGES

Host the lounges in the Brand USA Marketplace Hall which includes 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.



INVESTMENT:
Inquire for more details.

- Two co-sponsorships available, for 5 total lounges in the Brand USA Marketplace Hall.
- Graphic production information and deadlines available at time of purchase.
- [Platinum Sponsorship Level](#) benefits.

ON-SITE Opportunity Detail (Continued)

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)

DELEGATE BAGS

Get your brand seen on our official delegate bags provided to all buyers and press.



INVESTMENT:
\$45,000

- Full color logo imprint on one side of all delegate bags (limited to one sponsor).
- Graphic production information and deadlines available at time of purchase.
- [Gold Sponsorship Level](#) benefits.



PRESS ROOM

In addition to the host city which receives a presence in the Press Room as well, this opportunity is limited to one sponsor, you are guaranteed maximum presence in front of influential media throughout IPW.

INVESTMENT:
\$58,000

- 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.

MESSAGE CENTERS

These walk-up message centers are not only positioned in a highly-trafficked area in the concourse and the Brand USA Marketplace Hall lounges but also the go-to spot for delegates to visit when connecting with other delegates or making appointment updates. These highly visible units come as a grouping of 37 with custom backlit panels perfect for your branding.



INVESTMENT:
\$55,000

- Custom backlit panels featuring your branding on all 37 message center units (limited to one sponsor).
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.

ON-SITE Opportunity Detail (Continued)

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)

INTERNET STATIONS

Another walk-up unit, this grouping of 22 internet stations are positioned around in the concourse and the Brand USA Marketplace Hall lounges. Furnished with back-lit panels, these internet stations are in-demand as delegates stay connected with business on and off the show floor.



INVESTMENT:
\$45,000

- Custom backlit panels featuring your branding on all 22 internet station units (limited to one sponsor).
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.

CHARGING STATIONS

Located in Brand USA Marketplace Hall, choose from a variety of formats for your branding and messaging while delegates get powered up before, after and in between appointments.



INVESTMENT:
\$20,000

- Branding on panels of units in high traffic location within Brand USA Marketplace Hall.
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.

ON-SITE Opportunity Detail (Continued)

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)

HOTEL KEY CARDS

Put your organization's brand right in the hands of IPW delegates staying at host hotels. Reinforce your message each time delegates access their room. U.S. Travel will produce and distribute, via host hotel front desks, approximately 7,000+ branded key cards to IPW delegates.



LANYARDS

Promote your organization name and enhance your brand in-front of delegates by sponsoring IPW badge wallets and lanyards. The high quality badge wallet, with sponsor's branded adjustable-length lanyard, will be distributed to all 6,000+ attendees. These badge wallets hold the credentials necessary for access to all official IPW events, therefore, you are guaranteed exposure throughout IPW.



INVESTMENT:
\$35,000

- One-sided branding on all key cards for delegates staying at participating host hotels (limited to one sponsor).
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.

INVESTMENT:
\$50,000

- A single color logo on back of the badge wallet.
- The adjustable length lanyard will be produced in the sponsor branded color (with U.S. Travel approval) and include a one color logo, repeated for the length of the lanyard on both sides.
- Graphic production information and deadlines available at time of purchase.
- [Gold Sponsorship Level](#) benefits.

DIGITAL Opportunity Detail

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)


INVESTMENT:
\$15,000 or \$25,000

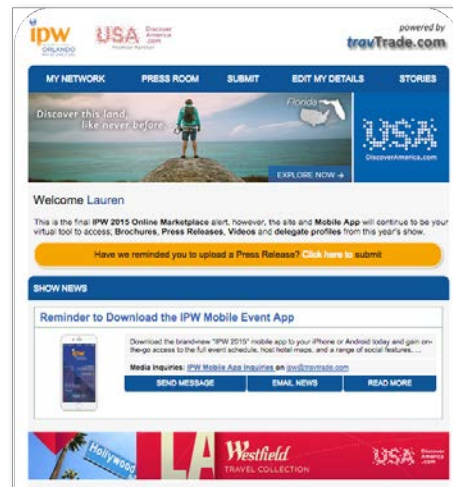
IPW ONLINE MARKETPLACE AND ONLINE PRESS ROOM

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 and the Online Press Room connects suppliers and industry professionals with attending media from around the world.

Twenty-four daily email summaries are delivered to the inboxes of more than 5,000 delegates before, during and after IPW. This allows buyers and media to view, share and download the latest brochures, rates, press releases and digital assets from IPW suppliers.

 For more about these platforms, see our highlight reel.



