

# ORIENTATION MANUAL

## TABLE OF CONTENTS

What Is IPW?	1
Important Information about IPW	2
<ul style="list-style-type: none"><li>• <b>In Advance and Year-Round</b><ul style="list-style-type: none"><li>• ipw.com</li><li>• My IPW</li><li>• Appointment Scheduling</li><li>• IPW Online Marketplace</li></ul></li><li>• <b>On-site at IPW</b><ul style="list-style-type: none"><li>• Orientation Session</li><li>• Brand USA Education Sessions</li><li>• International Market Exchange (formerly Market Update)</li><li>• Marketing and Technology Pavilion</li><li>• Brand USA Media Marketplace</li><li>• IPW Online Press Room</li><li>• Sponsorship, Advertising, and Marketing/Public Relations Opportunities</li><li>• Register for Next Year's Event (U.S. exhibitors only)</li></ul></li></ul>	
Suggestions for International and Domestic Buyers	6
<ul style="list-style-type: none"><li>• Building and Maintaining Your Prospect List through My IPW</li><li>• Requesting Your Prescheduled Appointments</li><li>• Manual Appointment Scheduling</li><li>• Maximizing Your Presence on the IPW Online Marketplace</li><li>• A Checklist before You Depart for IPW</li><li>• On-site Registration and Destination Experiences and Local Tours Desks</li><li>• On-site Appointment Scheduling</li><li>• Getting the Most from the Appointment Sessions</li></ul>	
Suggestions for U.S. Exhibitors	11
<ul style="list-style-type: none"><li>• Building and Maintaining Your Prospect List through My IPW</li><li>• Nominating Buyers for IPW</li><li>• Sponsorship, Advertisement, and Marketing/Public Relations Opportunities</li><li>• Requesting Your Prescheduled Appointments</li><li>• Appointment Scheduling on ipw.com</li><li>• Manual Appointment Scheduling</li><li>• Maximizing Your Presence on the IPW Online Marketplace</li><li>• On-site Registration and Destination Experiences and Local Tours Desks</li><li>• Setting Up Your Booth</li><li>• On-site Appointment Scheduling</li><li>• Getting the Most from the Appointment Sessions</li></ul>	
Working with the Press—Hints for U.S. Exhibitors	19
<ul style="list-style-type: none"><li>• In Advance of IPW</li><li>• Media Marketplace Package</li></ul>	

## WHAT IS IPW?

IPW is produced by the U.S. Travel Association, and is the travel industry's premier international marketplace and the largest generator of travel to the U.S. During three days of intensive, prescheduled business appointments, U.S. travel executives representing more than 1,000 supplier organizations and destinations from every region of the U.S., and representing all industry category components, meet with over 1,300 international and domestic buyers from more than 70 countries. Historically, the business discussed in these meetings results in the generation of more than \$5.5 billion in future travel to the U.S. At IPW, international and domestic buyers and U.S. exhibitors are able to conduct business that would otherwise only be generated through an exhaustive number of around-the-world trips. As you can see, IPW is NOT a typical trade show.

The domestic buyer registration category offers qualified receptive tour operators, domestic wholesale buyers and online consumer travel organizations (OTAs) a business-to-business opportunity with the U.S. suppliers exhibiting at IPW. The addition of domestic buyers further enhances the value of IPW to exhibitors who agree to have appointments prescheduled with them by maximizing any open appointment slots.

The marketing and technology provider registration category offers a limited number of organizations that do not typically qualify to exhibit at IPW an exclusive opportunity to promote their products and services to the U.S. exhibitors and buyers attending IPW via the Marketing and Technology Pavilion located in the Brand USA Marketplace Hall. Examples of these valued marketing and technology providers include: providers of print, broadcast, and interactive media; advertising, public relations and other consulting firms; research servicing companies; financial institutions; and providers of services such as marketing systems (SEO/SEM, advertising, email campaigns, social media, web design) and distribution channel management, revenue and reservation systems. The addition of the Marketing and Technology Pavilion further enhances the value of IPW to exhibitors and buyers who agree to have appointments prescheduled with marketing and technology providers by maximizing any open appointment slots. **Authorized Brand USA co-op Marketing and Technology Providers will have priority registration and placement in the Marketing and Technology Pavilion.**

IPW is also an opportunity for unique news coverage for U.S. travel destinations and products. On average, more than 500 travel journalists from over 40 countries attend IPW each year. Great opportunities exist for destination and product articles to appear in major international trade and consumer publications and online media outlets.

More than 100,000 business appointments at IPW are prescheduled by a computerized program, based on buyer and exhibitor requests, to help each attending organization make the most of its time. Every organization registered for IPW is required to provide organizational business profile information that is compiled in the ipw.com database by U.S. Travel Association. To prepare for the appointment request and assignment process, all registration and organization profile information is located in My IPW on ipw.com and serves as the resource for building prospect lists and selecting business appointments. All requests for appointments are submitted via ipw.com and a unique computer program matches buyer requests with exhibitor requests. Exhibitors can preschedule up to 44 appointments per *10-foot standard booth* (not per delegate); Express Booth exhibitors can only pre-schedule up to 22 appointments but will have access to the remaining 22 appointment slots during manual scheduling. Buyers can preschedule up to 44 appointments per *delegate*.

## IMPORTANT INFORMATION ABOUT IPW

Be sure to review the following information to see what you can do in advance and year-round to make IPW work for you!

### IN ADVANCE AND YEAR-ROUND

#### IPW.COM

U.S. Travel Association's year-round marketplace for USA travel is [ipw.com](http://ipw.com) where all IPW information resources are streamlined into one official website.

You can find general information about IPW including the on-site schedule of events, registration instructions and criteria, host hotels and delegation assignments, ground transportation schedules, and a link to the host city's website. You can also request login codes and register online for IPW

#### MY IPW

The **My IPW** portal allows registered delegates to manage their entire event experience in advance of IPW using their Individual Login ID and Password.

My IPW offers 24-hour, 365 days a year access to buyers, suppliers, and marketing and technology providers. Every category registered for IPW is listed in a searchable database. Each listing includes a comprehensive organization profile (if applicable) including organization name, full address, telephone, and contact names as well as a brief description of the organization. Extensive search capabilities provide an excellent opportunity to match buyers' travel needs with suppliers' products and services. You can conduct customized searches, create a personalized prospect list and, at appointment scheduling time, submit your appointment requests.

