



IPW OVERVIEW: INTERNATIONAL MEDIA

Register for IPW—the leading international inbound travel trade show.

Join us May 30-June 3, 2020, for a one-of-a-kind opportunity to participate in face-to-face business appointments with leading U.S. travel exhibitors and destination organizations, and take part in unique networking events. During a five-day period, IPW will present a cost-effective option to conduct business that could only otherwise be generated through an exhaustive number of trips across the U.S.

IPW is the most time- and cost-effective way to meet U.S. exhibitors in one place.

- More than **110,000 prescheduled business appointments** take place between media, buyers and U.S. travel organizations.
- More than **1,000 U.S. travel organizations** attend from every region of the U.S. (representing all industry category segments).
- More than **500 travel journalists** from around the globe attend IPW, which builds a worldwide awareness of U.S. destinations and products.
- More than **1,300 international and domestic buyers** attend from 70+ countries.
- IPW generates more than **\$5.5 billion** in future travel to the U.S.

International media registration includes:

- Complimentary registration.
- U.S. Travel Association will provide lodging at your delegation's assigned hotel for five nights, May 30-June 3, 2020 (room and tax only), with checkout on June 4.
- A separate, all-day Media Marketplace with up to **20 prescheduled appointments** with PR representatives from destinations, hotels, attractions and transportation companies. (And, media have the option to preschedule an **additional 15 appointments** in the main IPW exhibit hall.)
- Ground transportation in Las Vegas between function sites.
- All meals and networking functions, which are an official part of IPW.
- Evening events hosted by Las Vegas.
- Access to the IPW Online Press Room, an interactive tool that allows media and exhibitors to connect with one another before, during and after the event.
- Exclusive press brunch and specialized press tours on Sunday, May 31, plus the option to participate in destination experiences and local tours on Saturday, May 30, as well as take Nevada post-FAM tours.
- Year-long company listing on ipw.com and online access to all U.S. exhibitors.

FOR MORE INFORMATION CONTACT:

International Registrar, intlreg@ustravel.org or 202.408.8422



Official Card

