



POWERED BY U.S. TRAVEL ASSOCIATION

SAN ANTONIO

MAY 20-24, 2023

2023 MEDIA AND *Sponsorship Kit*

On-Site • Digital

For complete pricing, specs and deadlines, contact **SHARI BAILEY**, director, IPW sponsorships at sbailey@ustravel.org or 813.486.4277, or **SHERENA ELHARMELL**, account director, sponsorships at selharmell@ustravel.org or 202.218.3634.



SAN ANTONIO

TRAVEL  **TEXAS**

Official Card



All About IPW

U.S. Travel Association's IPW will continue to reunite and rebuild the global travel industry in 2023, 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.

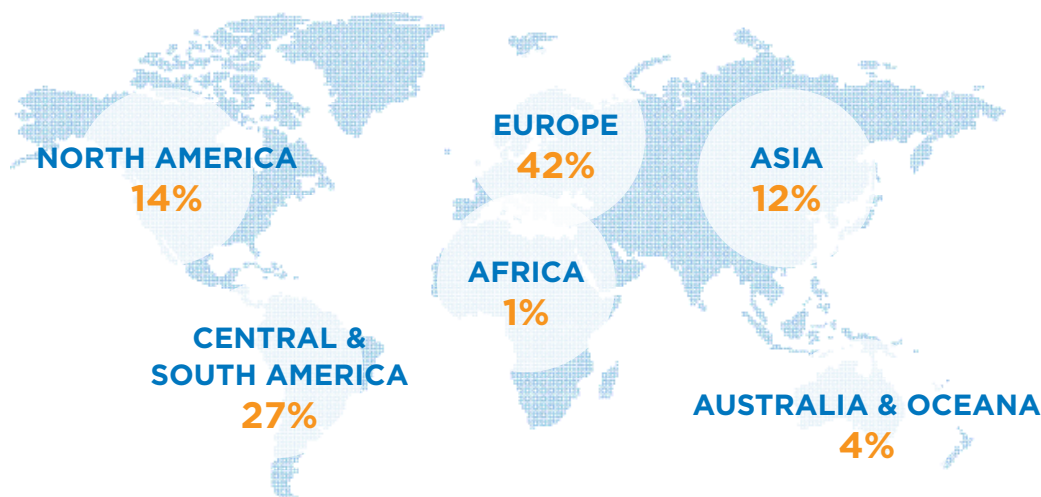
As a sponsor, you will **lock in valuable benefits and unique access** to our global audience while positioning your organization as a critical partner in leading our industry into travel's next great chapter.

IPW'S GLOBAL REACH

Now in its 54th year of Bringing the World to America, IPW will be held Saturday, May 20, through Wednesday, May 24, at the Henry B. González Convention Center in San Antonio.

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

IPW 2022 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 \$75,000+

Platinum Opportunities:

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

Gold \$45,000 - \$74,000

Gold Opportunities:

- Media Marketplace Sponsorship
- Press Room Sponsorship
- IPW Focus Education Theater Sponsorship
- Charging Stations
- Customized Sponsorships

Silver \$20,000 - \$44,000

Silver Opportunities:

- Mobile App
- Online Marketplace (Silver)
- Engagement/Activation Zones
- Lobby Banners
- Column Squares/Towers
- Escalator Wraps/Clings
- Customized Packages

Bronze \$10,000 - \$19,000

Bronze Opportunities:

- Lobby Banners
- Escalator Wraps
- Column Covers
- Rotating Light Boxes
- Online Marketplace (Bronze)
- Engagement/Activation Zones
- Customized Packages

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 (\$75,000+)	Gold Sponsors (\$45,000-\$74,000)	Silver Sponsors (\$20,000-\$44,000)	Bronze Sponsors (\$10,000-\$19,000)
Badges - Complimentary Full Access	Number of complimentary full-access IPW credentials	4	2		
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.	1			
VIP Lunch Seat	One seat at VIP Table during the IPW luncheon on Monday, Tuesday or Wednesday (exact day to be determined by U.S. Travel)	1			
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	20%	15%	10%	
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	●	●		

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

For complete pricing, specs and deadlines, contact **SHARI BAILEY**, director, IPW sponsorships at sbailey@ustravel.org or 813.486.4277, or **SHERENA ELHARMELL**, account director, sponsorships at selharmell@ustravel.org or 202.218.3634.

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.