This site is easy to use and your individual log-in codes are required to access every aspect of My IPW. A few of the features you are able to take advantage of are listed below.

- View and update your personal registration details
- Share any dietary and/or special needs
- Search for potential business matches to initiate business correspondence in advance of and after IPW
- Maintain a personalized prospect list
- Pay invoices/print receipts
- Make registration changes/additions
- View your organization's registration details
- Review and update your organization's profile information—your year-round marketing presence on ipw.com
- Search for and request appointments using Online Appointment Scheduling (available in March)

### Forgot your ipw.com log-in codes?

#### CONTACT:

- U.S. exhibitors, domestic buyers and U.S. journalists: [ipwreg@ustravel.org](mailto:ipwreg@ustravel.org)
- International leisure buyers and international journalists, International Advisory Committees, Visit USA Committees, Commercial Service delegates, and international airline representatives: [intlreg@ustravel.org](mailto:intlreg@ustravel.org)
- International meeting and incentive buyers: [MIB@ustravel.org](mailto:MIB@ustravel.org)

## **APPOINTMENT SCHEDULING**

One of the most important steps in preparing for your participation at IPW is requesting your appointments. The online appointment request process makes it easy to search for prospects and to submit your appointment requests online. New registration and organization profile information is entered into the database daily making it the most up-to-date resource for searching for prospective appointments.

In March, you will receive an email from U.S. Travel Association indicating that Online Appointment Scheduling is open. You can perform custom searches and choose the organizations with whom you wish to meet and add them to your Appointment Request list. When your appointment request list is full, submit it to U.S. Travel Association with one simple click. You can view your appointment request list, make changes to it and re-submit it up until the cutoff date. After the cutoff date, you will still be able to view your prospect list online.

Appointments are prescheduled by our customized computer program based on a priority-based algorithm in the order indicated below. In addition, a distance parameter is included in the programming so a buyer will not have to walk great distances in the Brand USA Marketplace Hall between appointments. Domestic buyers, meeting and incentive buyers, international and domestic journalists, marketing and technology providers, Visit USA Committee members and Commercial Service delegates are also able to search for and select appointment requests online from a list of the U.S. exhibitors that have not “Opted Out” of the options to meet with these registration categories.

### **APPOINTMENT SCHEDULING MATCHING PRIORITY**

1. Mutual international buyer and U.S. exhibitor requests
2. International buyer requests
3. Mutual domestic buyer and U.S. exhibitor requests
4. Domestic buyer requests
5. Up to fifteen (15) U.S. exhibitor requests
6. Mutual U.S. exhibitor and marketing and technology provider requests
7. Marketing and technology provider requests
8. Journalist requests
9. Visit USA Committee members/Commercial Service delegate requests

U.S. exhibitor requests that were not scheduled will be listed on the buyers’ appointment list so that they are aware of the exhibitors’ interest in meeting with them. Buyers who requested U.S. exhibitors but could not be scheduled will be listed on the exhibitors’ appointment list so that they are aware of the buyers’ interest in meeting with them.

### **MANUAL APPOINTMENT SCHEDULING**

Manual scheduling opens after the appointment schedules are distributed (mid-April). Manual scheduling gives you the opportunity to add more appointments to your schedule in one convenient location before arriving at IPW. It also presents an opportunity to target those newly registered organizations that were added after online appointment scheduling closed.

Through the manual scheduling system, you can view and print your appointment schedule; request additional appointments with organizations that have similar open appointments; request changes/cancellations; and accept or decline any requests made to you.

## MEDIA MARKETPLACE APPOINTMENT SCHEDULING

PR delegates from U.S. exhibitor organizations that purchased a media marketplace table and journalists can make up to 20 Media Marketplace appointments each. All Media Marketplace delegates will be notified when appointment requesting is open. Appointments will be 10 minutes in length with a five-minute cross time.

The Media Marketplace schedule for Wednesday, May 12:

8:55 – 9:05 a.m.	Open Networking Time
9:10 a.m.-12:25 p.m.	Session I
12:40-1:55 p.m.	IPW Lunch
2:15-4:10 p.m.	Session II
4:10-5:30 p.m.	Brand USA Media Marketplace Reception (closed event for media and PRs)

## IPW ONLINE MARKETPLACE

All registered delegates are able to connect and follow one another in a web platform called IPW Online Marketplace. Patterned after the successful IPW Online Press Room powered by TravMedia, the IPW Online Marketplace—a virtual Supplier Showcase—allows buyers to review exhibitor materials in advance, during and after the show. Download photos, view and import videos and brochures, and connect and follow delegates to stay in touch after IPW concludes. Daily email alerts show a summary of materials being added to the platform, prompting buyers to see more in each Supplier Showcase.

## ON-SITE AT IPW

### IPW ORIENTATION SESSION

[Tuesday, 9:00-10:00 a.m. at the convention center | Open to all delegates](#)

A panel of IPW veterans representing buyers, suppliers, and media discuss methods for communicating on-site, scheduling additional business appointments, following up on leads, and knowing what to expect at the business appointment sessions. It's an excellent resource that can enhance your IPW experience. No advance sign-up is required.

### BRAND USA MARKET TRENDS UPDATE

[Tuesday, 10:00-11:00 a.m. at the convention center | Open to all delegates](#)

Brand USA experts share research, analytics, and trends in key markets such as China, India, and Mexico. Topics covered include in-depth market profiles, highlights of Brand USA's in-market activities, and a preview of future initiatives. These presentations are a perfect complement to the table top version of International Market Exchange (*formerly Market Update*). Check the Official Program on-site for the exact location and schedule. No advance sign-up is required.

### INTERNATIONAL MARKET EXCHANGE

[Tuesday, 11:00 a.m.-12:30 p.m. at the convention center | Open to U.S. exhibitors only](#)

U.S. Travel Association's International Advisory Committee (IAC), Visit USA/See America/Discover America Committee, and U.S. Commercial Service representatives from countries attending IPW will be available to discuss and answer any questions U.S. exhibitors may have about their market. It is an important opportunity to gather the latest intelligence on your target markets before IPW business sessions begin. Check the Official Program on-site for the exact location and schedule. No advance sign-up is required.

