



ipw®

POWERED BY U.S. TRAVEL ASSOCIATION

LAS VEGAS

SEPTEMBER 18-22, 2021

2021 Media and Sponsorship Kit

On-Site • Digital

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, sponsorships at selharmell@ustravel.org or **202.218.3634**.



Official Card



All About IPW

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 international inbound travel trade show, IPW will be a model for restarting international travel—and trade shows—safely, with the health of all attendees as our top priority. Past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

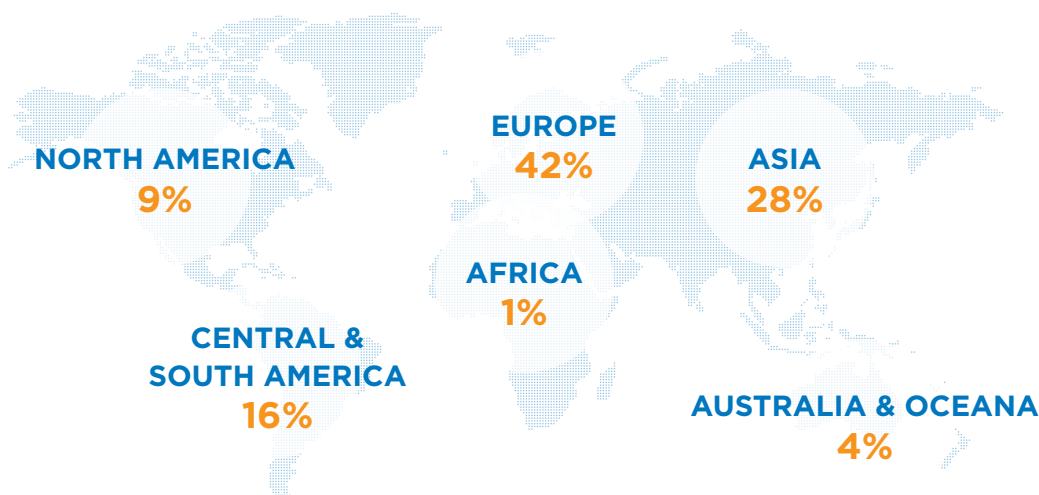
The 2021 show is being redesigned and reimagined with fully-integrated health and safety measures, a revamped show floor to ensure adequate spacing, updates to show technology, world-class education and more. As a sponsor, you will lock in valuable benefits and unique access to our global audience while positioning your organization as a critical partner in leading our industry into travel's next great chapter.

IPW'S GLOBAL REACH

Now in its 52nd year of bringing the world to America, IPW will be held Saturday, September 18, through Wednesday, September 22, at the Las Vegas Convention Center in Las Vegas, Nevada.

IPW is the world's premier USA inbound travel marketplace. Past IPW's have welcomed buyers from six continents.

IPW 2019 Buyer Attendance:



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.



Platinum Opportunities:

- Luncheons
- Hospitality Lounges x 2 (co-sponsorship)
- Customized Sponsorships



Gold Opportunities:

- Customized Sponsorships
- Media Marketplace Sponsorship



Silver Opportunities:

- Badge & Lanyard
- Charging Stations
- Mobile App
- Hotel Key Cards
- Online Marketplace (Premier)
- Engagement/Activation Zones
- Press Room Sponsorship
- Rotating Light Boxes
- Lobby Banners
- Column Squares/Towers
- Escalator Wraps/Clings
- Customized Packages



Bronze Opportunities:

- Lobby Banners
- Escalator Wraps
- Column Covers
- Customized packages
- Online Marketplace
- Lobby Digital Video Screen Package

The option to customize and create your own sponsorship is available. For a full list of benefits by level, please refer to page 4. Not all opportunities are available due to long term commitments.

