



POWERED BY U.S. TRAVEL ASSOCIATION

ORLANDO

JUNE 4-8, 2022

2022 MEDIA AND *Sponsorship Kit*

On-Site • Digital

For complete pricing, specs and deadlines, contact **SHARI BAILEY**, sponsorship sales at sbailey@ustravel.org or 813.486.4277, or **SHERENA ELHARMELL**, advertising sales at selharmell@ustravel.org or 202.218.3634.



Official Card



All About IPW

U.S. Travel Association's IPW will continue to reunite and rebuild the global travel industry in 2022, providing an in-person platform to conduct business and renew our relationships around the world. As the leading inbound travel trade show, 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.

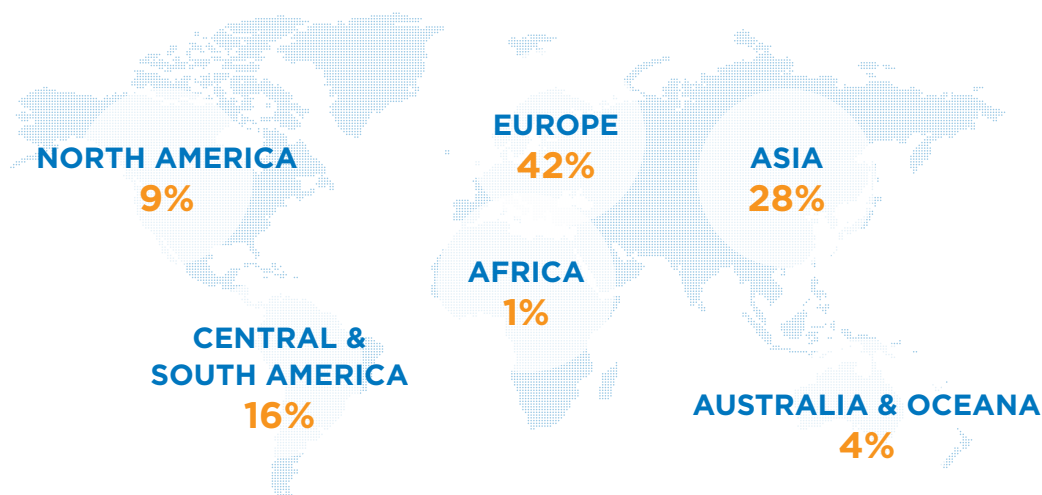
As a sponsor, you will **lock in valuable benefits and unique access** to our global audience while positioning your organization as a critical partner in leading our industry into travel's next great chapter.

IPW'S GLOBAL REACH

Now in its 53rd year of bringing the world to America, IPW will be held Saturday, June 4, through Wednesday, June 8, at the Orange County Convention Center in Orlando, FL.

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 \$65,000+

Platinum Opportunities:

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

Gold \$40,000 - \$64,000

Gold Opportunities:

- Customized Sponsorships
- Media Marketplace Sponsorship

Silver \$15,000 - \$39,000

Silver Opportunities:

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

Bronze \$5,000 - \$14,000

Bronze Opportunities:

- Lobby Banners
- Escalator Wraps
- Column Covers
- Customized packages
- Online Marketplace
- Carpet Graphics

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)
Reserved Lunch Tables	One reserved table at the Monday, Tuesday and Wednesday IPW luncheons. All guests seated at the table must be fully registered delegates.	●			
Badges - Complimentary Full Access	Number of complimentary full-access IPW credentials	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, installation, rigging and removal included in the sponsorship fee. Information on deadlines available at time of purchase.

Large Banners



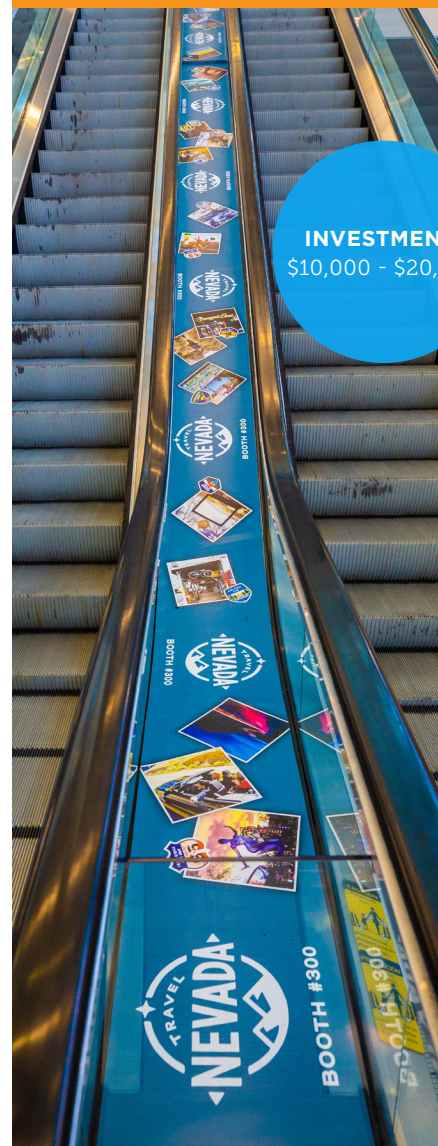
INVESTMENT:
\$20,000 - \$30,000

Banners



INVESTMENT:
\$15,000 - \$20,000

Escalator Wraps & Clings



INVESTMENT:
\$10,000 - \$20,000

Carpet Clings



INVESTMENT:
\$2,000 - \$5,000

Column Covers



INVESTMENT:
\$12,000

Exhibit Hall Banners

(Near Your Booth)



INVESTMENT:
\$5,000 - \$15,000

On-Site Opportunity Detail

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, installation, rigging and removal included in the sponsorship fee. Information on deadlines available at time of purchase.