## MARKETING AND TECHNOLOGY PAVILION

The Marketing and Technology Pavilion will be located in the Brand USA Marketplace Hall next to the Brand USA booth. The Pavilion provides the exclusive opportunity for marketing and technology organizations to promote products and services to IPW attendees. U.S. exhibitors and buyers and marketing and technology providers can request appointments with each other during the pre-scheduled appointment request process and fill in any available open appointment during manual scheduling. If you don't already have a scheduled appointment with the marketing and technology providers, be sure to stop by!

## BRAND USA MEDIA MARKETPLACE

[Advanced sign-up is required and is open only to registered U.S. exhibitors who purchase the Media Marketplace Package. Space is limited. Not available with Express Booth.](#)

Brand USA Media Marketplace (Wednesday) provides a full day of opportunity for public relations professionals from exhibiting organizations to meet with international and domestic travel media to discuss story ideas, arrange personalized press trips, distribute press kits, and arrange on-site interviews.

PR delegates (from U.S. exhibitor organizations that purchased a Media Marketplace table) and media will be able to make up to 20 prescheduled appointments during the manual scheduling period only and all Media Marketplace delegates will be notified when this option is open. Appointments will be 10 minutes in length with a five-minute cross time.

The Media Marketplace schedule for Wednesday, May 12:

8:55 – 9:05 a.m.	Open Networking Time
9:10 a.m.-12:25 p.m.	Session I
12:40-1:55 p.m.	IPW Lunch
2:15-4:10 p.m.	Session II
4:10-5:30 p.m.	Brand USA Media Marketplace Reception <i>(closed event for media and PRs)</i>

## IPW ONLINE PRESS ROOM

[Open to U.S. exhibitors and press](#)

For registered U.S. exhibitors (standard or express booths) and booth-sharing organizations not participating in the Brand USA Media Marketplace but who want to guarantee their news reaches the nearly 500 media attending IPW. Purchasers will have a dedicated, branded virtual press room and the ability to interact with journalists and drive traffic to their trade show booth.

Participants will be able to upload four new press releases and photos, one video, and unlimited archived releases. The four new releases will also be included in the daily IPW U.S. exhibitor news feeds sent to all participating journalists.

## SPONSORSHIP, ADVERTISING, AND MARKETING/PUBLIC RELATIONS OPPORTUNITIES

There are numerous sponsorship, advertising, and marketing/PR opportunities for U.S. suppliers exhibiting at IPW. For more information, see the listing beginning on page 13.

## REGISTER FOR NEXT YEAR'S EVENT

[Open to U.S. exhibitors only](#)

U.S. exhibitors registered for the current year's show are eligible to register for the following year's IPW while on-site and take advantage of discounted booth and delegate registration costs. Be sure to visit the special registration kiosks located in the Brand USA Marketplace Hall Lounges and in the Registration area to take advantage of this special offer.

## SUGGESTIONS FOR INTERNATIONAL AND DOMESTIC BUYERS

At U.S. Travel Association's IPW, you will have the opportunity to meet one-on-one with up to 44 U.S. exhibitors during prescheduled appointments. You will also have the chance to meet and mingle with exhibitor representatives from more than 1,000 U.S. supplier organizations during informal networking breaks and social functions. The custom-designed appointment scheduling process enables you to make the most efficient and productive use of your time on-site at IPW.

The process begins with the receipt of your IPW registration information. You are provided information about the IPW schedule and activities as well as all the necessary information to register for IPW. All U.S. exhibitors and buyers must register online and complete their organization profiles. This information is used to create a complete organization and contact listing in My IPW on ipw.com, which is also used for appointment scheduling.

You should begin to plan for appointment scheduling in February by using My IPW to search for potential exhibitors with whom you wish to meet. You can save organizations from your searches to a prospect list which you can maintain and modify throughout the year. Carefully review the organization's profile information to determine if they meet your criteria and to be sure that you will be a good potential business match for them.

**DOMESTIC BUYERS AND MEETING AND INCENTIVE BUYERS PLEASE NOTE:** You will only be able to request appointments with U.S. exhibitor organizations that have selected not to Opt Out of the "Domestic Buyer Appointments Option" or the "Meeting and Incentive Buyers Option," respectively.

In March, all confirmed registered buyers will receive an email announcing that online appointment scheduling is open. Once you have received this notification, you can begin submitting your appointment requests.

IPW is the perfect opportunity to increase your USA program offerings, volume, and profit. It is hard, serious work. Here is some important information to help you take full advantage of IPW:

### 1. BUILDING AND MAINTAINING YOUR PROSPECT LIST IN MY IPW ON IPW.COM

Be sure to use your individual login codes to log into My IPW from ipw.com to search for prospects throughout the year. Select Find Delegates from the menu item. You can search by various criteria including regions, type of services offered, and by organization name. By simply checking a box next to their listing on the search results page, you will be able to save that organization to your prospect list. You can refer to this list year-round and click on the listing to see the organization's complete profile.

### 2. REQUESTING YOUR PRESCHEDULED APPOINTMENTS

Please review the following steps to most efficiently develop and submit your appointment requests:

- **SEARCHING FOR U.S. EXHIBITORS:** Simply go to ipw.com, click on the link for the **IPW Action Center**, log into My IPW using your individual login codes and select Appointment Requests to start your search. As you review your search results, you can save organizations to a personalized prospect list. The database contains the most up-to-date registration and profile information.



- **COORDINATE YOUR REQUESTS WITH OTHER DELEGATES FROM YOUR ORGANIZATION:** If more than one buyer is registered from your organization, please coordinate your appointment requests with the other delegates to prevent duplicating requests within your organization. Duplicate requests will not be scheduled, and do not increase your chances of meeting with the exhibitor. Each registered delegate from your organization must submit a separate appointment request list.
- **COMPLETE AND SUBMIT YOUR APPOINTMENT REQUEST LIST:** Every international and domestic buyer must submit and accept a minimum of 30 appointments to complete their requirements for registration for IPW. It's easy to create the online appointment request list—simply go to ipw.com, click on the link for the **IPW Action Center**. Log into My IPW using your individual login codes and select Appointment Requests. Search for organizations that meet your desired criteria, highlight to select an organization and click the Request Appointment button. You can view your appointment request list at any time online. Be sure to submit a request for all 50 slots so that you receive as many prescheduled appointments as possible (there are 44 possible appointments).
- **EMAIL THE EXHIBITORS YOU REQUESTED:** Mutual requests are scheduled first by the computerized program; therefore, it is wise to email all of the exhibitors you requested on your list. This will let them know that they should also request you to increase your chances of a match. You may also receive emails from exhibitors asking that you request them. You can also view who has requested an appointment with you to greater maximize your chance for a prescheduled appointment.
- **REVIEW YOUR APPOINTMENT LIST UPON RECEIPT:** By reviewing your appointment list in advance, you can determine if there are additional exhibitors with whom you would like to schedule appointments. If you have any available appointment times, try to schedule appointments in advance of your arrival at IPW through the manual scheduling feature in My IPW. You may be able to schedule appointments with those exhibitors on your appointment list with whom appointments were not scheduled in advance. You should also use My IPW to do more searches for prospects.

