



U.S. TRAVEL
ASSOCIATION

Educational Seminars for Tourism Organizations (ESTO)

August 28-30, 2011
Salt Lake City, UT

2011 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 social networking with unique destination attributes to create an unforgettable meeting experience. This immensely popular annual event draws over 400 delegates, representing nearly every state tourism office and over 100 local and regional destination marketing organizations around the country.

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

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

Dates & Location

August 28 - August 30, 2011
Salt Lake City, Utah

Target Audience Profile

Average attendance: 425

*State Tourism Officers and Staff
Local and Regional DMO Leaders and Staff*

Sponsorship Options

Platinum Sponsorships		
Awards Banquet	One of U.S. Travel's most prestigious sponsorships. Recognition from the reception throughout the award banquet. This marquee sponsorship is a highlight of the event and an opportunity to welcome and address the audience and distribute collateral materials. Reserved seating and recognition from podium. Logo featured at event and signage.	\$25,000
Opening Reception	Branding throughout the reception and an opportunity to address the audience. Recognition from the podium and distribution of collateral materials and signage.	\$20,000
Luncheon(s)	Branding throughout lunch and an opportunity to address audience. Recognition from the podium and distribution of collateral materials and signage.	\$25,000

Gold Sponsorships		
General Session(s) & A.M. Break	Maximize exposure during the first general session on day 1 or 2 plus the ensuing a.m. break. Opportunity to address audience and show a promotional video, distribution of collateral materials, signage, and 30 minutes of additional selling/networking during branded break.	\$20,000
Silver Sponsorships		
Closing Reception	Branding throughout reception and an opportunity to address the audience. Recognition from the podium and distribution of collateral materials and signage.	\$15,000
Full Afternoon Sponsorship	Maximize exposure through sponsorship of day 1 or 2 afternoon concurrent sessions and a P.M. break! Recognition from podium, distribution of collateral materials, signage, and 30 minutes of additional selling/networking during a branded P.M. break.	\$15,000
Bronze Sponsorships		
Badge wallets	Logo imprinted on badge wallets ensures continuous exposure throughout the event. Distribute collateral materials at registration area.	\$10,250
General session	Second general session on day 1 or 2 with recognition from the podium and an opportunity to play a promotional video. Distribution of collateral materials and signage.	\$10,250
Internet station	Brand exposure throughout the event at various computer stations. Distribution of collateral materials, screen saver with logo and signage.	\$10,250
Onsite Program	Onsite program including delegate registry and branding on inside front cover which is then distributed to all conference delegates with a long shelf life.	\$10,250

Supporting Sponsorships		
Hotel Key Card Envelopes	Logo imprinted on hotel room key card envelopes, which make a strong first impression as guests arrive at the hotel.	\$7,500
Onsite Registration	Signage and collateral distribution at the on-site registration desk.	\$7,500
Advertising Opportunities	Advertise your product and services in the ESTO Onsite Program.	\$6,000- \$7,500

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

The U.S. Travel Association is the national, non-profit organization representing all components of the \$770 billion USA travel industry. Our mission is to promote and facilitate increased travel to and within the United States.

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