

# Maximizing Opportunity and Engagement

## IPW'S UPDATED SHOW FORMAT

**U.S. Travel Association's IPW will reunite the world in 2021, providing an in-person platform for the global travel industry to rebuild and renew our relationships around the world.** As the leading inbound travel trade show, IPW will be a model for restarting international and domestic travel—and trade shows—safely, with the health of all attendees as our top priority. **The 2021 show is being redesigned and reimagined** with fully-integrated health and safety measures, a revamped show floor to ensure adequate spacing, updates to show technology, world-class education and more.

**With all of IPW 2021's new offerings in mind, we have updated the daily appointment schedule to offer delegates additional flexibility** and to allow attendees to **maximize their IPW experience** with a “build-your-own” morning and afternoon schedule featuring open appointment sessions, educational offerings through IPW Focus, access to the Marketing and Technology Pavilion, brand activations and more. These schedule enhancements will allow delegates ample and flexible face-to-face time to reconnect and rebuild relationships.



**15**  
Appointments will now be **15 minutes in duration to allow more flexibility in your schedule** on show days.

**44**  
The **total number of potential appointments** over three days.

## DAILY SCHEDULE (SEPTEMBER 18-22)

### Saturday

Registration; booth setup for Brand USA Marketplace Hall Exhibitors Only (does not apply to the Marketing & Technology Pavilion); ad-hoc meetings

### Sunday

Registration; booth setup (Exhibitors and Marketing and Technology Providers); IPW Focus; ad hoc meetings, Brand USA Education Sessions; Destination Experiences; Press Brunch; Brand Activations; Opening Event

### Monday - Wednesday

<b>8:30-9:50 a.m.</b> OPEN APPOINTMENTS AND IPW FOCUS	<b>10:00 a.m.-3:55 p.m.</b> BUSINESS APPOINTMENTS; PRESS CONFERENCES; MEDIA MARKETPLACE (Monday Only)	<b>4:00-5:00 p.m.</b> OPEN NETWORKING
	<b>11:40 a.m.-12:30 p.m.</b> LUNCH BREAK 1	<b>12:40-1:30 p.m.</b> LUNCH BREAK 2
		<b>1:40-2:30 p.m.</b> LUNCH BREAK 3

## LUNCHEONS

We have redesigned IPW luncheons to **decrease crowd sizes and offer additional opportunities for delegate interaction** and networking. Luncheons will occur in three breaks (specifically assigned on your appointment schedule) to allow for social distancing. **Grab your meal, listen to entertainment, visit with friends and colleagues and get more acquainted with the Marketing and Technology Pavilion and multiple other offerings made available inside and outside of the luncheon hall.**