### 3. MANUAL APPOINTMENT SCHEDULING

Manual scheduling opens after the computer-generated appointment schedules are distributed (mid-May). Manual scheduling gives you the opportunity to add more appointments to your schedule in one convenient location before arriving at IPW. It also presents an opportunity to target those newly registered U.S. exhibitors who were added after online appointment scheduling closed.

Through the manual scheduling system, you can view and print your appointment schedule; request additional appointments with U.S. exhibitors who have similar open appointments; request changes/cancellations; and accept or decline any requests made to you.

Please respond promptly to all appointment requests you receive through the manual scheduling system so that your fellow participants can make the most of their schedule. If someone sends you an appointment request or change/cancellation request and you do not respond in a timely manner, you could be blocking an appointment time they could match with another company. Requests for cancellations of appointments not accepted or declined within 48 hours will automatically be removed from both parties' schedules.

**NOTE:** Since changes can be made to your schedule at any time, U.S. Travel Association will provide you (via email) with the *advance* list of your prescheduled appointments. You should regularly monitor and manage your appointments through the manual scheduling system and print the most current version of your schedule before the show opens. We will, however, print your most current appointment schedule when you register on-site at IPW.

#### **4. MAXIMIZE YOUR PRESENCE ON IPW ONLINE MARKETPLACE**

Build your own buyer profile. Submit and update your details by clicking on your photo or the word “Profile” and following the prompts. When you update your details, they will be displayed in the Newsroom, allowing people to connect to you.

View the comprehensive profiles of exhibitors attending IPW. Click the “Follow” button to send a request to that exhibitor within the system. When the exhibitor approves you, just like on LinkedIn, you will be “connected.” You may email one another in the system, and each time either profile changes (travel plans added, photos added, etc.) you both receive a notification at the bottom of the show’s Daily Summary.

#### **5. A CHECKLIST BEFORE YOU DEPART FOR IPW**

It is important that you come to IPW prepared to do business with all of the information and tools possible. Do you have:

- At least 600 business cards?
- A brief description of your organization?
- Your operating and sales history?
- Samples of promotional pieces/brochures showing how you promote or sell USA travel?

Also, analyze your program needs so you can respond to questions the exhibitors may have when they meet with you at IPW. Do you have:

- An evaluation of past USA programs?
- Geographical and service requirements?
- Series and special group specifications?
- Dates and date flexibility?
- An estimation of projected volume?
- Requirements for specific promotional support from any supplier?

Business attire is requested for the business appointment sessions. Business casual is requested for official evening events depending on the venue.

#### **6. ON-SITE REGISTRATION AND DESTINATION EXPERIENCES/LOCAL TOURS DESKS**

Register at the convention center as early as possible on Monday to receive your badge and other registration materials.

There are destination experiences and local tours on Monday and Tuesday—don’t forget to sign up in advance through the Host City’s convention and visitors bureau website when available. Once you arrive at the convention center, you should re-confirm your tour signup at the Host City Destination Experiences and Local Tours desk. There may be a few openings available that you can sign up for on-site, but it is best to register in advance to ensure the tour you request is available and to assist the Host City in their planning.

## 7. ON-SITE APPOINTMENT SCHEDULING

A full appointment schedule is the key to success at IPW. If you have any appointment slots open in your schedule—fill them! There are several opportunities to identify prospects for these appointments.

**IPW MOBILE APP:** If there are additional exhibitors with whom you need to schedule appointments, you can contact them via your mobile device once you have downloaded the IPW mobile app. If you already know whom you want to contact, you can send them an email. If you need to search for more prospects, you can use the IPW mobile app to search and find a good match and then request an appointment. Be sure to check back on the IPW mobile app for their response.

Exhibitors may also email you to request an appointment.

**APPOINTMENT SCHEDULING SESSION:** There is an appointment scheduling session on Wednesday from 8:30-9:30 a.m. Exhibitors will be in their booths to schedule additional appointments. This is a valuable session that can fill your appointment schedule.

**OPEN APPOINTMENT SESSION:** There is an open appointment session on Thursday from 8:30-8:55 a.m. prior to scheduled appointments. IPW delegates are encouraged to schedule additional appointments during these time slots, or you can “shop” the Brand USA Marketplace Hall and speak with exhibitors without scheduling an appointment.

**OPEN NETWORKING TIME:** There is open networking time after each luncheon to give you an opportunity to meet with or make contact with those organizations with whom you did not pre-schedule an appointment.

## 8. GETTING THE MOST FROM THE APPOINTMENT SESSIONS

*IPW is a business meeting—not a trade show.* The booths at IPW are designed to accommodate private discussions of a senior sales executive nature. Exhibitors expect to negotiate with you and to obtain firm commitments. Therefore, it is essential that you have the authority to make these commitments. The following points can help you get the most from your appointment sessions:

- Remember that your appointment schedule indicates only the organization name. The exhibitor will be sure to match you with the most appropriate representative who can discuss your program needs.
- During each appointment: 1) ask questions of the exhibitor to obtain the information you need; 2) quickly get to the point of your discussion; 3) take notes carefully to avoid confusion later; and 4) summarize to the exhibitor your understanding of any arrangements. If you need an additional appointment to complete discussions, schedule it.
- Most importantly, do not be a “no-show.” If you find it absolutely necessary to cancel or re-schedule a business appointment, please do so by visiting the exhibitor’s booth or by using the on-site Message Centers or IPW mobile app. Please do so well in advance of the scheduled time of your appointment so that the exhibitor can make plans to meet with another buyer.
- During impromptu discussions with exhibitors between appointment sessions, honor the arrival of the buyer scheduled for the next appointment by concluding your discussion promptly.

