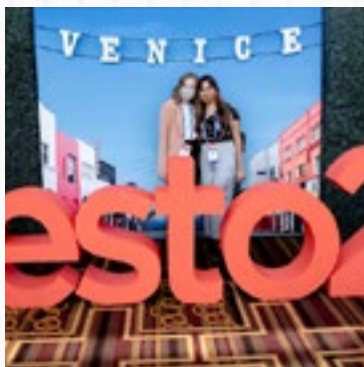
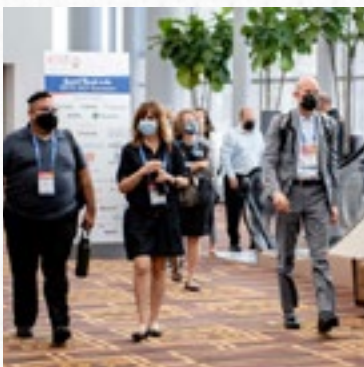
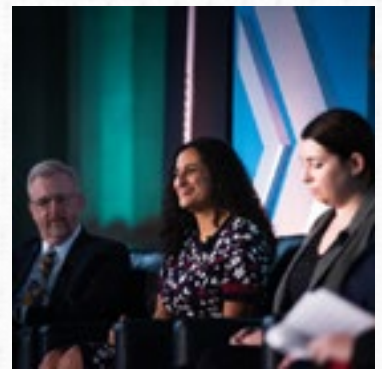


U.S. TRAVEL  
ASSOCIATION®

2022  
*Sponsorship*  
OPPORTUNITY GUIDE



# SPONSORSHIP OVERVIEW

**U.S. Travel Association hosts a number of events and unique programs that further our mission of growing travel to and within the U.S. and provide added value for our members. We offer a variety of sponsorship opportunities for companies of all sizes seeking to support our work and provide thought leadership to the travel industry.**

Through **distinctive sponsorship offerings**, sponsors can gain visibility through branding on promotional materials, receive marketing opportunities for products and services and secure access to key networking events with decision-making travel leaders.

**View sponsorship opportunities** for our signature, high-impact events, niche meetings with a curated audience, and educational content with a breakdown of specific benefits on the pages that follow.

## GET IN TOUCH

**Our team would love to work with you in finding the perfect sponsorship opportunity for your organization.**

We look forward to hearing from you and working together to advance our industry's recovery in the months ahead.

## KEY CONTACTS



### **MALCOLM SMITH**

Senior Vice President, Business Development;  
General Manager, IPW  
[msmith@ustravel.org](mailto:msmith@ustravel.org)



### **ANGIE BRIGGS**

Vice President, Industry Relations  
[abriggs@ustravel.org](mailto:abriggs@ustravel.org)

# SPONSORSHIP OPPORTUNITIES

## SIGNATURE EVENTS AND MEETINGS



**U.S. Travel's board of directors consists of the Chairman's Circle, Board Circle and Association Board Circle member levels.** Board meetings occur three times a year (spring, summer and fall) to provide updates, seek input, and ensure agreement and support for the direction of the association. These events also afford **superior networking opportunities for board members** across the entire U.S. and all travel segments. **LEARN MORE ON PAGE 4.**

**Various Locations | SPRING: April 7-8, 2022 | SUMMER: July 27-31, 2022 | FALL: November 14-15, 2022**



**U.S. Travel's premier legislative fly-in, bringing together travel leaders from across the country to educate policymakers on the power of travel.** The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver.

**Washington, D.C. | April 5-7, 2022**



**U.S. Travel's definitive annual learning and knowledge-sharing forum for destination marketing professionals, features relevant, engaging content in a one-of-a-kind forum tailored to large and small destinations alike.** This multi-day, high-profile conference allows attendees to learn about current trends, hear the latest research, network with peers and discover implications for the future of destination marketing. **CLICK HERE TO LEARN MORE.**

**Grand Rapids, MI | August 6-9, 2022**



**U.S. Travel's IPW, the leading international inbound tradeshow, connects U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business—**with previous IPWs generating more than \$5.5 billion in future travel—securing America's position as a foremost global travel destination and showcases the best of what the U.S. has to offer. IPW 2022 will reunite the world, providing an in-person platform for the global travel industry to rebuild and renew relationships, and serve as a model for restarting international inbound travel—and trade shows—safely, with the health of all attendees as our top priority. **CLICK HERE TO LEARN MORE.**

**Orlando, FL | June 4-8, 2022**



**U.S. Travel's three distinguished national councils represent key industry segments, providing decision-making travel leaders with networking opportunities, forums for information sharing and more.** These councils meet annually, convening leaders from destinations, attractions and experiences and state tourism offices from across the U.S. **LEARN MORE ON PAGE 5.**



**Various Locations**



**"The Future of Travel Mobility" gathers global leaders in travel, transportation, and technology, elected and appointed officials as well as policy influencers and key media to engage on central issues impacting the future of travel mobility and the traveler experience.** Topics include: sustainable travel, seamless and secure travel, and innovative and emerging travel—all strategically media facing and aimed at facilitating dialogue that drives meaningful advancement.