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

ROTATING LIGHT BOXES

Let your brand shine (literally) with a beautifully-backlit rotating light box that will enhance your messaging.

- Inquire for position availability.
- Graphic production, installation, rigging and removal included in the sponsorship fee. Information on deadlines available at time of purchase.



INVESTMENT:
\$17,000

On-Site Opportunity Detail

(continued)

BADGE HOLDER & LANYARD

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

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



INVESTMENT:
\$39,000

Hold

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 Orange County Convention Center. The space can be used to create a social media buzz or attract attendees to your booth, the choice is yours.



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

On-Site Opportunity Detail

(continued)

MEDIA MARKETPLACE

A great opportunity to have prime visibility and brand exposure with the international and domestic media by sponsoring The Brand USA Media Marketplace. This is an all-day event with evening reception and always sells out fast.

- Sponsor of the five U.S. Travel Association and Brand USA IPW Travel Writer Awards which includes 3-5 minutes of speaking time at the reception.
- Opportunity to have an official Ribbon Cutting at the beginning of the Media Marketplace.
- Branded email correspondence to international and domestic media.
- Brand recognition in Media Marketplace communications.
- Prominent placement of Media Marketplace table with opportunity to include pop-up banners.
- Complimentary Media Marketplace badge and Media Marketplace package.



INVESTMENT:
\$55,000

Hold

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.

← Back



INVESTMENT:
\$31,000

Hold

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 2022 updates.*



INVESTMENT:
Inquire for
more details.

Hold

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 2022 updates.*



INVESTMENT:
Inquire for
more details.

Hold

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.



INVESTMENT:
\$39,000

Hold

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.



INVESTMENT:
\$20,000

Digital Opportunity Detail

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.

24 daily summary email alerts will be delivered to all delegates leading into the show 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)

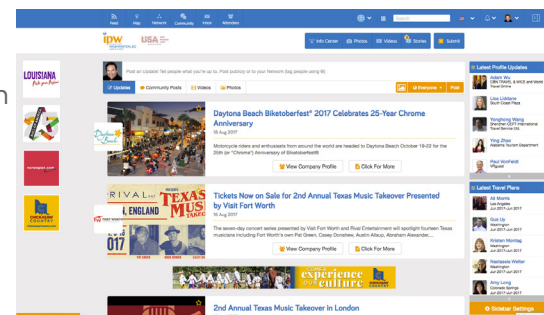
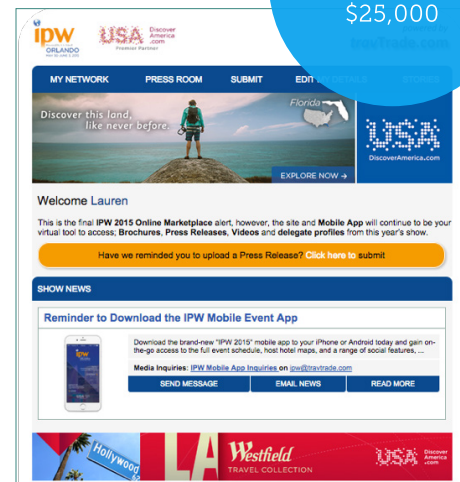
In addition to all Bronze Level benefits listed above:

- 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.](#)

INVESTMENT:
\$10,000 OR
\$25,000



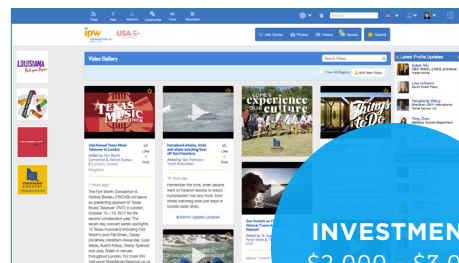
Digital Opportunity Detail

(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 ads in 24 email summary alerts. \$2,000



INVESTMENT:
\$2,000 - \$3,000

MOBILE APP

Be in the hands of every delegate during the show. The Mobile App houses key information for IPW including personalized appointment schedule, booth and delegate info, maps and event info.

- Rotating banner ad on select pages of app. \$3,000
(max 8 advertisers)
- Sponsored push notification via the app with dedicated advertiser message. \$950
(max 2 advertisers per day, Sat-Wed of IPW)

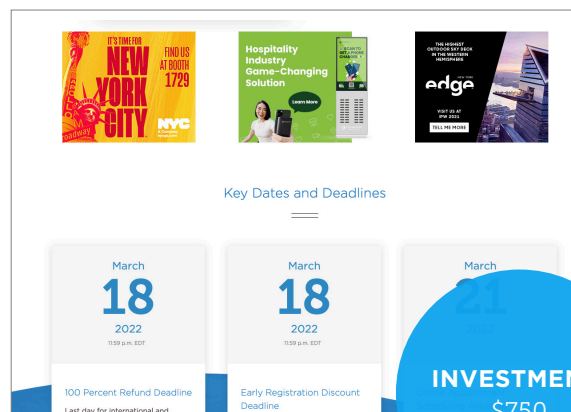


INVESTMENT:
\$950 - \$3,000

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
- 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. \$6,500-\$20,000
- Save big with multiple issue bundle packages.
- Increase your visibility with new digital enhancements, including embedded Video or Photo Gallery within your ad.



INVESTMENT:
Starting at \$1,800

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

45%

Average
Open Rate

10%

Average Click
Through Rate

