



**MAXIMIZE YOUR
IPW PRESENCE**

**LAS VEGAS, NEVADA
MAY 30-JUNE 3, 2020**

www.ipw.com

Bringing the World to America[®]



ALL ABOUT IPW

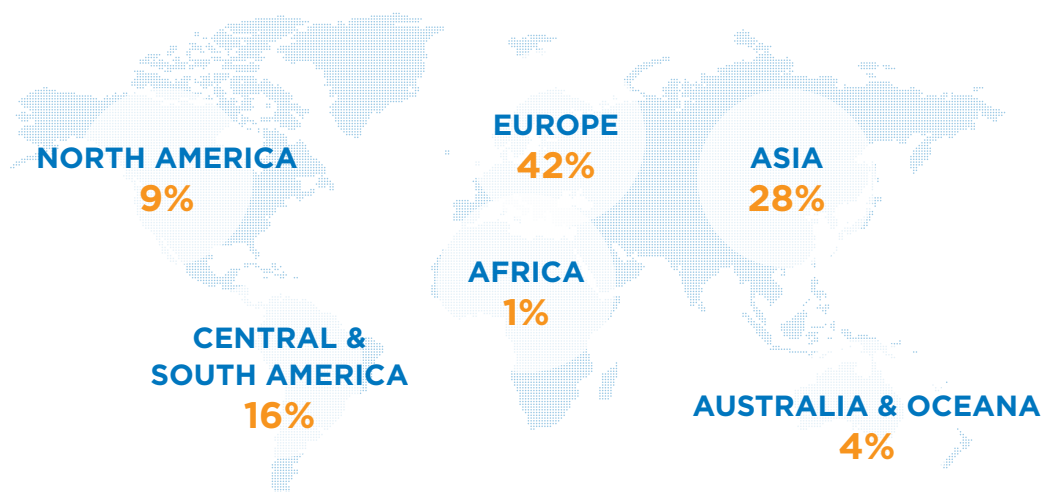
U.S. Travel Association's IPW is the leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their product, negotiate future business and build relationships. IPW secures America's position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer.

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

Now in its 52nd year of bringing the world to America, IPW will be held Saturday, May 30, through Wednesday, June 3, at the Las Vegas Convention Center in Las Vegas, Nevada.

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



\$5.5 billion+

IPW generates more than \$5.5 billion in **future travel**.

1,000+

More than 1,000 U.S. travel organizations attend from **every region of the country** (representing all industry category segments).

98% of travel buyers rate the overall quality of the suppliers at IPW as **good, very good or excellent**.

100,000+

Over the course of three days, more than 100,000 **prescheduled business appointments** take place between travel buyers and suppliers.

6,200+

IPW attracts an audience of **more than 6,200 travel professionals**.

500+

More than 500 travel journalists attend IPW, which builds a worldwide awareness of U.S. destinations and products



Hear more about IPW Sponsorships straight from the source.

OPPORTUNITY DETAIL

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. The publication offers a great opportunity to tell your story with large creative messaging or editorial. 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. Additionally, the Monday, Tuesday, and Wednesday issues will be printed and distributed at prime display units throughout the convention center.

- 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. \$9,000-\$29,000
- Save big with multiple issue bundle packages.
- Increase your visibility with new digital enhancements.



CIRCULATION

ISSUE	DELIVERY DATE	CLOSE DATE	AD MATERIAL DUE	DISTRIBUTION
IPW FALL PREVIEW	November 6	October 6	October 23	Digital issue sent to broader lists of prospects and registered delegates
IPW SPRING PREVIEW	March 11	February 11	February 26	Digital issue sent to smaller list of prospects and registered delegates.
IPW PREVIEW	May 19	April 21	May 5	Digital issue sent to registered delegates only.
WEEKEND	May 31	May 1	May 15	Digital issue sent to registered delegates only.
MONDAY	June 1	April 8	April 22	Digital issue sent to registered delegates only. Printed copies distributed at Convention Center.
TUESDAY	June 2	April 8	April 22	Digital issue sent to registered delegates only. Printed copies distributed at Convention Center.
WEDNESDAY	June 3	April 8	April 22	Digital issue sent to registered delegates only. Printed copies distributed at Convention Center.
FINALE	June 23	May 31	June 9	Digital issue sent to registered delegates only.

ADVERTISING RATES

	AD UNIT	1x* ONE ISSUE	2x TWO ISSUES	3x THREE ISSUES	4x FOUR ISSUES	5x FIVE ISSUES	6x SIX ISSUES	7x SEVEN ISSUES	8x 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

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.

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.
NEW 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>
NEW Article on IPW.com	No Charge	Optional added benefit to provide a written article for inclusion on IPW.com. <i>Article to be provided by advertiser unless opting for a "Native Article" ad buy.</i>
URL Link	No Charge	Upon clicking a web address readers are navigated to the advertiser's URL

PREMIUM OPPORTUNITIES

NEW 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 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!

NEW 2020 BENEFITS:

- On-site “wrap” of new digital touch screen in main lobby of convention center (*onsite issues only*)
- Push notification on Mobile App on day of cover wrap (*onsite issues only*)
- 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	ISSUES
Cover Wrap (onsite issue)	\$29,000	Weekend, Monday, Tuesday, Wednesday
Cover Wrap (digital only issue)	\$23,000	Fall Preview, Spring Preview, IPW Preview, Finale

PREMIUM POSITIONS

SPACE	PRICE	TRIM SIZE
Inside Front Cover	\$8,000	10” x 12”
Inside Back Cover	\$7,500	10” x 12”
Back Cover	\$8,500	10” x 12”
Two-Page Spread	\$9,000	20” x 12”

Contact **Sherena Elharmell**, Account Director, IPW Media Sales  202.218.3634  selharmell@ustravel.org