- Use all social functions to make additional contacts, schedule appointments, and conduct additional business. Carry your Official Program with you at all times.
- Each appointment session at IPW is important. You are required to attend all appointment sessions, and to honor all scheduled appointments.

## REMEMBER

You must be a registered delegate to attend IPW appointment sessions and social events, and you must wear your badge at all times to gain entry. There are no spouse or guest registrations available.

Be sure to write your name on or staple your business card to your Official Program in case it is misplaced.

This will greatly increase the chance of it being turned in to Lost and Found and returned to you.

## EVENT CODE OF CONDUCT

The [U.S. Travel Code of Conduct for Events](#) establishes minimum expectations of behavior for individuals attending U.S. Travel-sponsored events such that all participants may feel safe and are treated with respect. The Code is strictly enforced.

## SUGGESTIONS FOR U.S. EXHIBITORS

U.S. Travel Association's IPW is the premier marketplace for conducting USA travel business and is designed to help you sell your products and services to the international and domestic travel trade. The format provides 44 prescheduled appointment time slots over a three-day period enabling you to meet with up to 44 buyers in your target markets. In addition, there are many opportunities for networking and interacting with the buyers outside of the official business sessions. This format offers you the opportunity to meet with as many buyers in three days as it could take three weeks to visit in their home countries and offices.

Be sure to become a member of U.S. Travel or renew your current membership to receive the benefit of discounted registration costs. Contact [membership@ustravel.org](mailto:membership@ustravel.org) to learn more about the value of membership and discounts provided for regular members, and the many complimentary benefits provided to Chairman's Circle and Board Circle members.

The process for participating in IPW begins when your organization's designated Registration Contact receives notification that the IPW registration materials are online at [ipw.com](http://ipw.com). These materials include information about the IPW schedule and activities and provide a link to online registration to reserve a booth and register individual exhibitor delegates.

Each booth has a designated Key Contact who is responsible for receiving and submitting all IPW materials. The Key Contact is also responsible for communicating IPW-related information with the booth staff. Your booth should be occupied by qualified, senior staff in international tour and travel sales or marketing. You may wish to include a member of your public relations staff, as there will be more than 500 journalists in attendance; your meetings and incentive representative to connect with our meeting and incentive buyers; and/or your marketing and advertising representative (on staff or from your agency of record) to meet with Brand USA representatives about partnership engagement opportunities or our featured marketing and technology providers in the Marketing and Technology Pavilion.

In March, your Key Contact will receive an email announcing online appointment scheduling is open. Once this information is received, you can begin submitting your appointment requests. The email will be followed by an email providing your booth assignment and links to the interactive Brand USA Marketplace Hall floor plan and important exhibitor services information.

**BUYERS:** There are two categories of buyers who attend IPW— international and domestic. International buyers from more than 70 countries are invited and pre-qualified based on their ability to deliver a significant number of leisure or meeting and incentive travelers to the U.S. The domestic buyer and meeting and incentive buyer categories were introduced to offer exhibitors even more value to the IPW experience. If you did not opt out of the domestic buyer or the meeting and incentive buyer options when you registered online, your organization's name will appear in My IPW to all registered buyers and they will be able to request a prescheduled appointment with your organization.

**MARKETING AND TECHNOLOGY PROVIDERS:** These are organizations that do not typically qualify to exhibit at IPW but are eligible to promote their products and services in the Marketing and Technology Pavilion located in the Brand USA Marketplace Hall so that U.S. exhibitors that have an interest in meeting with them have the option to request appointments with them. U.S. exhibitors are encouraged to consider registering a member of their marketing or advertising staff to meet with these valuable marketing and technology service providers.

IPW is a perfect opportunity to build your international business. It is hard, serious work, but it can be very rewarding. Here is some information to help you take full advantage of IPW:

### 1. BUILDING AND MAINTAINING YOUR PROSPECT LIST ON IPW.COM

Be sure to use your individual login codes to log into My IPW from ipw.com to search for prospects throughout the year. Select Find Delegates from the menu item. You can search by registration category and by simply checking a box next to their listing on the search results page, you will be able to save that organization to your prospect list. You can refer to this list year-round and click on the listing to see the organization's complete profile.

### 2. NOMINATING BUYERS

U.S. Travel Association is dedicated to both maintaining and expanding the base of qualified international and domestic buyers who attend IPW. The quality as well as the quantity of the buyers at IPW reflects, in a large part, the success of the show. In order to do this successfully, however, we need your input and assistance. Key Contacts can nominate buyers who produce a significant amount of USA business, but are not currently on our invitation list, by emailing their names, organization names, and contact information to [intlreg@ustravel.org](mailto:intlreg@ustravel.org).

### 3. IPW SPONSORSHIP, ADVERTISING, AND MARKETING/PUBLIC RELATIONS OPPORTUNITIES

Several sponsorship, advertising, and marketing/public relations opportunities are available to increase your visibility at IPW including luncheon sponsorships, advertisements in the Official Program and the IPW Online Marketplace, which offers enhanced organization information and advertising options. For more information or to sign up for any of these opportunities, go to ipw.com and click on Sponsorship and Advertising to get to the appropriate link.

#### SPONSORSHIP OPPORTUNITIES

- Thursday and Friday Luncheons
- Hospitality Lounge Co-Sponsorship
- Brand USA Media Marketplace
- Press Room
- Message Centers
- Badge Wallets
- Delegate Bags (*for Buyers and Press*)
- IPW Online Marketplace
- International Delegate Room Drop Service
- Visit USA Committee Luncheon
- Visit USA Latin America Breakfast
- Luggage Tags
- IPW Mobile App
- Charging Stations
- Customized Opportunities

#### ADVERTISING OPPORTUNITIES

- Hanging Banners - Lobby Concourse, Brand USA Marketplace Hall, Shuttle Drop
- Column Wraps/Tower Advertisements
- Clings and Overlays
- Official Program Book 4-Color Inside Front Cover
- Official Program Book 4-Color Tab Divider Ads
- Official Program Book 4-Color Internal Page Ads
- ipw.com Enhanced Listings
- ipw.com Button Advertisement
- *IPW Daily* - the official publication for IPW (eight (8) digital editions and complemented with a print issue for (3) on-site issues)
- Bundled Packages - includes *IPW Daily*, ipw.com and a Hanging Booth Banner

To learn more about the available sponsorship and advertising opportunities and associated benefits, contact Ruth Mensch at [rmensch@ustravel.org](mailto:rmensch@ustravel.org).

