

U.S. TRAVEL ASSOCIATION'S

# SECURE TO RISM

APR 19 2017  
NEW YORK CITY

# SUMMIT

Exploring Security Challenges  
Facing Venues and Visitors

## SPONSORSHIP OPPORTUNITIES

APRIL 19, 2017 | NEW YORK CITY

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**U.S. TRAVEL**  
ASSOCIATION

## ABOUT THE SECURE TOURISM SUMMIT

**Now, more than ever, travelers want to know they'll be safe when visiting your destination or venue.**

Addressing these concerns and staying ahead of new security challenges requires robust planning, agile communications and sophisticated response capabilities. How well you prepare could have major ramifications for your business or destination for years to come.

U.S. Travel Association will convene members of the travel and tourism industry and security personnel responsible for security, crisis management, communications and threat assessment to participate in the inaugural Secure Tourism Summit. Learn how to ensure your organization is prepared in the event of a security situation or crisis.

During this one-day event, attendees will:

- Hear from leading experts on planning and prevention, communication and crisis response and reputation management.
- Develop strategies to help their organization prepare for threats.
- Learn how to conduct effective threat assessments, communicate successfully during a crisis event and message and recalibrate after an event.
- Discover how to cultivate a regional network to strengthen security planning.

### WHO WILL ATTEND

- **TRAVEL INDUSTRY LEADERS** – Each segment of the industry will be represented—with particular emphasis on sports teams, airports, convention centers and meeting venues, attractions/entertainment, destination-marketing organizations, and accommodations.
- **SECURITY PERSONNEL** – Staffers responsible for security, crisis management, communications and threat assessment.
- **INFLUENCERS** – Federal, state and local policymakers, government staff, regional enforcement authorities, trade associations and Washington representatives.

**INDUSTRY SUPPORTER - \$1,500**

- One (1) complimentary Secure Tourism Summit registration on April 19, 2017.
- A graphic image prepared by U.S. Travel to include the U.S. Travel, Secure Tourism Summit and supporter logos will be displayed on the main video screen at various times during the conference.
- Listing and logo in the official program.
- Listing on U.S. Travel/Secure Tourism Summit event website and online delegate registry.
- Special badge ribbons for all organization's registered attendees identifying them as a sponsor.

**INDUSTRY LEADER - \$5,000**

- Two (2) complimentary Secure Tourism Summit registrations on April 19, 2017.
- A graphic image prepared by U.S. Travel to include the U.S. Travel, Secure Tourism Summit and supporter logos will be displayed on the main video screen at various times during the conference.
- Listing and logo in the official program.
- Listing on U.S. Travel/Secure Tourism Summit event website and online delegate registry.
- Special badge ribbons for all organization's registered attendees, identifying them as a sponsor.
- One (1) tabletop display during networking reception to distribute organization's promotional items and meet with conference attendees.

**RECEPTION SPONSOR - \$10,000***One Sponsor Limit*

- Three (3) complimentary Secure Tourism Summit registrations on April 19, 2017.
- A graphic image prepared by U.S. Travel to include the U.S. Travel, Secure Tourism Summit and supporter logos will be displayed on the main video screen at various times during the conference.
- Listing and logo in the official program.
- Listing on U.S. Travel/Secure Tourism Summit event website and online delegate registry.
- Special badge ribbons for all organization's registered attendees, identifying them as a sponsor.
- One (1) tabletop display during networking reception to distribute organization's promotional items and meet with conference attendees.
- Signage displayed at the entrance of reception highlighting sponsorship.
- Opportunity to address the audience for up to three minutes.

**KEYNOTE LUNCH SPONSOR - \$25,000***SOLD*

- Four (4) complimentary Secure Tourism Summit registrations on April 19, 2017.
- A graphic image prepared by U.S. Travel to include the U.S. Travel, Secure Tourism Summit and supporter logos will be displayed on the main video screen at various times of the conference.
- Listing and logo in the official program.
- Logo inclusion on all promotional and logistical emails.
- Listing on U.S. Travel/Secure Tourism Summit event website and online delegate registry.
- Special badge ribbons for all organization's registered attendees, identifying them as a sponsor.
- One (1) tabletop display in central area to network with delegates.
- Signage displayed at the entrance of lunch room highlighting sponsorship.
- Co-branded signage with U.S. Travel behind lunch presentation.
- Opportunity to address the audience for up to five minutes.
- Opportunity to show a two-minute video during lunch.