Sponsorship Level Benefits

Sponsorship Options	Benefits	Platinum Sponsor (\$65,000+)	Gold Sponsors (\$40,000-\$64,000)	Silver Sponsors (\$15,000-\$39,000)	Bronze Sponsors (\$5,000-\$14,000)
Badges - Complimentary Full Access	Number of complimentary full-access IPW credentials (2 people allowed per 10x10 Booth)	4	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%	
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	●	●	●	●
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	●	●		
Mobile App	Rotating banner ad on the on-site Mobile App 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 *Opportunity Detail*

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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

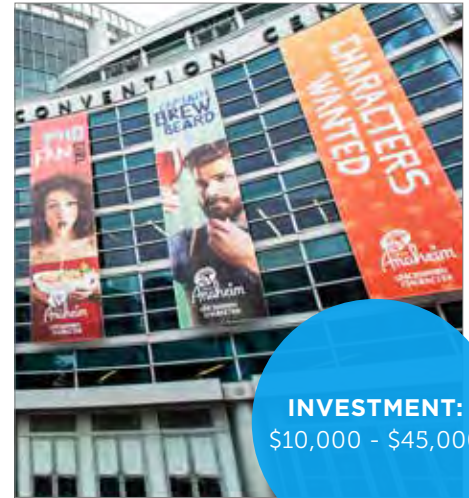
On-Site Opportunity Detail

(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.

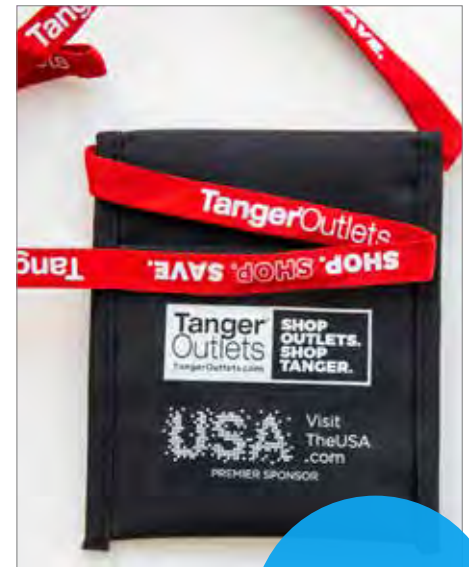


INVESTMENT:
\$10,000 - \$45,000

BADGE & LANYARD

Promote your organization name and enhance your brand in front of delegates by sponsoring the IPW badge and lanyard. These badges are distributed to all attendees and hold the credentials necessary for access to all official IPW events, therefore, you are guaranteed exposure throughout IPW.

- Branding on badge and lanyard
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.



INVESTMENT:
\$39,000

On-Site Opportunity Detail

(continued)

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

ENGAGEMENT/ACTIVATION ZONES

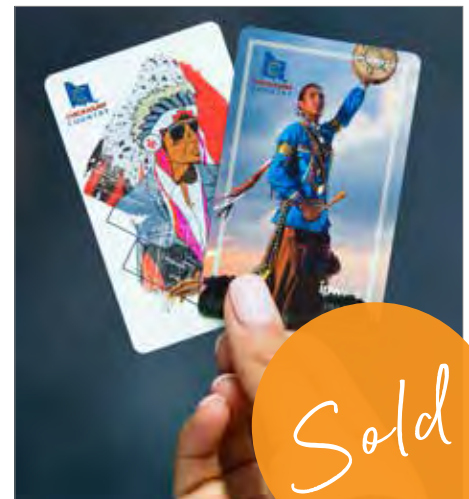
Engage the IPW audience with your unique brand message. Sponsorship zones will be set up in key high traffic areas at the Las Vegas convention center. The space can be used to create a social media buzz or attract attendees to your booth, the choice is yours.



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.



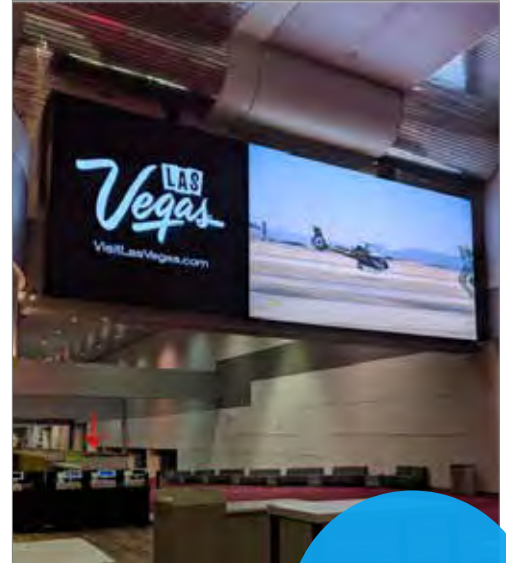
Sold

On-Site Opportunity Detail

(continued)

DIGITAL VIDEO SCREEN

Inquire about digital ad packages for this large center lobby screen.



