

SPONSORSHIP OPPORTUNITIES

SPRING BOARD OF DIRECTORS MEETING

APRIL 2-3, 2020 | WASHINGTON, D.C.

SUMMER BOARD OF DIRECTORS MEETING

JULY 29-AUGUST 2, 2020 | PORTLAND, OR

FALL BOARD OF DIRECTORS MEETING

NOVEMBER 17-18, 2020 | WASHINGTON, D.C.

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U.S. TRAVEL BOARD OF DIRECTORS MEETING

The U.S. Travel Association Board of Directors is comprised of more than 180 industry leaders from nearly every travel sector, including destinations, attractions, hotels, rental car companies, cruise lines, transportation companies, airlines 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 Awards Dinner.

- **SPRING – April 2-3, 2020, in Washington, D.C.**
 - NCSTD Spring Meeting – March 31-April 1, 2020
 - Destination Capitol Hill – April 1-2, 2020
- **FALL – November 17-18, 2020, in Washington, D.C.**
 - Hall of Leaders Awards Dinner – November 17, 2020

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 29-August 2, 2020, in Portland, OR**

SPRING AND FALL MEETINGS

Dinner	<ul style="list-style-type: none"> • Branding during 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. • Logo on sign at dinner. • Logo on group sponsor sign in registration area. 	Spring - \$10,000 Fall - \$10,000
Pre-Dinner Reception	<ul style="list-style-type: none"> • Branding during reception. • Ability to provided branded items such as napkins. • Recognition from the podium. • Attendance at reception, dinner and lunch. • Logo in board book. • Distribution of collateral materials at 6' table in reception area. • Logo on sign at pre-dinner reception. • Logo on group sponsor sign in registration area. 	Spring - \$5,000 Fall - \$5,000
Post-Dinner Dessert Reception	<ul style="list-style-type: none"> • Branding during reception. • Ability to provided branded items such as napkins. • Recognition from the podium. • Attendance at reception, dinner and lunch. • Logo in board book. • Distribution of collateral materials at 6' table in reception area. • Logo on sign at post-dinner dessert reception. • Logo on group sponsor sign in registration area. 	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. • Attendance at reception, dinner and lunch. • Logo in board book. • Logo on group sponsor sign in registration area. 	Spring - \$5,000 Fall - \$5,000

SUMMER MEETING

Dinner	<ul style="list-style-type: none"> • Two opportunities: Thursday (PAC Auction), or Friday. • Branding during dinner. • Recognition from the podium. • Opportunity to briefly address the audience. • Attendance at social functions. • Logo in board book. • Logo on sign at dinner. • Logo on group sponsor sign in registration/hospitality room. 	\$10,000
Luncheon	<ul style="list-style-type: none"> • Branding during luncheon. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Logo on sign at lunch. • Logo on group sponsor sign in registration/hospitality room. 	Thursday - \$7,500 Friday - \$7,500

SUMMER MEETING (CONTINUED)		
Pre-Dinner Thursday Reception	<ul style="list-style-type: none"> • Branding during reception. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Logo on sign at pre-dinner Thursday reception. • Logo on group sponsor sign in registration/hospitality room. 	\$6,500
Post-Dinner Dessert Thursday Reception	<ul style="list-style-type: none"> • Branding during reception. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Logo on sign at post-dinner Thursday reception. • Logo on group sponsor sign in registration/hospitality room. 	\$6,500
Breakfast	<ul style="list-style-type: none"> • Branding during breakfast. • Recognition from the podium. • Attendance at social functions. • Logo in board book. • Logo on sign at breakfast. • Logo on group sponsor sign in registration/hospitality room. 	Thursday - \$6,500 Friday - \$6,500
Activities Sponsor	<ul style="list-style-type: none"> • Recognition from podium thanking all of our activity sponsors by name both Thursday and Friday with logos on screen (exception is the Golf Outing which is a standalone sponsorship). • Logo in board book. • Logo on sign in activity departure area. • Logo on group sponsor sign in registration/hospitality room. 	\$6,500
Golf Outing Sponsor	<ul style="list-style-type: none"> • Recognition from podium acknowledging Golf Outing sponsorship with logo on screen. • Logo in board book. • Logo on sign in activity departure area. • Logo on group sponsor sign in registration/hospitality room. 	\$6,500



Recognition from Podium



Reception Branding

Thank you for your interest in sponsoring U.S. Travel Board Meetings.

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

U.S. TRAVEL
ASSOCIATION®