

U.S. TRAVEL
ASSOCIATION

BOARD MEETINGS

SPONSORSHIP OPPORTUNITIES

SPRING BOARD OF DIRECTORS MEETING
MARCH 29-30, 2017 | WASHINGTON, D.C.

SUMMER BOARD OF DIRECTORS MEETING
JULY 26-30, 2017 | COLORADO SPRINGS, CO

FALL BOARD OF DIRECTORS MEETING
NOVEMBER 14-15, 2017 | WASHINGTON, D.C.

CONTACTS: **MALCOLM SMITH**

Senior Vice President of Business Development
202.408.2141
msmith@ustravel.org

KRISTA ROEPKE

Manager, Exhibitions and Sponsorships
202.408.2149
kroepke@ustravel.org

U.S. TRAVEL
ASSOCIATION

U.S. TRAVEL BOARD OF DIRECTORS MEETING

The U.S. Travel Association Board of Directors is comprised of more than 160 industry leaders from practically every travel sector, including destinations, attractions, hotels, rental car companies, cruise lines, transportation companies and more. Board sponsorships provide unique opportunities to network and create lasting relationships and future clients with senior executives, including: state tourism directors, convention and visitors bureau executives, corporate senior vice presidents of sales and marketing, COOs and CEOs—all of whom are top travel industry leaders.

TARGET AUDIENCE PROFILE On average, 110 Board members attend, including senior executives from practically all travel segments.

SPRING AND FALL MEETINGS

The U.S. Travel Spring and Fall Board of Directors meetings are two-day meetings held to determine the Association's vision and direction. The Spring Board Meeting is part of Spring Meetings Week held in conjunction with the legislative fly-in Destination Capitol Hill. The Fall Board Meeting includes the annual Hall of Leaders Dinner.

- **SPRING** – March 29-30, 2017 in Washington, D.C.
 - NCSTD Spring Forum – March 27-28, 2017
 - Destination Capitol Hill – March 28-29, 2017
- **FALL** – November 14-15, 2017 in Washington, D.C.
 - Hall of Leaders Awards Dinner – November 15, 2017

SUMMER MEETING

This meeting invites Board members and immediate families to attend a four-night, five-day event. It kicks off with an opening reception on Wednesday evening followed by business sessions on Thursday and Friday mornings, during which time families and guests enjoy planned activities within the destination. The afternoons, evenings and Saturday meals and activities offer premier opportunities to network with the Board of Directors and other invited guests. This event offers unmatched access to the industry's greatest leaders in a fun-filled, relaxed atmosphere designed to build lasting business relationships.

- **SUMMER** – July 26-30, 2017, Colorado Springs, CO

SPRING AND FALL MEETINGS		
Dinner	<ul style="list-style-type: none"> • Branding throughout dinner. • Recognition from the podium. • Opportunity to briefly address the audience. • Attendance at reception, dinner and lunch. • Logo in board book. • Display of collateral materials at 6' table in meal function room. • Display of signage. 	Spring - \$10,000 Fall - \$10,000
Pre-Dinner Reception	<ul style="list-style-type: none"> • Branding throughout reception. • Ability to provided branded items such as napkins. • Recognition from the podium. • Attendance at receptions, dinner and lunch. • Logo in board book. • Distribution of collateral materials at 6' table in reception area. • Display of signage. 	Spring - \$5,000 Fall - \$5,000
Post-Dinner Dessert Reception	<ul style="list-style-type: none"> • Branding throughout reception. • Ability to provided branded items such as napkins. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Distribution of collateral materials at 6' table in reception area. • Display of signage. 	Spring - \$5,000 Fall - \$5,000
Collateral Room Drop	<ul style="list-style-type: none"> • Deliver an amenity and messaging to all delegates via room drop at the official host hotel. 	Spring - \$5,000 Fall - \$5,000

SUMMER MEETING		
Dinner	<ul style="list-style-type: none"> • 3 Opportunities: Thursday (PAC Auction), Friday and Saturday • Branding throughout dinner. • Recognition from the podium. • Opportunity to address the audience. • Attendance at social functions. • Logo in board book. • Display of signage. 	\$10,000
Luncheon	<ul style="list-style-type: none"> • Branding during luncheon. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Display of signage. 	Thursday - \$7,500 Friday - \$7,500
Pre-Dinner Thursday Reception	<ul style="list-style-type: none"> • Branding throughout reception. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Display of signage. 	\$5,000

NOTE: All prices are subject to change. Sponsorships are subject to print and production deadlines.

SUMMER MEETING (CONTINUED)		
Post-Dinner Dessert Thursday Reception	<ul style="list-style-type: none"> • Branding throughout reception. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Display of signage. 	\$5,000
Breakfast	<ul style="list-style-type: none"> • Branding during breakfast. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Display of signage (as appropriate). 	Thursday - \$5,000 Friday - \$5,000
Activities: Multiple opportunities available	<ul style="list-style-type: none"> • Sponsorship of Thursday, Friday and/or Saturday activities, which offer delegates casual and fun networking and team-building opportunities. • Signage in registration area. • Distribution of collateral materials in registration area. • Logo in board book. 	\$5,000
Collateral Room Drop	<ul style="list-style-type: none"> • Deliver an amenity and messaging to all delegates via room drop at the official host hotel. • Signage in registration area. • Logo in board book. 	\$5,000



Registration-Area Signage



Reception Branding



Networking Opportunities



Distribution of Collateral

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

NOTE: All prices are subject to change. Sponsorships are subject to print and production deadlines.