11,000+ press release views (Online Press Room)

2,000+ brochure views

More than **2,500** active users (Online Marketplace)

650+ active users (Online Press Room)

DIGITAL Opportunity Detail (Continued)

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)



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.

 **3,025 Downloads** **60% of Buyers**
41,717 page views for appointment schedule

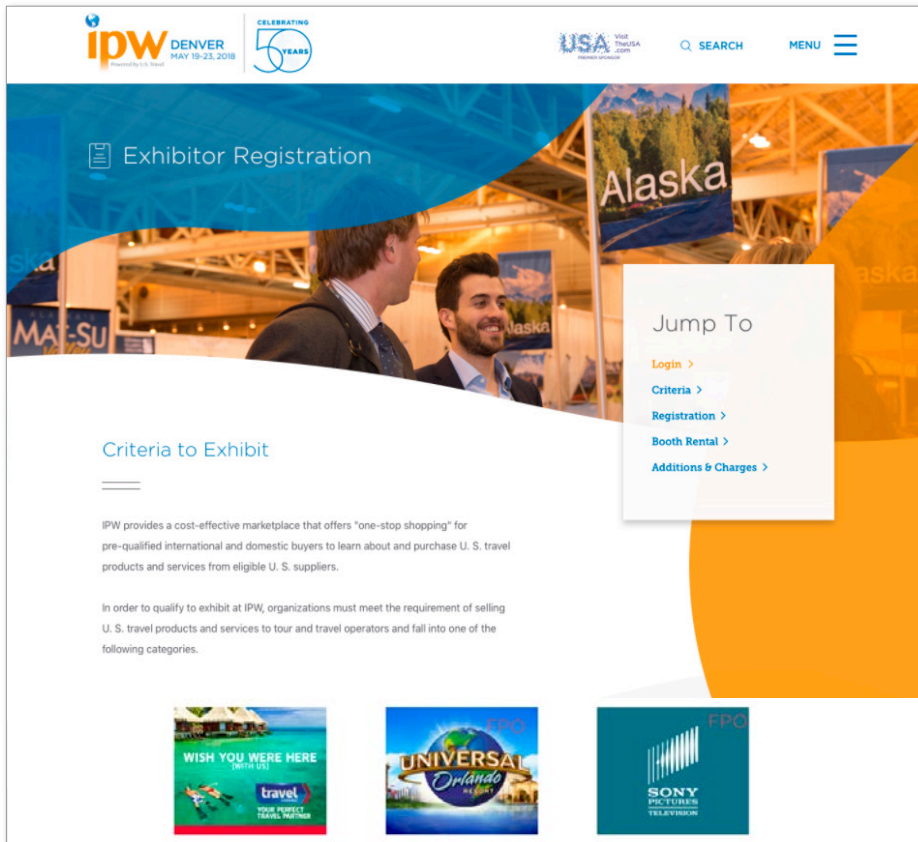
INVESTMENT: \$3,000 - \$30,000
Inquire for more details.

Mobile App Sponsorship:

- Premium splash page placement as official sponsor.
- Anchor and banner ads throughout the app.
- Anchor and banner ads are also included in the [Online Marketplace Sponsorship \(Premier\)](#).
- A limited number of additional anchor and banner ads may be sold for \$3,000 each.

IPW.COM

Enhance your listing and maximize your exposure on ipw.com, IPW's official resource for planning and information. NEW ipw.com will launch Fall 2017.



INVESTMENT: \$250 - \$750
Inquire for more details.

- Enhanced listing: Listing is highlighted with logo on ipw.com with link to expanded content (\$250).
- Rotating 300x250 ad unit (\$750).
- May also be purchased a la carte online by selecting the appropriate item under the Advertising Opportunities package category in the [shopping cart](#).
- ipw.com advertising is also included in advertising bundles and all sponsorship packages.

DIGITAL Opportunity Detail (Continued)

[BACK TO SPONSORSHIP LEVELS](#) | [BACK TO ADVERTISING BUNDLES](#) | [JUMP TO BENEFITS GRID](#)

IPW DAILY (Print + Digital)

IPW Daily is the official on-site publication for IPW, and is a strong platform for engaging IPW delegates from around the globe and driving traffic to your booth. Eight 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. Four of these issues are also printed for on-site distribution.

Fall Preview (October 2017), Spring Preview (March 2018), IPW Preview (May 2018) and Finale (early June 2018) are all distributed digitally only.

Issues for the Weekend, Monday, Tuesday and Wednesday of IPW are also printed. Advertising can be purchased for individual issues or bundled.

Add a link from your ad to a video on YouTube or Vimeo.

STARTING AT \$1,800
Inquire for more details.

