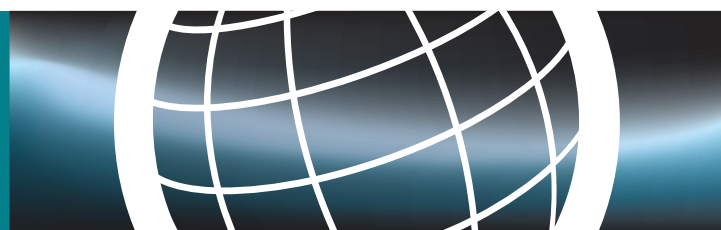


# 2019 MARKETING OUTLOOK FORUM

## SPONSORSHIP OPPORTUNITIES



### OCTOBER 7-9 BETHESDA HYATT REGENCY, WASHINGTON DC

Sponsorships opportunities are limited. Reserve the one that attracts your target market today!

#### SPONSORSHIPS INCLUDE

- Company logo on signage at the event
- Company logo in the conference app
- Individual benefits associated with your sponsorship choice
- Special thank you in TTRA e-newsletter distributed to over 3,000 travel professionals
- Opportunity for networking with key decision makers
- Exposure of your products and services to top executives and buyers
- List of all conference delegates, including email address, provided prior to the conference. (Platinum and Gold only)
- Company logo in the sponsorship section of the Marketing Outlook Forum page
- Company logo in the conference app and linked to your home page

#### RESERVE TODAY!

Email Elizabeth Pike at [epike@ttra.com](mailto:epike@ttra.com) or call 248-708-8872, ext. 209 for more information and to reserve your partnership opportunity.

*Ask Us About Sustaining Level Contributions*

#### PLATINUM SPONSORSHIPS

Platinum Sponsorship includes two conference registrations, a full page color advertisement\* in conference app, one exhibit booth, and an opportunity to insert one promotional piece into conference bags – *that's a total value of over \$6500!*

##### TUESDAY LUNCH \$7500

**SOLD**

- Branding of the event
- Play promotional video and address delegates from the podium

##### WEDNESDAY LUNCH \$7500

- Play promotional video and address delegates from the podium
- Introduce Suzanne Cook's wrap-up session

##### WI-FI/INTERNET ACCESS \$6000

- Provide wi-fi for the duration of the conference
- Recognition each day with password information
- Card in attendee bag with password information

##### BREAKFAST (1 available) \$6000

- Branding of the event
- Play promotional video
- Address delegates during conference

##### COMEDY SHOW AND RECEPTION \$8000

- Be the headliner of the comedy show
- Jokes written by SNL professional joke writers
- A unique way to show off your company!

#### GOLD SPONSORSHIPS

Gold Sponsorship includes one conference registration, a half page color advertisement\* in conference program, 50% off an exhibit booth, and an opportunity to insert one promotional piece into conference bags – *that's a total value of over \$3000!*

##### MONDAY OPENING GENERAL SESSIONS

(3 available) \$5000 each

- Up to 3 minutes to speak to delegates at one of the 3 sessions
- Available! Economic Outlook, Consumer Outlook, Executive Roundtable

##### DMO BREAKFAST AND ROUNDTABLE \$5000

**SOLD**

- Only vendor 'allowed' to share product information
- Promote your company to research directors

##### ONSITE REGISTRATION \$5000

- Your video and logo on registration screens
- Greet attendees and hand out flyers

##### EMERGING LEADERS NETWORKING LUNCH \$5000

- Meet with the next generation of travel professionals
- Share and gather information from this under 35 group

##### MARKETING MANAGERS LUNCHEON \$5000

- Promote your company to marketing directors and share product information

##### MOBILE APP \$5000

- Everyone uses the app to access MOF information

##### CHARGING STATION \$4000

- People have multiple devices and need to keep them charged!

##### ALL-DAY COFFEE BREAK (2 available) \$4000

- Caffeine available all day!

##### OUTLOOK FOR 2020 \$4000

- Sponsor the *Outlook for 2019* provided to all delegates
- Name and logo on *Outlook for 2019*

##### SPECIALTY COFFEE BREAK \$3500

- Supply liquors for afternoon coffee!

##### AFTERNOON BREAKS (2 available) \$3500 each

- Provide beverage and snacks during the afternoon break

##### USB/MEMORY STICK \$3500

- Logo on USB
- Preload company information, get exposure for years to come!

##### HOTEL ROOM KEY CARDS \$3000

**SOLD**

- Your company name on hotel key card

##### CONFERENCE BAGS \$3000

- Logo on conference bags

##### CONFERENCE BADGE HOLDERS \$3000

**SOLD**

- Your logo on the name badge holder and website on lanyard

##### CONFERENCE E-NEWS \$3000

- Reach over 3,000 potential delegates
- 35-40 email blasts sent out with your logo!

##### CONFERENCE EVALUATION Survey / In kind \$3000

**SOLD**

- Distribute and compile post conference evaluation survey
- Display your logo on survey results

#### SILVER SPONSORSHIPS

Silver Sponsorship includes 50% off one registration.

##### MORNING SNACK BREAK (2 available) \$2500 each

- Provide beverage during the morning break

##### TURN-DOWN COOKIE \$2500

- A sugar cookie with your logo delivered to delegates' rooms

##### GENERAL SESSIONS \$2500

- Up to 1 minute to speak to entire delegation
- Logo on screen as delegates arrive

##### EMERGING LEADERS RISING STAR AWARD \$2500

**SOLD**

- Present winner with plaque featuring your company as sponsor
- Winner receives registration, Premier membership, and plaque

##### J. DESMOND SLATTERY PROFESSIONAL

##### MARKETING AWARD \$2500

- Present winner with plaque featuring your company as sponsor
- Winner receives registration, Premier membership, and plaque

##### YESAWICH AWARD FOR MARKETING EXCELLENCE \$2500

- Present winner with plaque featuring your company as sponsor
- Winner receives plaque and \$200 gift card

**SOLD**

##### JOHN AND JOAN MARKHAM

##### TOURISM MARKETING AWARD \$2500

**SOLD**

- Present winner with plaque featuring your company as a sponsor
- Winner receives registration, all travel expenses, and plaque

##### REGISTRATION CANDY \$2000

- Sweet treat for delegates to enjoy at registration

##### REUSABLE WATER BOTTLES \$2000

- Reusable sports-type water bottle with your logo
- Delegates will be able to refill at water stations set up throughout the conference

##### ROUNDTABLE SESSIONS \$1500

- Recognition from the podium
- Logo on screen as delegates arrive

##### EVENING ROOM DROP \$1000 / In Kind

- Gift items (provided by you) are placed in delegates' rooms branding your product and services

#### EXHIBITORS

Includes one complimentary registration, additional registrations \$100 off. **TTRA MEMBERS: \$2000** • **TTRA NON-MEMBERS: \$2500**

- Pre-conference attendee list
- Logo in official on-site conference app
- 50-word company description and website address in conference app
- Listing as exhibitor on the MOF Conference website
- Use of TTRA's Marketing Outlook Forum logo

- Recognition in pre-conference email blast - distributed to over 3000 potential attendees. (Provided contract is submitted prior to deadlines)
- Table top exhibit area with table and chairs
- Opportunity to engage delegates during breaks
- Be creative with games or giveaways

*Photos courtesy of Visit Montgomery*



\* Advertisements will be digital within the conference app and linked to your company website