To purchase advertising in *IPW Daily*, contact Sherena Elharmell at [selharmell@ustravel.org](mailto:selharmell@ustravel.org).

#### **PUBLIC RELATIONS OPPORTUNITIES**

- Media Marketplace Package
- IPW Online Press Room

IPW has bundled together the two most popular media opportunities into one Media Marketplace Package providing greater value and maximizing the visibility of participating U.S. exhibitors (not available with Express Booth). The package includes a full day of Brand USA Media Marketplace activities on Wednesday plus full access to the IPW Online Press Room.

PR delegates (from U.S. exhibitor organizations that purchased a Media Marketplace table) and journalists will be able to make up to 20 prescheduled appointments. Appointments will be 10 minutes in length with a five-minute cross time.

The IPW Online Press Room is now available as a stand-alone opportunity that allows you to participate without having to purchase a Media Marketplace table. (Note: *is* available for purchase with Express Booth.)

To learn more about the Media Marketplace Package and IPW Online Press Room and associated benefits, contact Cathy Reynolds at [creynolds@ustravel.org](mailto:creynolds@ustravel.org).

#### **IPW ONLINE MARKETPLACE**

This complimentary, interactive tool allows registered buyers and suppliers to connect with one another before, during and after the show, sharing valuable U.S. travel product information and materials. Some of the benefits offered through the IPW Online Marketplace include:

- Connections to delegates' profiles to help build long-term business relationships;
- Platform to electronically distribute brochures, marketing collateral, pricing, images and videos; and
- Regular updates and alerts on new and relevant information.

The IPW Online Marketplace is managed by TravTrade, sister organization of TravMedia and the successful IPW Online Press Room.

#### **OTHER MARKETING/PROMOTIONAL OPPORTUNITIES**

- Reserved Tables at Official Luncheons (Wednesday-Friday)
- Hotel Room Distribution Service
- Contact Lists

## **4. REQUESTING YOUR PRESCHEDULED APPOINTMENTS**

As you prepare to select the buyers with whom you wish to request appointments, remember to evaluate new program possibilities by considering requesting appointments with a few sample prospects from areas and markets of unknown potential. Also, plan to telephone or email the buyers you are requesting early in the appointment request process to let them know of your interest in meeting with them in order to increase your number of prescheduled appointments (mutual requests between international buyers and U.S. exhibitors are given the highest scheduling priority.)



## 5. APPOINTMENT SCHEDULING ON IPW.COM

Simply go to [ipw.com](http://ipw.com) and log into the My IPW portal using your *individual* login codes. Select Appointment Requests to start your search. Once there, you will find new and improved features that will help you easily search for prospects and request appointments. In addition to being able to search for organizations based on their organization profile information, you can also search for them by organization name or country. Note: If your organization usually divides the responsibility for selecting the buyers with which your organization would like to request an appointment, your Key Contact can share their individual login codes for My IPW with each of those individuals. They can then use the site to individually add their requests to your organization's appointment request list. When all requests have been entered, the Key Contact should review and submit the list. Remember that, even though there are only 44 appointment sessions, your organization should submit 50 requests per booth space. If your organization has a double booth, submit 100 requests; for a triple, submit 150 requests. [ipw.com](http://ipw.com) will automatically recognize if you are a single, double, or triple booth holder and will provide the appropriate number of spaces on your electronic form.

- **EXHIBITOR GROUP SCHEDULING OPTION**

This FREE option was developed to make scheduling appointments for exhibitors with multiple adjacent booths more efficient. Say you have four entities represented within your block of booths for XYZ North; XYZ South; XYZ East; and XYZ West. Each of these entities has a separate listing and an international buyer has requested appointments with North, South, and East. You can now decide in advance whether you want three appointments scheduled or just one. You can determine whether the buyer will spend 20 minutes with your representative from each region or if one representative will provide the buyer with information on all of the regions at one business appointment! This option is also likely to increase your chances of having more mutual requests with buyers. If you would like to participate but did not select this option when you registered online, complete the Exhibitor Group Scheduling Option form, which can be found online in PDF format at [ipw.com](http://ipw.com), and email it to U.S. Travel Association at [ipwreg@ustravel.org](mailto:ipwreg@ustravel.org) by the deadline indicated on the form. (Note: all parties included in the group must submit the form indicating their desire to participate.) Once the appointment scheduling program has been run, this option cannot be reversed, however, anyone in your scheduling group will be able to request additional appointments with one or more of the same buyer if necessary during the Manual Appointment Scheduling.

- **EXTRA APPOINTMENT SCHEDULING OPTION (Not Available with Express Booth)**

In addition to the standard appointment schedule of 44 appointments per booth, exhibitors may purchase the option to request an additional 20 appointments per booth. Extra appointments are not guaranteed. The extra time slots may make it possible for additional appointments to match more exhibitor/buyer requests. There is an additional fee for this option and it is non-refundable after the deadline date to submit appointment requests. This option may be useful to exhibitors who, in the past, have received a fully booked appointment schedule and have received many unscheduled buyer requests. This option is not recommended for first-time exhibitors unless you are confident that you will have a high demand for appointments. Be sure to assess your own appointment needs. If you did not select this option when you registered, you may request and pay for this option at any time prior to the appointment request deadline date.



- **DOMESTIC BUYER, MEETING AND INCENTIVE BUYER, JOURNALIST, MARKETING AND TECHNOLOGY PROVIDERS, INTERNATIONAL AIRLINE REPRESENTATIVES, VISIT USA COMMITTEE AND COMMERCIAL SERVICE REPRESENTATIVES APPOINTMENT OPTIONS**

These appointment scheduling options allow these registration categories to formally meet with U.S. exhibitors during prescheduled appointments. These options are scheduled after international buyer requests have been scheduled in the system. Exhibitors can opt out of appointments with these categories during the online registration process.

Analyze your list of pre-scheduled appointments. Additionally, identify which buyers requested to see your organization, but with whom you had no common available time period and those buyers whom your organization requested to see but who did not mutually request you. (Note that up to fifteen U.S. exhibitor requests can be scheduled without a mutual request from the buyer. Requests that are not prescheduled can be viewed through the manual scheduling system).

