



**U.S. TRAVEL**  
ASSOCIATION

## **Marketing Outlook Forum**

October 26-27, 2011  
Forth Worth, Texas

## **2011 Sponsorship Opportunities**

**Contact:**

**Sarah Dickson** | Director, Exhibition & Advertising | **U.S. Travel Association**  
TEL 202 408 2142 | FAX 202 330 5901 | [ustravel.org](http://ustravel.org) | [discoveramerica.com](http://discoveramerica.com)

## Marketing Outlook Forum (MOF)

The U.S. Travel Association's Marketing Outlook Forum is the premier national strategic forecasting conference that provides vital market intelligence and the most recent forecasts, and shares the industry's best marketing practices. Leading travel economists, analysts and marketing experts address major sectors of the industry, as well as relevant economic, consumer, and on-line trends. More than 450 delegates leave with new ideas and tools to help them succeed in the upcoming year, along with great memories of the many social and networking activities offered courtesy of our many partners and sponsors. Approximately 40 percent of the attendees are from destination marketing organizations. The other attendees are representative of U.S. Travel's membership—high-level marketing, sales and research executives from major companies in a broad array of travel industry segments. Marketing Outlook Forum will focus on quantitative and analytical information for use in your strategic marketing plans.

### Dates & Location

October 26-27, 2011  
Forth Worth, Texas

### Target Audience Profile

Average attendance: 450

*Economists and Industry Analysts  
Marketing and Sales Executives from all Industry Segments  
Demographics Experts*

### Sponsorship Options

Title Sponsor	Branding throughout the event, recognition from the podium and an opportunity to address the audience. Table top display and several complimentary registrations are included. Signage which ensures visibility and an opportunity to host an educational seminar.	\$20,000
<b>Gold Sponsorships</b>		
Luncheon	Branding throughout lunch, recognition from the podium and an opportunity to address audience. Table top display and several complimentary registrations are included. Signage and opportunity to distribute collateral.	\$15,000
Welcome Reception	Branding at the welcoming reception and an opportunity to welcome the audience. Table top display and complimentary registrations included.	\$15,000

<b>Silver Sponsorships</b>		
Continental Breakfast	Branding and signage during breakfast along with distribution of collateral materials. Recognition from podium and signage. Table top display and complimentary registrations included.	\$10,000
A.M. & P.M. Sessions	Full afternoon and morning sponsorship opportunities include signage at general session, concurrent sessions and where applicable, networking break. Includes the opportunity to play 2-minute promotional video to delegates. Table top display and complimentary registrations included.	\$10,000
<b>Bronze Sponsorships</b>		
Table exhibitor	Six foot table displayed in a prominent area for duration of the show with the ability to staff and display promotional materials. Interact with delegates and one complimentary registration.	\$3,500

[Advertising options](#)

<b>Supporting Sponsorships</b>		
Inside Front Cover	Branding and premier placement in the Official Program.	\$2,500
Inside Back Cover	Branding and excellent placement in Official Program.	\$2,500
Outside Back Cover	Branding and premier placement in Official Program, complimentary registration.	\$3,000

***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.*

1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, USA  
Tel: (202) 408.8422; Fax: (202) 842.2211

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