- Paid feature articles.
- Display advertising from 1/4 to full page ads.
- 4-page cover wraps (one per issue).
- Special finishing options. (Printed issues only)
- Loose inserts and sponsored bags (Monday issue only, print only).
- Included in select sponsorship packages, advertising bundles, or purchasing a la carte.
[See IPW Daily rate card on page 17 for a la carte pricing.](#)



PRINT Opportunities

BACK TO SPONSORSHIP LEVELS | BACK TO ADVERTISING BUNDLES | JUMP TO BENEFITS GRID

OFFICIAL PROGRAM

Distributed to all delegates, the Official Program contains: schedule of events; general show information; list and contact information of host hotels; shuttle schedule; list of exhibitors and booth numbers; and an appointment section.



PROGRAM A LA CARTE PRICING	
Inside front cover	\$7,000
Tab front	\$6,000
Tab back	\$4,000
Tab front and back	\$8,500
Full page ad	\$1,750

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INVESTMENT:
\$1,750 - \$8,500

- A la carte purchase available online by selecting the appropriate item under the Advertising Opportunities package category in the shopping cart.
- Also included in advertising bundles.
- Full color ads; inside front cover, tab pages, and full page ads available.
- Graphic production information and deadlines available at time of purchase.
- Inquire for position availability. U.S. Travel to determine tab placement.

INVESTMENT:
Starting at \$1,800

- Sponsored and native content.
- Display advertising from 1/4 to full page ads.
- 4-page cover wraps (one per issue)
- Special finishing options including tipped-on (glued) inserts, and perforations starting at \$400. *Printed issues only.*
- Loose inserts and sponsored bags (Monday issue only)
- Available through purchase of a Sponsorship Package, through advertising bundles, or a la carte (see IPW Daily rate card on page 17 for a la carte pricing).

All rates include both the digital and print issues of *IPW Daily*.

AD UNIT		1x*	2x	3x	4x	5x	6x	7x	8x
		ONE ISSUE	TWO ISSUES	THREE ISSUES	FOUR ISSUES	FIVE ISSUES	SIX ISSUES	SEVEN ISSUES	EIGHT ISSUES
	Full Page	\$4,750	\$7,850	\$11,500	\$14,250	\$16,625	\$18,500	\$19,750	\$20,500
 	Half Page	\$2,850	\$4,850	\$7,150	\$8,750	\$9,750	\$11,000	\$12,000	\$13,000
	Quarter Page	\$1,800	\$3,050	\$4,250	\$5,325	\$6,300	\$7,025	\$7,925	\$8,625

*15% Premium for IPW Daily Monday issue

Special Finishing Options:

Glued/Tipped-in Inserts: Tipped-in/glued insert attached to your ad which could be a removable map, note or brochure attachment. Price would be confirmed after a review of a mock-up of the insert on the proposed paper stock. Prices from \$750 per insert per issue.

Perforated Insert: Ads may be perforated for removal. Rates from \$400 per ad per issue.

[See full IPW Daily Rate Card.](#)

Contact Sherena Elharmell, Account Director, IPW Media Sales

941.447.0178 selharmell@ustravel.org

PREMIUM OPPORTUNITIES

PREMIUM FULL PAGE PACKAGE

- Full page in all issues
- Interview with Senior Executive in one issue
- Photo with key customers or partners in one issue

For more information contact Sherena Elharmell at selharmell@ustravel.org.

COVER WRAPS

Cover wraps are the best guarantee to have your brand be seen. Your message is the very first thing seen when delegates pick up the issue in the morning and the very last thing they see when they finish reading. This high-impact opportunity is essentially a four-page “cover story” which includes the front cover, inside front cover, inside back cover and back cover surrounding the regular issue. Your message is prominently on display for all to see no matter which way you look at it!

SPACE	1x ONE ISSUE	SIZE
Cover Wrap	\$29,000	Four full pages printed on 100# gloss text stock and stitched onto IPW Daily.

For more information contact Sherena Elharmell at selharmell@ustravel.org.

PREMIUM POSITIONS

SPACE	1x ONE ISSUE	TRIM SIZE (10" x 12")
Inside Front Cover (Digital Screen 2)	\$8,000	Full bleed: 10.25" x 12.25" Non-bleed: 9" x 10.75"
Inside Back Cover	\$7,500	Full bleed: 10.25" x 12.25" Non-bleed: 9" x 10.75"
Back Cover	\$8,500	Full bleed: 10.25" x 12.25" Non-bleed: 9" x 10.75"
Two Page Spread	\$9,000	Full bleed: 20.25" x 12.25" Non-bleed: 19" x 10.75"