

TTRA 2019 International Conference

Melbourne, Australia
June 25-27, 2019

NAVIGATING SHIFTING SANDS: RESEARCH IN CHANGING TIMES

SPONSORSHIP OPPORTUNITIES

Reserve your sponsorship now! For current availability, contact Elizabeth Pike at 248.708.8872, ext. 209 or email epike@ttra.com

ALL SPONSORSHIPS INCLUDE:

- Individual benefits associated with sponsorship choice
- Company logo on partner signage at event
- Company logo in the conference app
- Company logo on the website, linked to your organization homepage
- Special "Thank You" in newsletter (distributed to over 5000 travel professionals)
- Superior client meeting spaces available to all sponsors for informal meetings
- List of all conference delegates, including email address, provided prior to the event (Platinum and Gold only)
- Special benefit for accredited media sponsors - when you sponsor at the platinum level you will have access to our Keynote speakers for exclusive interviews.

PLATINUM: US\$5000 - US\$10,000

Platinum sponsorship includes two conference registrations; an advertisement in the conference app; complimentary exhibit booth; opportunity to provide promotional piece; two invitations to Opening Night Professional Networking Reception. A limited number of sponsor screens will be available to platinum sponsors. **A total value of over \$6500!**

- **OPENING AND CLOSING KEYNOTE SPEAKERS - \$10,000**
A special value! Get the benefits of promoting your company from the stage during your introductions of *both* the opening and closing conference keynote speakers.
- **OPENING KEYNOTE SPEAKER TIM FLANNERY - \$7500** (Based on availability)
Opportunity to promote your company from the stage prior to introducing Tim Flannery.
- **CLOSING KEYNOTE SPEAKER PAULINE SHELDON - \$7500** (Based on availability)
Opportunity to promote your company from the stage prior to introducing Pauline Sheldon.
- **LUNCH - \$7500** (Your choice of days.) Includes branding of the lunch, opportunity to address conference delegates and play promotional video.
- **EVENING RECEPTION - \$7000**
Includes branding of the event, beer and wine reception, chance to play promotional video and address delegates at some time during the conference.
- **PHOTO WALL - \$7000** Guests will enjoy photo opportunity with backdrop and fun props! Your logo goes on every picture shared via Twitter and Facebook.
- **NEW DELEGATE RECEPTION - \$6000** Meet and greet with first-time delegates. Opportunity to show video and address delegates from the podium at some time during the conference.
- **PLATINUM SUSTAINING PARTNERSHIP - \$6000**
Allows the board to direct your money to where it is most needed.
- **WI-FI/INTERNET ACCESS - \$6000**
Provide wi-fi for the duration of the conference and get recognition each day with password log-in, plus your logo on card in attendee bag with password information
- **PROFESSIONAL HEAD SHOTS - \$5000**
Delegates able to get new, professional head shots.
- **DMO RESEARCHERS ROUNDTABLE AND BREAKFAST - \$5000 SOLD**
You'll be the star as the only vendor "allowed" to promote at this bi-annual working event. We are offering you the opportunity to introduce and promote your company directly to state, provincial, and destination research directors while enjoying the benefits of conference sponsorship.
- **MOBILE APP - \$5000**
Sponsor the app that everyone uses to access sponsor information. Your logo will be on the home screen.

GOLD: US\$2500 - US\$4000

Gold Sponsorship includes one conference registration, ad in the conference app, 50% off an exhibit booth, and opportunity to provide promotional piece. **A total value of over \$3000!**

- **CHARGING STATION - \$4000**
This is a great way to promote your logo. Everybody needs to charge their devices.
- **ACADEMIC ROUNDTABLE BREAKFAST - \$4000**
Network with academics and practitioners on topics important to our industry. Introduce your company and speak to academics.
- **OPENING GENERAL SESSIONS - \$4000**
Up to 2 minutes to address delegates.
- **CONFERENCE PRESENTATIONS/OUTLOOK FOR 2018 - \$4000**
Presentations are shared with all delegates - have your logo on the web page.
- **USB/MEMORY STICK - \$3500** Get your logo on a USB, preloaded with company information, get exposure for years to come!
- **PORTABLE POWER STICKS - \$3500**
Provide portable charging device to delegates with your logo and choice of color!
- **J. DESMOND SLATTERY GRADUATE STUDENT RESEARCH AWARD - \$3000**
Sponsor this award and present it to the winner! Award includes cash, airfare and hotel.
- **HOTEL KEY CARDS - \$3000**
Everyone gets room keys! Great way to showcase your logo.
- **TURN-DOWN SERVICE COOKIE - \$3000**
Have a cookie with your logo delivered to each delegate's room.
- **REGISTRATION BAGS - \$3000**
These reusable registration bags would be perfect with your company logo.
- **CONFERENCE NAME BADGES - \$3000 SOLD**
Have your name and logo on the conference badge holder and lanyard that all members are required to wear. Your choice of color!
- **FOCUS GROUPS - \$3000**
Up to 3 focus groups available for those interested in conducting research on Australia consumers. Facilities available for up to 2 hours each.
- **AFTERNOON BREAK - \$3000**
Sponsor a break with beverages and snacks to give attendees a mid-afternoon pick-me-up!
- **MORNING COFFEE BREAK - \$2500**
Provide beverage during the morning break.
- **MINI CONFERENCE SCHEDULES - \$2500 SOLD**
- **CONFERENCE PROGRAM APP LARGE BANNER AD - \$2500**
Everybody uses the program app!
- **CONFERENCE E-NEWS - \$2500**
Reach over 9,000 potential delegates with at least 20 emails featuring your organizational logo and linked to your website.
- **JOURNAL OF TRAVEL RESEARCH - GOELDNER AWARD - \$2500 SOLD**
Present this award to the winner! Plaque will say "Sponsored By Your Company".
- **GENERAL SESSIONS - \$2500 EACH**
Your logo displayed on screen as delegates arrive. Introduce yourself in front of the entire delegation for up to one minute.
- **SHIFFLET AWARD FOR RESEARCH EXCELLENCE - \$2500 SOLD**
- **CONFERENCE EVALUATION - \$2500 SOLD**
Survey/in kind. Opportunity to distribute and compile post-conference evaluation survey and display your logo on survey results.
- **GOLD SUSTAINING PARTNERSHIP - \$2500**
Allows the board to direct your money to where it is most needed.

