



# ttra Platinum Partnership Benefits

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

## **ALLOCATED CONFERENCE SPONSORSHIP DOLLARS: \$5,000**

The \$5,000 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 "PLATINUM SPONSOR" at each conference.
- If the entire sum is allocated for one conference, the member will be recognized as a "PLATINUM SPONSOR" at that particular conference.

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

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 4 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 Platinum 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**

- 2 Complimentary full registrations to both the Annual Conference and Marketing Outlook Forum
- Recognition at respective event or conference(s)
- Complimentary Exhibit space
- Full 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)
- Recognition in conference(s) e-news
- Inclusion on partner signage at conference(s)
- Pre and post conference attendee listings with email contacts included

**Cost: Just \$10,000 for a full year of Platinum benefits**

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



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