INVESTMENT:
\$10,000

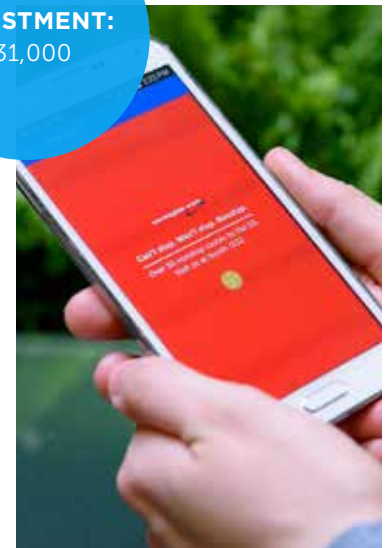
IPW MOBILE APP

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



On-Site Opportunity Detail

(continued)

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.

- [Platinum Sponsorship Level](#) benefits.

**Not all opportunities are available due to long term commitments, please inquire for 2021 updates.*



INVESTMENT:
Inquire for more details.

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 3 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 2021 updates.*



INVESTMENT:
Inquire for more details.

On-Site Opportunity Detail

(continued)

PRESS ROOM

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

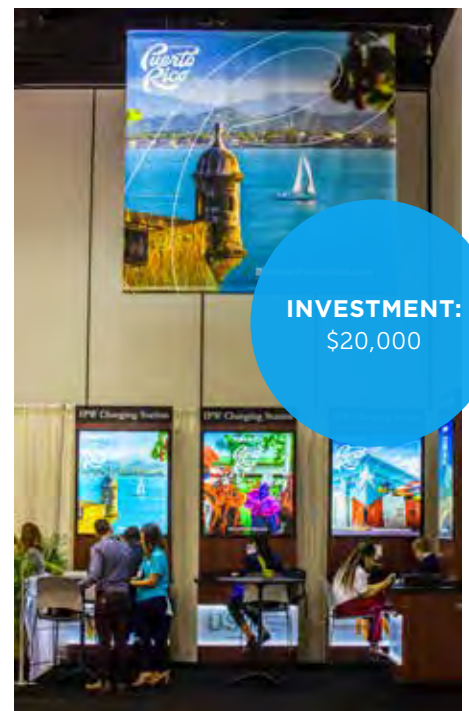
- Opportunity to promote your brand daily to the press attending IPW via the 6,000 square foot press room (limited to one sponsor).
- Graphic production information and deadlines available at time of purchase.
- [Silver Sponsorship Level](#) benefits.



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.

Beginning in June, weekly summary email alerts will be delivered to all delegates highlighting new content on the platform allowing buyers and media to view, share and download the latest brochures, rates, press releases and digital assets from IPW suppliers.

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 email summary alerts.
- 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.

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

In addition to all Bronze Level benefits listed above:

- Fixed logo exposure on landing pages.
- Mobile App rotating banner ad.
- *IPW Daily* full-page ad.
- Sponsor reference in *IPW Daily* IPW Online Marketplace article.
- Content placement and logo inclusion in the IPW Online Marketplace Video.



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

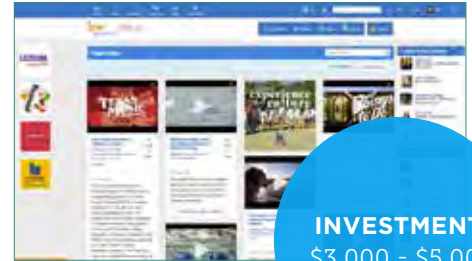
Digital Opportunity Detail

(continued)

IPW ONLINE MARKETPLACE & PRESS ROOM

Premium exposure and engagement with press and buyers on this social platform as described on page 12.

- Rotating display and banner ads on the Online Marketplace & Press Room. \$3,000
- Rotating banner ad in email summary alerts. \$2,000



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)



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
- 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)



INVESTMENT:
\$750

Digital Opportunity Detail

(continued)

IPW DAILY

IPW Daily is the official 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. Seven 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.

- 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-\$23,000
- Save big with multiple issue bundle packages.
- Increase your visibility with new digital enhancements, including embedded Video or Photo Gallery within your ad.

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



INVESTMENT:
Starting at \$1,800