SILVER: US\$1000 - US\$2000

Silver Sponsorships include a **25% discount** on a conference registration.

- **DJ/FINAL NIGHT PARTY - \$2000** Throw a dance party for your favorite group of people! Pick the craziest dance songs and add them to the play list!
- **REGISTRATION CANDY - \$2000**
Provide a sweet treat to delegates with your logo on every piece.
- **REUSABLE WATER BOTTLES - \$2000** Reusable sports-type water bottle with your logo which delegates can refill at water stations set up throughout the conference.
- **BATHROOM SPONSORSHIP - \$1500**
Decorate the bathrooms with your logo on specialty soaps, lotions, etc.
- **WELLNESS ACTIVITY - \$1500** Sponsor a healthy way to start the day!
- **CHAPTER PRESIDENTS' BREAKFAST - \$1500**
Host breakfast for seven chapter leaders.
- **SPECIAL SESSIONS \$1500 7 AVAILABLE**
Opportunity to sponsor 1 of 8 combined academic and practitioner streams
- **PAST PRESIDENTS' BREAKFAST - \$1500**
Unique opportunity to host the TTRA Past Presidents for an exclusive breakfast.
- **IDEAS FAIR SIGNATURE DRINK - \$1500 SOLD**
Offer delegates a complimentary drink named after your company during the Ideas Fair.
- **IDEAS FAIR BINGO - \$1500 SOLD**
A fun activity during Ideas Fair; your logo on every card.
- **EVENING ROOM DROP - \$1000**
Provide a gift or snack to be placed in all delegates' rooms branding your company.
- **RESEARCH VIDEO SPONSOR - \$1000**
Meet with and record delegates' reactions to the conference. Videos to be used in 2020 promotional materials.
- **SILVER SUSTAINING PARTNERSHIP - \$1000**
Allows the board to direct your money to where it is most needed.

BRONZE: US\$500

- **PRACTITIONER SESSIONS - \$500**
Recognition from the podium and your logo on screen as delegates arrive.
- **QR CODE SCAVENGER HUNT - \$500**
Create a QR code from your web link and send delegates on a scavenger hunt. Those completing event will be entered into a drawing for a free conference registration.
- **DESTINATION LUNCH - \$500**
Invite conference delegates to sit with you at your Destination table.
- **BEST ILLUSTRATED PAPER AWARD - \$500 SOLD**
Present award to the winner! Plaque will say "Sponsored by Your Company".
- **BEST STUDENT COLLOQUIUM 3-MINUTE THESIS AWARD - \$500 SOLD**
Present award to the winner! Plaque will say "Sponsored by Your Company".
- **WELCOME TO COUNTRY - \$500**
Unique Australian component of meetings supporting local Indigenous leaders who will provide a welcome to their country at the cocktail function.
- **BEST PAPER AWARD - \$500 SOLD**
Sponsor this award and present it to the winner! Plaque will say "Sponsored by Your Company".
- **ACADEMIC SESSIONS - \$500**
Choose your sessions to sponsor. Open the session and introduce the moderator.
- **STUDENT COLLOQUIUM - \$500**
Help sponsor this interactive forum for graduate students.
- **IDEAS FAIR BREAK - \$500 SOLD**
Provide an afternoon break with beverage and snacks during the Ideas Fair presentations.
- **BRONZE SUSTAINING PARTNERSHIP - \$500**
These sustaining partnerships allow the board to direct your money where it is most needed.

EXHIBITORS: TTRA Members: US\$2000 • Non-Members: US\$2500

Exhibitors receive one **complimentary registration** and **\$100 off** each additional registration.

- Receive pre-conference attendee list
- Your logo in the conference app
- 50-word company description and website address in conference app
- Listing as exhibitor on the conference website
- Use of the conference logo
- Table top exhibit area with table and chairs
- Opportunity to engage delegates during breaks
- Recognition in pre-conference email blast - distributed to 9000+ potential attendees. (Provided contract is submitted prior to print deadlines)
- Be creative with games or giveaways
- Spend an additional \$250 and add your company information to the QR Code Scavenger hunt and drive people to your booth.

Do you have a sponsorship idea that isn't listed here? We'll work with you to bring it to life - adding great exposure at the conference!

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