



# ttra Gold Partnership Benefits

**Our Partners receive the following valuable benefits and opportunities for promoting their products and services:**

## **ALLOCATED CONFERENCE SPONSORSHIP DOLLARS: \$3,750**

The \$3,750 can be allocated toward sponsorship for use at one conference or divided between the Annual Conference and the Marketing Outlook Forum (MOF).

- If the allocated sum is divided between conferences, the member will be recognized as a "GOLD SPONSOR" at each conference.
- If the entire sum is allocated for one conference, the member will be recognized as a "GOLD SPONSOR" at that particular conference.

## **A LA CARTE BENEFITS (May select three)**

1. One promotional mailing (electronic) to members and/or conference(s) attendees
2. Sponsor/present a ttra educational webinar (sponsorship would be included and company/organization would be recognized as such)
3. Full page company/organization spotlight in one *ttra Connects* newsletter
4. Quarter page ad with a link to company/organization research in the *ttra Connects* newsletter
5. Company/organization spotlight on ttra group Facebook page – may include special offers
6. Place a banner ad on the ttra website for 3 months
7. Opportunity to be a moderator or present at a concurrent session at either the International Conference or the Marketing Outlook Forum (at discretion of ttra Conference chairs)
8. Half off the price of one registration to either the Annual Conference or Marketing Outlook Forum. (Can be used up to 3 times)

## **STANDARD BENEFITS INCLUDED:**

### **ORGANIZATIONAL MEMBERSHIP FOR 3 MEMBERS**

- Complimentary educational webinars
- Complimentary e-access to the *Journal of Travel Research*
- Complimentary job postings on the CAREERS page on the ttra website
- Prominently publish logo and link on the ttra website as a Gold Partner
- Complimentary PARTNER page on ttra website to include company/organization information, research publications, special offers for research products/services to ttra members, etc.

### **CONFERENCE BENEFITS**

- One complimentary full registration to both the Annual Conference and Marketing Outlook Forum
- Recognition at respective event or conference(s)
- Half-off cost of Exhibit space. (Includes one registration to man the booth)
- Half page ad in conference program(s) where sponsorship dollars were placed
- Insertion of one promotional piece into conference tote/kit at conference(s) where sponsorship dollars were placed
- Logo and link on conference(s) web page on ttra website
- Logo in conference program(s)
- Inclusion on partner signage at conference(s)
- Pre and post conference attendee listings with email contacts included

**Cost: Just \$7,500 for a full year of Gold benefits**

For more information on how to become a Gold Partner, please contact [info@ttra.com](mailto:info@ttra.com)



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[www.ttra.com](http://www.ttra.com)