



ipw
Powered by U.S. Travel

LAS VEGAS
MAY 30-JUNE 3, 2020



2020

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** or **Sherena Elharmell**, account director, IPW media sales at selharmell@ustravel.org or **202.218.3634**.



Official Card



All About IPW

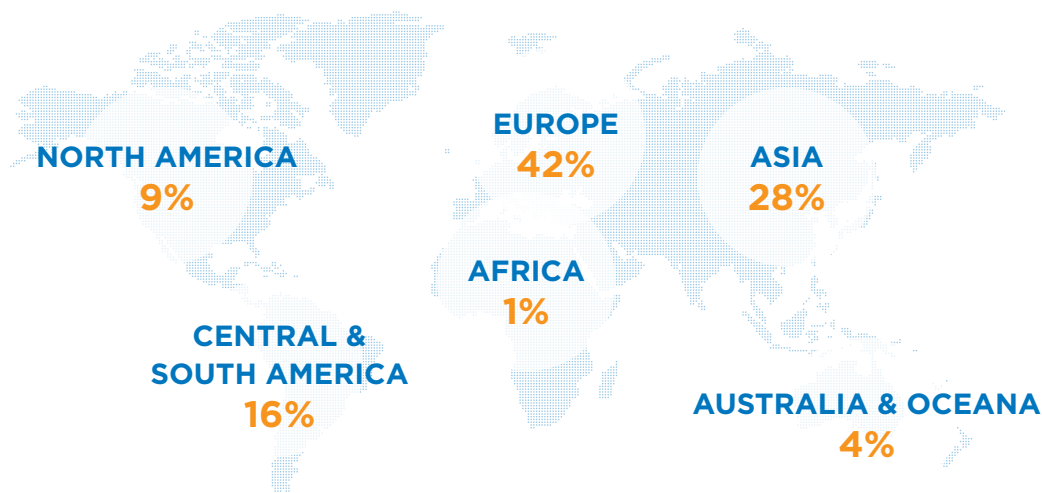
U.S. Travel Association's IPW is the leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their product, 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.

Sponsorship Levels

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.



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 Sponsor (\$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 - Article	One article in one issue of <i>IPW Daily</i> ((half page = approximately 250 words, logo included)	●	●		
IPW Daily - Advertising Discount	Discount off <i>IPW Daily</i> 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	●			
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.	●	●		
Brand USA Marketplace Hall Entrance	Sponsor logo on the Brand USA Marketplace Hall entrance unit	●	●	●	●
Official Program	Company name listed on the IPW Appreciation page in the Official Program	●	●	●	●
Official Program	Company name and logo listed in the General Information pages in the Official Program	●	●		
ipw.com	Logo inclusion on Sponsor page of ipw.com with link out to website	●	●	●	●
ipw.com	Organization highlighted on My IPW under Delegate Listing	●	●	●	●
ipw.com	Rotating 300x250 ad on ipw.com with link out to website	●	●		

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.



On-Site • Digital • Print

Opportunity Detail

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rmensch@ustravel.org or **202.408.2154** or
Sherena Elharmell, account director, IPW media
sale at selharmell@ustravel.org or **202.218.3634**.

On-Site Opportunity Detail

LOBBY/CONCOURSE BANNERS

Make sure IPW attendees see your brand messaging multiple times a day and choose an option(s) that works best for your budget.