**Washington D.C. | September 20, 2022**

# TRI-ANNUAL BOARD MEETINGS

**U.S. Travel’s board of directors consists of our premier-level membership tiers: Chairman’s Circle, Board Circle and Association Board Circle.** Board meetings occur three times a year (spring, summer and fall) to provide updates, seek input, and ensure agreement and support for the direction of the association. **These events also afford superior networking opportunities for board members** across the entire U.S. and all travel segments. **Board meeting sponsorships provide unique opportunities to network and create lasting relationships with senior executives and industry leaders from DMOs, Attractions, Accommodations, Airlines and more.**

## SPRING | APRIL 7-8, 2022, WASHINGTON, D.C.

The Spring Board Meeting will be held in in-person alongside Destination Capitol Hill and other council and committee meetings.

## SUMMER | JULY 27-31, 2022, PUERTO RICO

The Summer Board Meeting will be held in-person. Additional sponsorship opportunities may apply to this meeting.

## FALL | NOVEMBER 14-15, 2022, WASHINGTON, D.C.

The Fall Board Meeting will be held in-person. The 2022 Hall of Leaders recognition will also take place, in addition to other council and committee meetings.

## SPONSORSHIP DETAILS

LEVEL	PRICE	BENEFITS
Silver	Starting from \$5,000	Sponsor recognition during president’s remarks, signage, logo recognition in board book, logo recognition in email communications and webpage
Gold <i>Limited to two Sponsors per Meeting</i>	Starting from \$10,000	Sponsor recognition during president’s remarks, 2-3 minutes of sponsor remarks at dinner, signage, logo recognition in board book, logo recognition in email communications and webpage

# U.S. TRAVEL COUNCIL MEETINGS



**The Destinations Council represents over 425 U.S. Travel Association destination marketing organizations (DMO) and convention and visitors bureau members whose purpose is to enhance the effectiveness of DMO professionals through DMO-specific research initiatives, mentorship, professional development opportunities, and thought leadership. Gain networking access and brand exposure to Destinations Council board members through sponsorship of a meal or break for the council's December 2022 meeting.**



Composed of theme parks, museums, shopping centers, zoos and aquariums, historical landmarks, national parks, sports venues, theater and entertainment venues, sightseeing tours and more, the **National Council of Attractions and Experiences** works to enhance the effectiveness of these sectors through relevant research and tools, networking opportunities and thought leadership. **Network with NCAE's board of advisors and put your brand front and center through sponsorship of a meal or break for the council's June 2022 meeting at IPW in Orlando or November 2022 meeting in a location TBD.**



Representing all 50 states, the five U.S. Territories and the District of Columbia, the **National Council of State Tourism Directors** leverages the collective strength of state tourism offices to provide leadership and a forum for information sharing and education on issues impacting tourism at the state level. **Interact with this select group of travel leaders during their meetings 3 times a year.**

## SPONSORSHIP DETAILS

LEVEL	PRICE	BENEFITS
Destinations Council and NCAE	Starting from \$1,250	Sponsor recognition during remarks, signage and logo recognition in email communications
NCSTD	Starting from \$5,000	Sponsor recognition during remarks, opportunity to attend social functions for increased visibility and "facetime" with council members, signage and logo recognition in email communications



**ESTO is U.S. Travel’s definitive annual learning and knowledge-sharing forum for destination marketing professionals, featuring relevant, engaging content in a one-of-a-kind forum tailored to large and small destinations alike.** This multi-day, high-profile conference allows attendees to learn about current trends, hear the latest research, network with peers and discover implications for the future of destination marketing. ESTO 2022 will offer an abundance of unique, high-impact sponsorships.

[ESTO OPPORTUNITY GUIDE >](#)



**U.S. Travel’s IPW is the leading international inbound tradeshow, connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business**—with previous IPWs generating more than \$5.5 billion in future travel—securing America’s position as a foremost global travel destination and showcases the best of what the U.S. has to offer. IPW 2022 will reunite the world, providing an in-person platform for the global travel industry to rebuild and renew relationships, and serve as a model for restarting international inbound travel—and trade shows—safely, with the health of all attendees as our top priority. **Showcase your brand on a global stage, and explore IPW sponsorship opportunities.**

[IPW MEDIA KIT >](#)



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[DCH OPPORTUNITY GUIDE >](#)



**“The Future of Travel Mobility” gathers global leaders in travel, transportation, and technology, elected and appointed officials as well as policy influencers and key media to engage on central issues impacting the future of travel mobility and the traveler experience.** Topics include: sustainable travel, seamless and secure travel, and innovative and emerging travel—all strategically media facing and aimed at facilitating dialogue that drives meaningful advancement. There are many unique sponsorship opportunities at this event that includes access to an influential audience, media exposure and more.

[OPPORTUNITY GUIDE - COMING SOON](#)