



## MARKETING & TECHNOLOGY PAVILION OVERVIEW AND FEES

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Join us Saturday, June 14-Wednesday, June 18, 2025, for a one-of-a-kind opportunity to gain unparalleled access to your clients in one place at one time and take part in unique networking events. 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. Positioned in a high traffic area on the show floor, the Marketing and Technology Pavilion hosts providers just like you—that want to reach travel organizations to renew relationships and build new connections for future business.

### NEW for 2025!

- Registration for Marketing and Technology Providers (MTP) is now fully online.
- MTP Exhibitors purchasing 10' x 10' booth spaces can choose an upgraded “inclusive” package or the standard package:
  - **INCLUSIVE – This hassle-free option enhances your brand with a customizable back wall, labor to install & dismantle booth, and 10' x 10' carpet!** Package includes standard Tuxedo or Gray Classic Carpet, 8' high x 10' wide structure with customizable graphics fabric\* (exhibitor can save for future Freeman events) with 3' high side drape. Exhibitor can enhance their branded space by purchasing desired furniture, décor, AV, etc. through FreemanOnline or their own EAC. *Or simply request the basic furniture package (one 4' skirted table, two limerick side chairs and one wastebasket) through FreemanOnline—complimentary through May 9; small fee applies for orders submitted beginning May 10.*
  - **STANDARD – This flexible (empty space) option gives MTP exhibitors the freedom to design a space to their own brand preferences!** Package includes 8' high pipe and drape with 3' high side drape (*does not include carpet or furniture*). Exhibitor must purchase desired floor covering, furniture, décor, AV, etc. through FreemanOnline or their own EAC. (IPW requires all exhibiting organizations to completely cover the total area of the exhibit floor space occupied by the exhibitor.) *If using Freeman in addition to purchasing your desired floor covering through FreemanOnline, you can request the basic furniture package (one 4' skirted table, two limerick side chairs and one wastebasket) through FreemanOnline—complimentary through May 9; small fee applies for orders submitted beginning May 10.*
- MTP Exhibitors now also have a “no booth” option that allows one person per company (the Key Contact) to book up to 42 appointments with U.S. Suppliers (sellers) ONLY. These appointments take place in the U.S. Supplier’s booth. *This option does not allow any additional delegates. Cannot be purchased in conjunction with a booth package.*

### MTP BOOTH FEES

	HYBRID-ENGAGE	HYBRID-INFORM AND ALLY	NON-MEMBER
STANDARD	\$7,500	\$17,500	\$23,500
INCLUSIVE*	\$10,500	\$20,500	\$26,500
“NO BOOTH” OPTION	\$7,500	\$14,500	\$19,500

- Hybrid-Engage members are eligible for discounted pricing on **one** 10' x 10' MTP booth space. Those purchasing multiple 10' x 10' MTP booth spaces will pay the Hybrid-Inform/Ally rate for any additional spaces. Hybrid-Engage members will be prompted to add the complimentary package to their shopping cart before adding any paid spaces.
- MTP Exhibitors purchasing multiple 10' x 10' MTP booth spaces may request “across-the-aisle” vs. in-line placement via the booth preferences step in the online shopping cart.
- Each 10' x 10' booth space fee includes one appointment schedule book of up to 42 pre-scheduled appointments. MTP exhibitors may opt out of appointments with international and domestic buyers by adding the appropriate package in the shopping cart. You may also purchase the extra appointment option for \$300 per 10' x 10' booth space, providing the possibility of an additional 42 concurrent appointments. Note: Both the standard schedule and the extra schedule are assigned to the booth and are managed by the Key Contact. The extra schedule is not a separate schedule assigned to and managed by a second delegate.

\* *Inclusive Package: Deadline for purchase is May 2, 2025. Deadline for submitting artwork to Freeman is May 9, 2025. Freeman graphic proof must be approved at least 30 days in advance and no later than May 16.*

(Continued)

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2025 Hosts



MTP DELEGATE REGISTRATION FEES

		EARLY RATE Ends Dec. 18, 2024   11:59 p.m. ET	STANDARD RATE Begins Dec. 19, 2024   12:00 a.m. ET
Key Contact	(One per booth holder, not per booth space.)	Complimentary	Complimentary
MTP Delegate	HYBRID-ENGAGE/HYBRID-INFORM/ALLY	\$1,400	\$1,650
	NON-MEMBER	\$2,000	\$2,250

The maximum number of delegates allowed per 10' x 10' MTP booth space is 4. At least one delegate must stay in the booth to take buyer appointments while the other delegate navigates the show floor for appointments with exhibitors in their own booths.