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

Large Banners



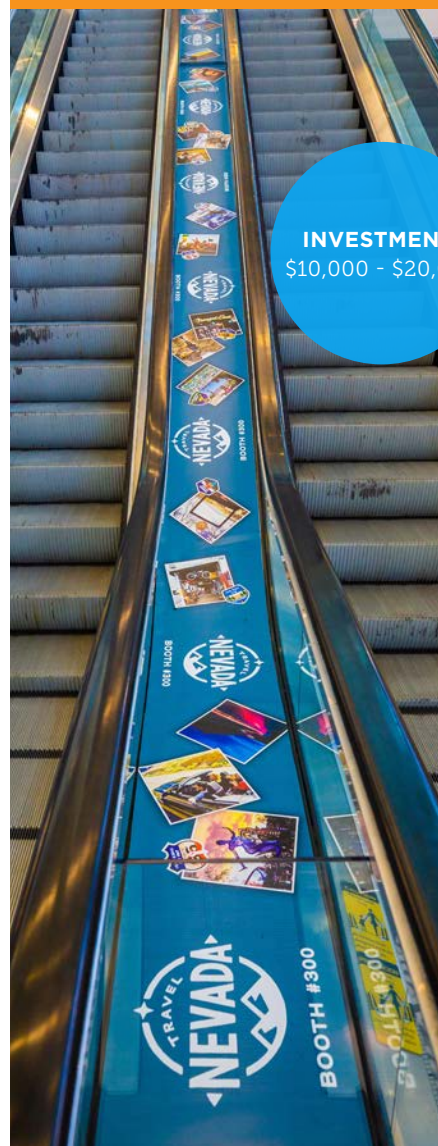
INVESTMENT:
\$20,000 - \$30,000

Banners



INVESTMENT:
\$15,000 - \$20,000

Escalator Wraps & Clings



INVESTMENT:
\$10,000 - \$20,000

Rotating Light Boxes



INVESTMENT:
\$18,000

Column Covers



INVESTMENT:
\$12,000

Exhibit Hall Banners (Near Your Booth)



INVESTMENT:
\$5,000 - \$15,000

On-Site Opportunity Detail (continued)

EXTERIOR BRANDING OPPORTUNITIES

Provide exposure for your brand in high-traffic areas on the exterior of the convention center and choose an option(s) that works best for your budget.

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



INVESTMENT:
\$10,000 - \$45,000

DIGITAL VIDEO SCREEN

This two-sided digital screen is located in the Convention Center concourse, along a high-traffic corridor.

Each advertiser receives three spots that are eight seconds long, which will be rotated throughout a six-minute loop, providing exposure approximately every two minutes.



INVESTMENT:
\$10,000

On-Site Opportunity Detail (continued)

ENGAGEMENT ZONES

Engage the IPW audience with your unique brand message. Sponsorship zones will be set up in key high traffic areas at the Las Vegas convention center. The space can be used to create a social media buzz or attract attendees to your booth, the choice is yours.



INVESTMENT:
\$15,000 - \$30,000

CHAIRMAN'S CIRCLE HONORS OVERVIEW

The Chairman's Circle Honors dinner celebrates the top producers of travel to the U.S. as nominated by U.S. Travel Chairman's Circle members.

FOUR SPONSORSHIP OPPORTUNITIES: Transportation, Opening Reception (2) and Dessert/Cordial Reception

U.S. Travel will work with the sponsor to customize your branding in order to stand out during your sponsored portion of the event. Additional branding is included in the invitation and communication with the Honorees. Benefits also include exposure/networking in front of these elite buyers and the ability to bring an additional attendee to the entire event.



INVESTMENT:
\$15,000 - \$28,000

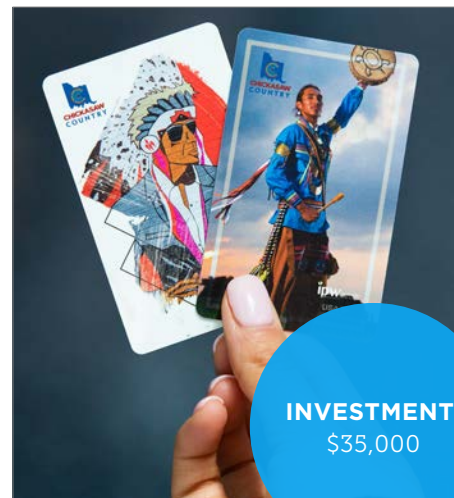


On-Site Opportunity Detail (continued)

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.