If you have any available appointment times, try to schedule the appointments in advance of your arrival at IPW using the manual scheduling feature. Contact any buyers with whom you wish to meet but for which an appointment could not be prescheduled. You can refer to your prospect list or conduct additional searches for prospects. Once on-site at IPW, you should utilize the ipw.com Message Centers or download the IPW mobile app to communicate and request appointments with buyers.

- **MARKETING AND TECHNOLOGY PROVIDER APPOINTMENT OPTIONS**

Marketing and technology providers staff the booths located in the Marketing and Technology Pavilion in the Brand USA Marketplace Hall. During the pre-schedule appointment requests, U.S. exhibitors and marketing and technology providers can request appointments with each other. Requests for pre-scheduled appointments with marketing and technology providers are processed after the domestic and meeting and incentive buyer category requests in the system have been scheduled. These appointments take place in the U.S. exhibitors' booth. Exhibitors can opt out of appointments with this category during the online registration process.

## **6. MANUAL APPOINTMENT SCHEDULING**

Manual scheduling opens after the schedules are distributed (mid-April), giving you the opportunity to add more appointments to your schedule in one convenient location before arriving at IPW. It also presents an opportunity to target those newly registered buyers who were added after online appointment scheduling closed.

Through the manual scheduling system, you can view and print your appointment schedule; request additional appointments with buyers who have similar open appointments; request changes/cancellations; and accept or decline any requests made to you.

Please respond promptly to all appointment requests you receive through the Manual Scheduling System so that your fellow participants can make the most of their schedule. If someone sends you an appointment request or change/cancellation request and you do not respond in a timely manner, you could be blocking an appointment time they could match with another company. Requests for cancellations of appointments not accepted or declined within 48 hours will automatically be removed from both parties' schedules.

**NOTE:** Since changes can be made to your schedule at any time, U.S. Travel Association will only provide you (via email) with the *advance* list of your prescheduled appointments. You should regularly monitor and manage your appointments through the manual scheduling system and print the most current version of your schedule before the show opens.

PR delegates (from U.S. exhibitor organizations that purchased a Media Marketplace table) and journalists will be able to make up to 20 prescheduled appointments. Appointments will be 10 minutes in length with a five-minute cross time.

## **7. MAXIMIZE YOUR PRESENCE ON IPW ONLINE MARKETPLACE**

Build your own profile. Submit and update your details by clicking on your photo or the word “Profile” and following the prompts. When you update your details, they will be displayed in the Newsroom, allowing people to connect to you.

View the comprehensive profiles of buyers attending IPW. Click the “Follow” button to send a request to that buyer within the system. When the buyer approves you, just like on LinkedIn, you will be “connected.” You may email one another in the system, and each time either profile changes (travel plans added, photos added, etc.) you both receive a notification at the bottom of the show’s Daily Summary.

## **8. ON-SITE REGISTRATION AND DESTINATION EXPERIENCES/LOCAL TOURS DESKS**

Register at the convention center as early as possible on Monday to receive your badge and other registration materials.

There are destination experiences and local tours arranged by the Host City on Monday and Tuesday—don’t forget to sign up in advance through the Host City’s convention and visitors bureau website when available. Once you arrive at the convention center, you should re-confirm your tour signup at the Host City Destination Experiences and Local Tours Desk. There may be a few openings available that you can sign up for on-site, but it is best to register in advance to ensure the tour you request is available and to assist the Host City in their planning.

## **9. SETTING UP YOUR BOOTH**

Booth setup hours are 8:00 a.m.-5:00 p.m. on Monday and Tuesday. All booths must be set up by 8:00 a.m. on Wednesday.

Be sure to review the Brand USA Marketplace Hall Rules and Regulations when designing and setting up your booth. Non-compliant booths must be corrected prior to the opening of the exhibit hall.

Your organization’s name and booth number must be displayed at all times. These signs are provided at no additional cost as part of your booth rental. U.S. Travel Association also provides each exhibitor with a mailbox located on the side rail of your booth. U.S. Travel Association staff may deliver messages directly to your booth via the mailbox. Please be sure to keep the mailbox visible at all times and check it frequently.

Familiarize yourself with the layout of the Brand USA Marketplace Hall as well as the location of the on-site Message Centers, the U.S. Travel Association Information Booth (in the Main Lounge), the Exhibitor Services Desk, and the on-site Business Center.

## 10. ON-SITE APPOINTMENT SCHEDULING

Make every opportunity on-site to fill empty appointment slots. Use every social occasion such as the destination experiences and local tours and evening events to network and book additional appointments. Carry your Official Program at all times so you can easily arrange these appointments. There are several ways to add appointments to your schedule:

- **IPW MOBILE APP:** If there are additional buyers with whom you would like to schedule appointments, you can contact them via your mobile device once you've downloaded the IPW mobile app. If you already know whom you want to contact, you can send them an email. If you need to search for more prospects, you can use the IPW mobile app to search ipw.com to find a good match and then email them to request an appointment. When you email someone, be sure to give them the specific day(s) and time(s) for the appointment you are requesting and be sure to check back on the IPW mobile app for their response.

Buyers may also email you to request an appointment. You are encouraged to accept appointments to learn about new buyers you may not have worked with in the past. If you have no interest, please explain why there is no interest. This will allow both of you to use your time more productively.

- **APPOINTMENT SCHEDULING SESSION:** There is an appointment scheduling session on Wednesday from 8:30-9:30 a.m. Be sure to have your booth fully staffed for this session. Buyers are encouraged to visit U.S. exhibitors in their booths to schedule appointments in available time slots.
- **OPEN APPOINTMENT SESSION:** There is an open appointment session on Thursday from 8:30-8:55 a.m. Be sure to have your booth fully staffed for this session. Buyers are encouraged to visit U.S. exhibitors in their booths to schedule additional appointments during this session. Also, buyers are encouraged to “shop” the Brand USA Marketplace Hall and speak with exhibitors informally—without scheduled appointments. This time can also be spent talking with exhibitors to share leads and coordinate program elements. However, remember that buyers will be walking through the hall during this hour. Be sure to have someone available in your booth so that you do not miss the opportunity to meet a prospective buyer.
- **OPEN NETWORKING TIME:** There is open networking time after each luncheon to give you an opportunity to meet with or make contact with those organizations you did not pre-schedule an appointment with.

## 11. GETTING THE MOST FROM THE APPOINTMENT SESSIONS

Every appointment session is important. Booths must be fully staffed during business hours from Wednesday at 8:30 a.m.-4:00 p.m. on Friday when the show closes.

