



U.S. TRAVEL ASSOCIATION

U.S. Travel Board of Directors Meetings:

Spring Board of Directors Meeting

March 22-23, 2012

Washington, D.C.

Summer Board of Directors Meeting

July 25-29, 2012

San Diego, CA

Winter Board of Directors Meeting

November 29-30, 2012

Dallas, TX

2012 Sponsorship Opportunities

Contact:

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U.S. Travel Board of Directors Meetings

The U.S. Travel Association Board of Directors is comprised of 100+ industry leaders from all travel segments including destinations, airlines, attractions, hotels, rental car companies, cruise lines, transportation companies and more. Board sponsorships provide unique opportunities to network and create lasting relationships with senior executives, including State Tourism Directors, CVB CEOs, Corporate Senior Vice Presidents of Sales & Marketing, COO's and CEO's; all top leaders of the travel industry.

Target Audience Profile

Average attendance: 80-95 Board Members

Senior executives from all segments of the travel and tourism industry

U.S. Travel's most prestigious leaders

Spring and Winter Meetings

The U.S. Travel Spring and Winter Board of Director Meetings are two-day meetings where decisions are made that determine the Association's vision and direction and where objectives, strategies, programs and budgets are set and reviewed. Board members engage in discussions and take action that impacts the entire industry. While business sessions are closed, sponsors may attend all social events: reception, dinner, breakfast and lunch.

Dates & Locations, Spring and Winter

- Spring: March 22-23, 2012
Washington, D.C.
- Winter: November 29-30, 2012
Dallas, TX

Summer Meeting

This unique event invites Board Members and their immediate families to attend a four-night, five-day event. The business sessions are held on Thursday and Friday mornings while families and guests take advantage of planned activities the resort destination has to offer. The remainder of the stay is spent networking with the Board of Directors and other invited guests during meal functions and planned group activities. Sponsors are invited to attend the entire event with the exception of the U.S. Travel Association business meetings. This event offers unmatched access to the industry's greatest leaders in a fun-filled, relaxed atmosphere to build lasting business relationship with our Board of Directors.

Dates & Location, Summer 2012

- Summer: July 25-29, 2012
San Diego, CA

SPRING AND WINTER MEETINGS

| | | |
|----------------------|---|----------|
| Dinner | Branding throughout dinner; Recognition from podium; Opportunity to address audience; Attendance at social functions; Distribution of collateral material and signage | \$10,000 |
| Breakfast | Branding during breakfast; Distribution of collateral materials; Attendance at social functions; Recognition from podium and signage | \$5,000 |
| Luncheon(s) | Branding throughout lunch; Recognition from the podium; Distribution of collateral materials and signage | \$5,000 |
| Collateral Room Drop | Deliver an amenity and messaging to all delegates via a room drop at the official host hotel | \$5,000 |

SUMMER MEETING

| | | |
|----------------------|---|----------|
| Reception & Dinner | Branding during receptions and dinners; Recognition from the podium; Opportunity to address the audience; Attendance at social functions; Distribution of collateral material and signage <i>(three opportunities available)</i> | \$15,000 |
| Luncheon | Branding during one of two luncheons; Recognition from the podium; Distribution of collateral materials and signage <i>(two opportunities available)</i> | \$10,000 |
| Full Breakfast | Branding during one of three breakfast opportunities; Distribution of collateral materials; Attendance at social functions; Recognition from podium and signage <i>(three opportunities available)</i> | \$5,000 |
| Activities | Sponsorship of Thursday, Friday and/or Saturday activities which offer delegates casual and fun networking and team building opportunities <i>(multiple opportunities available)</i> | \$5,000 |
| Collateral Room Drop | Deliver an amenity and messaging to all delegates via a room drop at the official host hotel <i>(two opportunities available)</i> | \$5,000 |

Thank you for your interest in the U.S. Travel Association!

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