- 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.



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 nearly 6,000+ attendees. These badge wallets hold the credentials necessary for access to all official IPW events, therefore, you are guaranteed exposure throughout IPW.

- 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 single-color logo, repeated for the length of the lanyard on both sides.
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.



INVESTMENT:
\$40,000

On-Site Opportunity Detail (continued)

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.

MOBILE APP SPONSORSHIP:

- Premium splash page placement as official sponsor.
- Anchor and banner ads throughout the app.
- Push notifications throughout the show.

INVESTMENT:
\$31,000

3,566
Downloads

75%
Buyer/Press
Engagement

3,800
Average
Advertiser
Impressions



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.

- 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.

**Not all opportunities are available due to long term commitments, please inquire for 2020 updates.*



INVESTMENT:
Inquire for
more details.

On-Site Opportunity Detail (continued)

HOSPITALITY LOUNGES*

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

- 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.

**Not all opportunities are available due to long term commitments, please inquire for 2020 updates.*



INVESTMENT:
Inquire for more details.

DELEGATE BAGS

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

- 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.
- [Silver Sponsorship Level](#) benefits.



INVESTMENT:
\$48,500

PRESS ROOM

Maximize your brand reach with influential media attending IPW as sole sponsor of the Press Room (which includes an area dedicated the Host City).

- 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.



INVESTMENT:
\$59,000

On-Site Opportunity Detail (continued)

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.

- 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.
- [Gold Sponsorship Level](#) benefits.



CHARGING STATIONS (Inside Exhibit Hall)

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.

- 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.



Digital Opportunity Detail

INVESTMENT:
\$10,000 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, while 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.

Silver Level Sponsorship - \$25,000 (max of 3 sponsors)

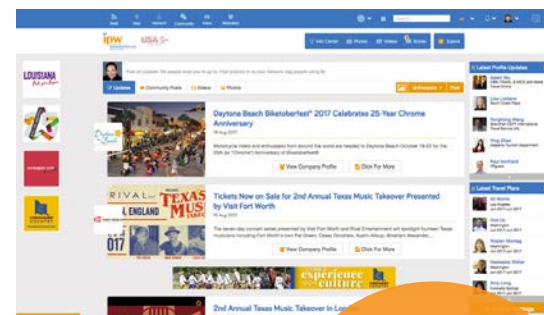
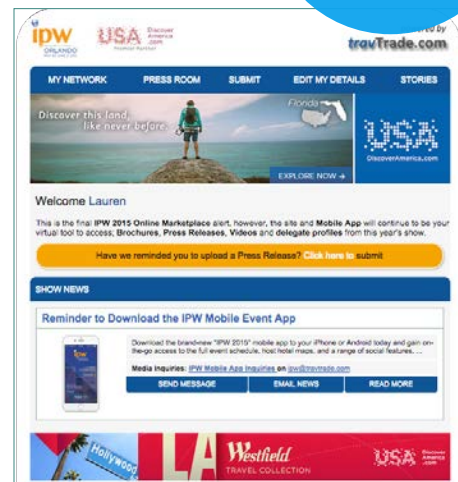
- Mobile App rotating anchor ad.
- *IPW Daily* full-page ad in digital issue.
- Sponsor reference in *IPW Daily* IPW Online Marketplace article.
- Logo exposure on landing pages.
- Content placement and logo inclusion in the IPW Online Marketplace Video.
- Plus all Bronze Level benefits listed below.

Bronze Level Sponsorship - \$10,000 (max of 5 sponsors)

- Rotating logo exposure on landing pages.
- Three top banner ad placements and one strip ad featured in 24 Daily Summary emails.
- Embedded display ad rotating in select IPW Online Marketplace sections.
- Banner strip ad rotating in select IPW Online Marketplace sections.
- Premium content placement and loading of sponsor's press materials, multimedia content and delegate profiles.