Banners



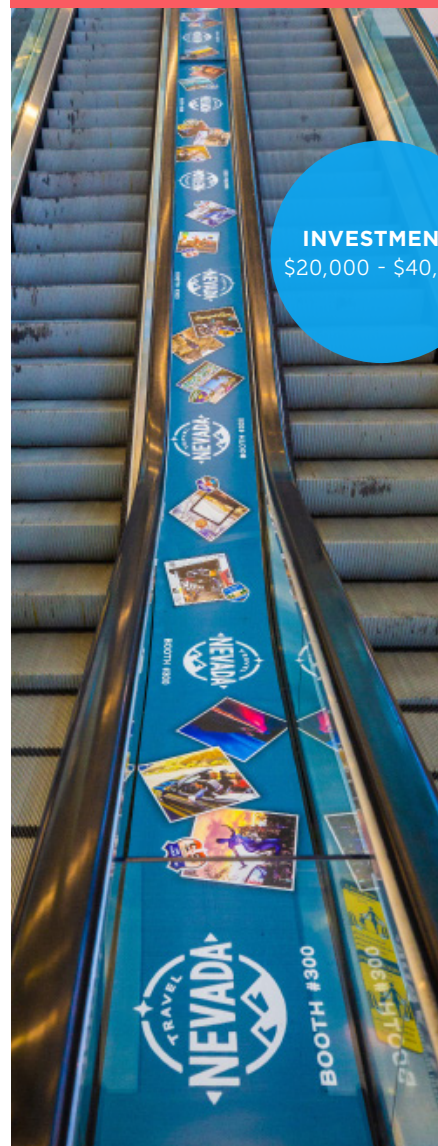
INVESTMENT:
\$20,000 - \$35,000

Reception Space



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

Escalator Wraps & Clings



INVESTMENT:
\$20,000 - \$40,000

Carpet Graphics



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

Column Wraps/Towers



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

Wall & Glass Clings



INVESTMENT:
\$10,000 - \$35,000

On-Site Opportunity Detail

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:
\$18,000

ENGAGEMENT/ACTIVATION ZONES

Engage the IPW audience with your unique brand message. Sponsorship zones will be set up in key high traffic areas in the 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

IPW FOCUS EDUCATION THEATER

Position your brand front and center at IPW's highly popular and bustling education theaters. IPW Focus offers international and domestic delegates access to free, world-class education presented by thought leaders and innovators from around the industry and beyond.

- Sponsorship includes branding, signage and presentation opportunities in the Marketplace Hall.
- [Gold Sponsorship Level](#) benefits.



INVESTMENT:
\$49,000

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.

- 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.



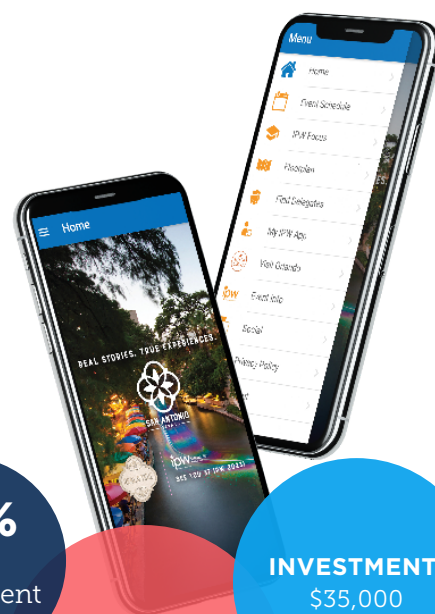
INVESTMENT:
\$50,000

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 home screen placement as official sponsor.
- Rotating banner ad throughout the app.
- Push notifications throughout the show.



74%
User
Engagement

3,540
Downloads

INVESTMENT:
\$35,000

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 2023 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 2023 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.
- [Gold Sponsorship Level](#) benefits.

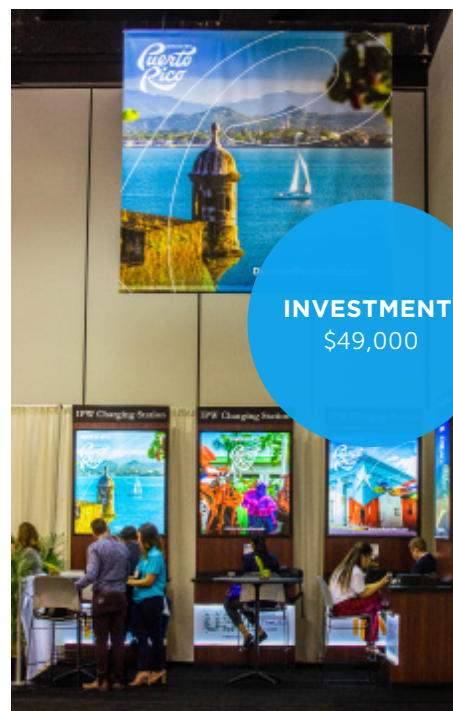


INVESTMENT:
\$50,000

CHARGING STATIONS

Located in Brand USA Marketplace Hall, showcase your brand while delegates get powered up before, after and in between appointments (exact charging station units TBD).