- **Hybrid-Engage:** 1 complimentary key contact and up to 3 complimentary MTP delegates (may be assigned to any staff). In addition, the official board delegate is eligible for one non-transferable complimentary registration (does not count toward the maximum number of delegates per 10' x 10' booth space). The organization must have a booth to utilize any of the complimentary registrations.
- **Hybrid-Inform and Ally:** 1 complimentary key contact and 1 complimentary MTP delegate plus option to purchase up to 2 additional registrations for \$1,400 each if purchased by December 18 // \$1,650 beginning December 19.
- **Non-Member:** 1 complimentary key contact and 1 complimentary MTP delegate plus option to purchase up to 2 additional registrations for \$2,000 if purchased by December 18, 2024 // \$2,250 beginning December 19.
- **NOTE:** Complimentary registration benefits apply only to the first 10' x 10' MTP booth space purchased. Companies purchasing more than one 10' x 10' space will pay the Hybrid-Inform/Ally or Non-Member rate for additional delegates.
- In addition to the MTP delegates, for each 10' x 10' MTP booth space, eligible MTP Exhibitors may register up to 6 Exhibitor Buyers, 2 of which are complimentary. Exhibitor Buyers no longer receive hosted housing but will have access to the discounted buyer rate at select hotels as available through the U.S. Housing Bureau. Each Exhibitor Buyer must be responsible for procurement and/or sourcing products and will be required to pre-qualify.
  - **Hybrid-Engage/Hybrid-Inform:** \$1,200 each if purchased by February 28, 2025 // \$1,400 beginning March 1.
  - **Non-Members:** \$1,800 each if purchased by February 28, 2025 // \$2,000 beginning March 1.

ADDITIONAL ITEMS FOR PURCHASE:

- **MEMBER TRIANGLE HANGING BOOTH BANNER**  
Hybrid-Engage\*, Hybrid-Inform, and Ally: \$3,500 if purchased through December 18, 2024 // \$4,000 beginning December 19  
Deadline for purchasing: May 2, 2025  
Exclusive opportunity for U.S. Travel member exhibitors: Get your brand noticed through this 8' x 30" triangular sign suspended from the exhibit hall ceiling above your organization's booth.
- **RESERVED TABLE AT OFFICIAL LUNCHEONS**  
Hybrid-Engage\*, Hybrid-Inform, and Ally: \$750 // Non-members: \$1,000  
Reserve a table in the premier seating section during the official IPW luncheons and invite your clients for additional networking opportunities! For one fee you can reserve a table of 10 seats at all three IPW luncheons (Monday-Wednesday). Purchase your reserved table in the shopping cart when you register online.  
  
Tables purchased after the table assignments process begins (April 30, 2025) will be placed within the reserved tables section where space permits. In cases where an exhibitor is purchasing an additional table, this new table may not be located near your original table.  
  
\*As part of their membership benefits, Hybrid-Engage Member organizations are eligible for one complimentary reserved table at the luncheons. However, you must add it to your shopping cart to confirm that you want this benefit.
- **IPW.COM BUTTON AD**  
Hybrid-Engage\*, Hybrid-Inform, and Ally: \$750 // Non-members: \$1,000  
Maximize your exposure on ipw.com, IPW's official resource for planning and information, with a rotating display ad (300x250 pixels, GIF or JPEG formats supported) on select pages of ipw.com.

PAYMENT POLICIES

1. To be eligible for the member rate, 2025 member dues must be paid by March 31, 2025, regardless of when the booth purchase was made. If the dues payment is not received by March 31, 2025, the non-member rate will be applied to the IPW invoice (paid or unpaid), and balance billed. Questions? [membership@ustravel.org](mailto:membership@ustravel.org)
2. To be eligible for discounted registration rates, the purchase must be made and payment received by the discount deadline. Unpaid invoices will be amended to reflect the next rate period following the deadline.
3. All invoices must be paid in full prior to being given access to the appointment schedule and/or receiving credentials onsite.

CANCELLATION POLICY

The Key Contact for the booth is solely responsible for notifying U.S. Travel of any changes or cancellations. There is no charge for delegate name changes/substitutions. Refunds will be issued for cancellations submitted by the published deadline as follows:

March 31, 2025   11:59 p.m. ET	April 1 to May 2, 2025   11:59 p.m. ET	On or after May 3, 2025
100% refund	50% refund	No refund