

Marketing and Technology Pavilion

GAIN ACCESS. BUILD RELATIONSHIPS. GROW YOUR BUSINESS.

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. **Join us September 18-22 for a one-of-a-kind opportunity to get unparalleled access to your clients in one place at one time.**

At IPW, marketing and technology providers can promote their products, services and solutions to their clients—IPW exhibitors and buyers—through face-to-face appointments and networking events. Positioned in the heart of the meal function room, the Marketing and Technology Pavilion hosts providers just like you—that want to reach travel organizations in order to renew relationships and build new ones for future business.



MTP EXHIBITING OPTIONS

| Standard | Express |
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| Standard 10' x 10' Booth with booth ID floor decal, white drape backdrop, and carpet provided | Express Booth, approx. 5' x 10' with booth ID floor decal and carpet provided |
| Exhibitor responsible for other décor, signage and any AV needed | Kiosk with graphic on the front. No additional décor allowed |
| 30"x42" Black Soho table, 2 Black Diamond stools | 2 Black Diamond stools |
| 3 registrations included | 1 registration included |
| Full Appointment system access (up to 44 pre-scheduled appointments) | Opportunity for 26 pre-scheduled appointments |
| Logo inclusion on Sponsor page of ipw.com with link out to website | Logo inclusion on Sponsor page of ipw.com with link out to website |
| Company name and booth number listed under the "Exhibitors" listing in the Mobile App with "Marketing and Technology Provider" notation | Company name and booth number listed under the "Exhibitors" listing in the Mobile App with "Marketing and Technology Provider" notation |
| MTP sponsors may opt out of appointments with international and domestic buyers (this must be done prior to the beginning of appointment scheduling) | MTP sponsors may opt out of appointments with international and domestic buyers (this must be done prior to the beginning of appointment scheduling) |
| Marketing and Technology Pavilion will have a prominent article in <i>IPW Daily</i> Weekend issue featuring all Pavilion companies with location, layout, URL links to company websites, and details on the importance of this area to IPW attendees | Mention in <i>IPW Daily</i> Article |
| Rotating 300x250 ad on ipw.com with link out to website | Rotating 300x250 ad on ipw.com with link out to website |
| PRICING Non-Member: \$12,000 Member (Pillar and Sustaining): \$10,000 Board Level Member: \$5,000 | Non-Member: \$6,500 Member (Pillar and Sustaining): \$5,500 Board Level Member: \$2,750 |

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.

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

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



With IPW's adjusted morning and afternoon schedule, MTP delegates will have **eight additional hours of networking time**. During unscheduled show hours, **coffee will be available in the MTP area, ensuring increased foot traffic** and additional opportunities for engagement.