- Branding including video on charging stations in high traffic location within Brand USA Marketplace Hall (branding will be based on unit selected).
- Graphic production information and deadlines available at time of purchase.
- [Gold Sponsorship Level](#) benefits.



INVESTMENT:
\$49,000

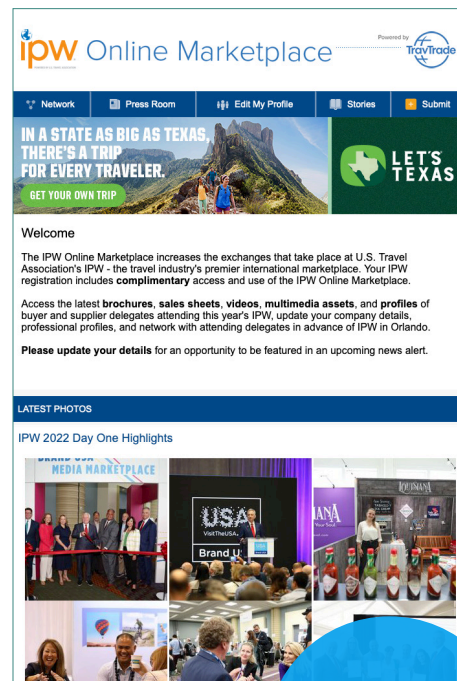
Digital Opportunity Detail

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.

Daily summary email alerts will be delivered to all delegates leading into the show highlighting new content on the platform and 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

1.2M
Ad Impressions

62%
Buyer
Engagement

71%
Media
Engagement

111,000+
Email Opens

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 11.

- Rotating display and banner ads on the Online Marketplace & Press Room. \$3,500
- Rotating banner ad in email summary alerts. \$2,500



INVESTMENT:
\$2,500 - \$3,500

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 during the show ([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

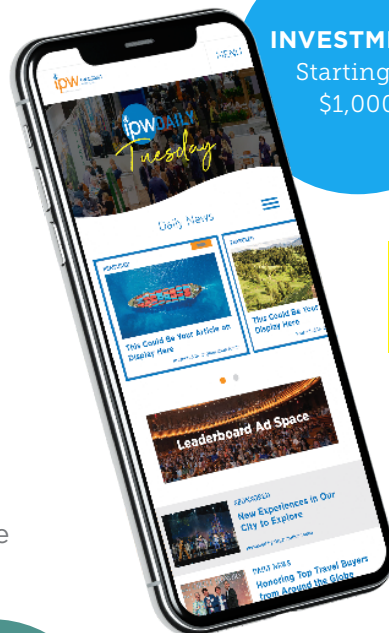
Digital Opportunity Detail

(continued)

IPW Daily: Discover a **Reimagined** Format and **Enhanced** Experience.

IPW Daily is the official digital publication for IPW and is an ideal platform for engaging IPW delegates from around the globe, driving traffic to your booth and building brand awareness. New for 2023, IPW Daily presents an improved digital-first format to deliver **optimal user experience**, taking your must-read content further. Featuring six total issues, IPW Daily is delivered to up to **11,000 travel professionals** including 1,300 international and domestic travel buyers and 500 international and domestic travel journalists.

- **FEATURE** editorial content highlighting what's new in your destination or organization.
- **DEVELOP** a custom-designed article with added visuals alongside our team.
- **FURTHER** your reach through displays ads or featured content opportunities.
- **LOCK IN** pricing starting as low as \$1,000.



INVESTMENT:
Starting at
\$1,000

[VIEW FULL DETAILS >](#)

Coming Soon to a Device Near You

How to Access

Each issue of the Daily will be accessed through ipw.com and can be viewed at any time following the publish date.

Content is displayed on three main landing pages—Daily News, Spotlight Stories and Trends, Policy & Insights—each of which hosts your paid advertisement or article.

Why Advertise

The enhanced, mobile-friendly platform enables optimal legibility and allows for quick click throughs to your hosted content or advertisement. Flexible options with premium visibility opportunities offer ways to participate at every budget level.

The Daily is a must-read for all attendees, delivered right to their inbox each day.

54%
Average
Open Rate

10.5%
Average Click
Through Rate

*Stats based on 2022 IPW
Daily email interactions*

ARTICLE PAGE HEADER

