



**U.S. TRAVEL**  
ASSOCIATION

**Educational Seminar for Tourism Organizations  
(ESTO)**

August 26-28, 2012  
Boston, MA

**2012 Sponsorship Opportunities**

**Contact:**

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## EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS (ESTO)

ESTO is the premier tourism destination marketing conference in the United States. It combines high-quality educational programming and indispensable industry networking with unique travel-focused content to create an unforgettable meeting experience. This immensely popular annual event routinely draws more than 400 delegates, representing nearly every state and U.S. Territory tourism office along with over 100 local and regional destination marketing organizations around the country.

Silver Level sponsors and above will have access to the Sponsors Lounge. This exclusive lounge provides a relaxed place for sponsors and their guests to have business meetings or just kick back and relax. It is an opportunity to mingle and stay connected with current and potential clients in a comfortable, inviting area.

An ESTO highlight is the closing awards banquet where the following awards are presented:

- *Destinations Council Destiny Awards* (honors excellence in Marketing Programs and Special Projects by destination marketing organizations in four categories)
- *National Council of State Tourism Directors (NCSTD) Mercury Awards* (honors State Tourism Office programs in 12 different categories)

### **New for 2012**

- Silver level sponsorships and above gain access to the **Sponsor Lounge** where you can meet with delegates to discuss current and future initiatives in a relaxed environment.

### Dates & Location

August 26 - August 28, 2012  
Boston, MA

### ESTO Attendees

- Average attendance: 425
- Tend to be seasoned industry veterans with 28% being in the travel industry 20+ years
- Roughly 40% are in management or executive roles
- 35% work directly in marketing
- Over 65% have said that connecting with current vendors at ESTO is valuable; while 58% said connecting with new vendors at ESTO is valuable to them

*(Figures based on ESTO 2011 attendee survey)*

### Sponsor Registration Fees:

Member - \$675  
Non-member - \$880

## Sponsorship Options

<b>Platinum Sponsorships</b> – Allows five (5) paid and two (2) complimentary attendees		
Awards Banquet	<p>A highlight of ESTO and one of U.S. Travel's most prestigious sponsorships.</p> <p>Recognition at the reception throughout the award banquet;</p> <p>An opportunity to welcome and address the audience;</p> <p>A reserved table for 10 and your logo incorporated into the event theme</p> <p>Access to the <b>Sponsor Lounge</b></p>	\$30,000
<b>Gold Sponsorships</b> – Allows four (4) paid and two (2) complimentary attendees		
Luncheon(s)	<p>Branding throughout lunch;</p> <p>Opportunity to address audience;</p> <p>Recognition from the podium and distribution of collateral materials and signage</p> <p>Access to the <b>Sponsor Lounge</b></p>	\$25,000
Opening Reception	<p>Branding throughout the reception;</p> <p>Recognition from the podium and signage</p> <p>Access to the <b>Sponsor Lounge</b></p>	\$20,000
<b>Silver Sponsorships</b> – Allows three (3) paid and one (1) complimentary attendee		
Keynote Speaker	<p>Opening Keynote session on day 1 with recognition from the podium;</p> <p>Opportunity to play a promotional video;</p> <p>Distribution of collateral materials and signage;</p> <p>Access to the <b>Sponsor Lounge</b></p>	\$15,000
Closing Reception	<p>Branding throughout reception;</p> <p>Recognition from the podium and signage;</p> <p>Access to the <b>Sponsor Lounge</b></p>	\$15,000
Full Afternoon Sponsorship	<p>Maximize exposure through sponsorship of day 1 or 2 afternoon concurrent sessions and a P.M. break;</p> <p>Recognition from podium, signage and 30 minutes of additional selling/networking during a branded P.M. break;</p> <p>Access to the <b>Sponsor Lounge</b></p>	\$15,000

**Bronze Sponsorships – Allows three (3) paid attendees**

General Session	General session on day 1 or 2 with recognition from the podium; Opportunity to play a promotional video; Distribution of collateral materials and signage	\$12,500
Onsite Registration	Signage and collateral distribution at the on-site registration desk	\$10,500
Continental Breakfast	Branding and signage during breakfast along with distribution of collateral materials; Opportunity to play promotional video; Recognition from podium and signage	\$10,500
Morning Networking Break	Distribution of collateral materials on day 1 or 2, signage and 30 minutes of selling/networking during branded break	\$10,500
Electronic Charging Station & Wi-Fi	Brand exposure throughout the event at charging stations for attendee electronics; Distribution of collateral materials; Recognition from the podium	\$10,500
Badge Wallets	Logo imprinted on badge wallets ensures continuous exposure throughout the event. Distribute collateral materials at registration area	\$10,500
Room Drop	Opportunity to place a premium item in each delegate's room on Monday evening to brand your product and services	\$10,500
Hotel Key Cards	Logo imprinted on hotel room key cards which makes a strong first impression as guests arrive at the hotel	\$10,500

**Supporting Sponsorships – Allows one (1) paid attendees**

Advertising Opportunities	Advertise your product and services in the ESTO Onsite Program	\$6,000-\$7,500
Mobile App	Ad on landing and interior pages; Recognition on signage at the event	\$6,000

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

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