Here are some helpful suggestions for getting the most out of the appointment sessions at IPW:

- Watch for arriving appointments. Some buyers have commented that they visit booths at the appointed times, only to find their contact talking to someone else or away from their booth. Many buyers will not interrupt the conversation and are subsequently missed or inadvertently ignored.
- Check the IPW mobile app) frequently for messages and appointment requests or changes from buyers.

- Remember, buyers expect to negotiate with exhibitors and obtain firm commitments. Therefore, it is essential that you have this authority. However, do not make promises during your conversations that may not be kept.

## REMEMBER

You must be a registered delegate to attend IPW appointment sessions and social events, and you must wear your badge at all times to gain entry. There are no spouse or guest registrations available.

Be sure to write your name on or staple your business card to your Official Program in case it is misplaced.

This will greatly increase the chance of it being turned in to Lost and Found and returned to you.

## EVENT CODE OF CONDUCT

The [U.S. Travel Code of Conduct for Events](#) establishes minimum expectations of behavior for individuals attending U.S. Travel-sponsored events such that all participants may feel safe and are treated with respect. The Code is strictly enforced.

## WORKING WITH THE PRESS - HINTS FOR U.S. EXHIBITORS

Each year more than 500 prominent international and U.S. travel editors, writers, and broadcasters attend U.S. Travel Association's IPW to report on the latest trends, sites, services, and events in USA travel. IPW offers exhibitors an excellent opportunity to keep journalists informed of their travel products and services. Journalists are always searching for interesting stories and need timely, accurate and succinct information.

Follow these steps when working with the *international* journalists:

### 1. IN ADVANCE OF IPW

**PREPARING NEWS RELEASES AND PHOTOS:** Journalists need concise information that will interest their readers or viewers who, depending on the situation, can be international travel agents and tour operators or consumers. Regardless, all written information should include: 1) the names of your public relations officers; 2) their telephone, fax, and email address; 3) your organization's address; and 4) your IPW booth number. List your international offices or representatives that can provide information about your organization, product or service and print releases in target market foreign languages. Be brief, accurate and clear. Make your releases relevant—try to include the following types of information:

- New services, especially for international travelers
- Statistics showing what percentage of your business is international
- Dollar figures, broken down by country, showing the importance of the international market to you
- New systems or marketing services that make it easier for the international traveler or trade buyer to use/sell your product or service
- New commission programs for international travel agents
- New travel packages for international tour producers
- New products or enhancements to your destination or product
- Story ideas for consumer publications media

**UPLOAD RESOURCES TO THE IPW ONLINE PRESS ROOM:** Whether purchased as part of the Media Marketplace Package or as a stand-alone option, the popular IPW Online Press Room offers a dedicated, branded virtual press room and the ability to interact with journalists and drive traffic to your trade show booth.

To maximize your visibility prior, during and after the show, the IPW Online Press Room will house comprehensive press materials, including releases, photos, logos and videos as well as provide the opportunity for PRs to research and connect with journalists. Also included are daily U.S. exhibitor news feeds to all participating journalists. More than 84% of IPW media logged in and started researching stories within 24 hours of the site going live last year. During the show itself, there were 1,300 unique log-ins from international media doing additional research.

## 2. MEDIA MARKETPLACE PACKAGE (Not Available with Express Booth)

IPW has bundled together the two most popular media opportunities into one Media Marketplace Package providing greater value and maximizing the visibility of participating U.S. exhibitors. The package includes a full day of Brand USA Media Marketplace activities on Wednesday, May 12, plus full access to the Online Press Room. The package can be purchased via the online Shopping Cart and is expected to sell out quickly. To participate in Brand USA Media Marketplace, U.S. exhibitors must be a registered booth holder and purchase a Media Marketplace Package in advance (\$1,150 members/\$1,380 non-members through December 11, 2020; \$1,350 members/\$1,620 non-members beginning December 12, 2020).

The all-day event is the best way for U.S. exhibitors to connect with media and to pitch story ideas on-site. The media marketplace floor will be arranged alphabetically by state and will include sections for national companies and the federal government.

PR delegates (from U.S. exhibitor organizations that purchased a Media Marketplace table) and media will be able to make up to 20 prescheduled appointments during the manual scheduling period only and all Media Marketplace delegates will be notified when this option is open. Appointments will be 10 minutes in length with a five-minute cross time.

The Media Marketplace schedule for Wednesday, May 12:

8:55 – 9:05 a.m.	Open Networking Time
9:10 a.m.-12:25 p.m.	Session I
12:40-1:55 p.m.	IPW Lunch
2:15-4:10 p.m.	Session II
4:10-5:30 p.m.	Brand USA Media Marketplace Reception (closed event for media and PRs)

**BADGE INFORMATION:** There is no additional badge fee if an exhibitor delegate from your booth staffs the Media Marketplace table. If needed, however, you may purchase up to two (2) Wednesday-only Media Marketplace badges (\$500 each for members \$550 each for non-members) for PR representatives *not already registered as a full access exhibitor delegate* to staff your Media Marketplace table. This one-day only pass grants the Media Marketplace delegate access to the evening event on Tuesday and all IPW events occurring on Wednesday (Brand USA Media Marketplace and Reception and Lunch—as well as the evening event if one is scheduled). *Note: The PR Badge does not provide access to the trade show floor on set-up days.*

More than 500 international and domestic journalists are looking forward to attending and working with U.S. exhibitors on new and exciting U.S. travel stories via the Brand USA Media Marketplace and the IPW Online Press Room.

To reserve your table and access to the IPW Online Press Room, add the Brand USA Media Marketplace Package option from the Public Relations Opportunities category to your shopping cart when you register online.

## **EVENT CODE OF CONDUCT**

The [U.S. Travel Code of Conduct for Events](#) establishes minimum expectations of behavior for individuals attending U.S. Travel-sponsored events such that all participants may feel safe and are treated with respect. The Code is strictly enforced.

The U.S. Travel Association is the national, non-profit organization representing all components of the USA travel industry. Our mission is to promote and facilitate increased travel to and within the United States.

U.S. Travel Association  
1100 New York Avenue, NW, Suite 450  
Washington, DC 20005-3934, USA  
Tel: 202.408.8422  
[www.ustravel.org](http://www.ustravel.org); [www.ipw.com](http://www.ipw.com)