For more about these platforms, [see our highlight reel.](#)



14,500+

Press Release Views
(Online Press Room)

1,700+

Brochure Views

846

Media Logins
(Online Press Room)

857

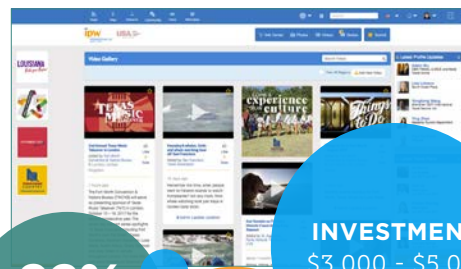
Buyer Logins
(Online Marketplace)

Digital Opportunity Detail (continued)

ONLINE MARKETPLACE & PRESS ROOM

Premium exposure and engagement with press and buyers on this social platform leading into the show from Appointments opening (Spring 2020), during and post show through August.

- Rotating display and banner ads on the Online Marketplace & Press Room. \$3,000
- Rotating banner ad in 24 Daily Summary emails. \$5,000



4K+
Active
Community
Members

92%
Email
Open Rate

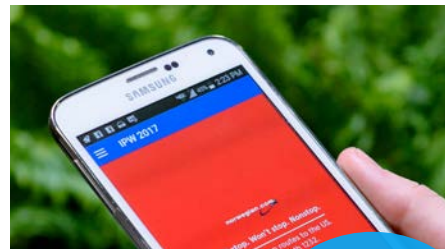
66%
User
Engagement

INVESTMENT:
\$3,000 - \$5,000

MOBILE APP

Be in the hands of every delegate during the show. Growing yearly in usage as delegates prefer to view their personalized appointment schedule and manage information online through the App.

- Rotating banner ad on select pages of app. \$3,000
(max 8 advertisers)
- NEW** • Sponsored push notification via the app with dedicated advertiser message. \$950
(max 2 advertisers per day, Sat-Wed of IPW)



3,566
Downloads

3,800
Average Advertiser
Impressions

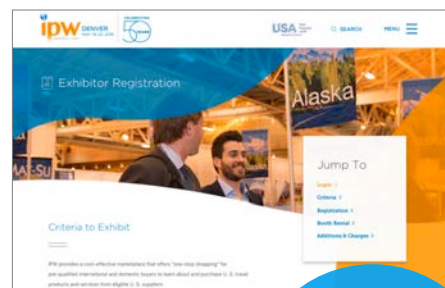
75%
Buyer/Press
Engagement

INVESTMENT:
\$950 - \$3,000

IPW.COM AND IPW SOCIAL PLATFORMS

Enhance your listing and maximize your exposure on ipw.com, IPW's official resource for planning and information and/or increase visibility on IPW's social platforms ([Facebook](#), [Instagram](#) and [Twitter](#)).

- Rotating display ad on select pages of IPW.com. \$750
- Enhanced listing on IPW.com to include highlighted background, logo and link to expanded content. \$250
- NEW** • Sponsored social media post during IPW to include logo, company tag and link to website. \$750
(max 3 advertisers per day, Sat-Wed of IPW)



3.18
Minutes Spent
on Site

1M+
Page Views

112K+
Site Visits

INVESTMENT:
\$250 - \$750

Digital/Print 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.

VIEW THE FULL
[IPW DAILY](#)
[RATE CARD](#)



Print Opportunity Detail

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.

- A la carte purchase available online by selecting the appropriate item under the Advertising Opportunities package category in the shopping cart.
- Full-color ads; inside front cover, tab divider 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:
\$1,750 - \$8,500



PROGRAM A LA CARTE PRICING

Inside Front Cover	\$4,500
Tab Divider (Front)	\$2,500
Tab Divider (Back)	\$2,500
Tab Divider (Front and Back)	\$5,000
Full-page Ad	\$1,750