TTRA ANNUAL CONFERENCE
St. Louis, Missouri • June 13-15 2023

SPONSORSHIP OPPORTUNITIES
ABOUT TTRA:

TTRA is the leading advocate for higher standards in travel and tourism-related research, analysis, and marketing. For over 50 years, TTRA has been the industry’s leader for go-to, evidence-based, global travel and tourism data and analysis.

University academics, professional practitioners, and research experts become members of TTRA to network, collaborate, learn and ideate with colleagues from across the globe. Travel and tourism professionals need world class research to make informed decisions. TTRA is where they find it.
THE OPPORTUNITY:

This year’s conference theme is GATEWAY TO THE FUTURE - How research, data & technology are changing the way strategic decisions are being made by destination & tourism organizations.

Sponsorship of our annual conference offers you a cost-effective way of reaching our professional membership to promote your services and products. Partnering with TTRA will raise your profile and align your brand with the best and brightest from the travel and tourism research community.
TTRA MEMBERSHIP
AT A GLANCE

700+ MEMBERS FROM AROUND THE WORLD.
- Academics - 29%
- Students - 12%
- Suppliers - 23%
- Practitioners - 37%

8 Regional Chapters located in Asia Pacific, Canada, Europe, Hawaii, and across the United States.

WHAT OUR MEMBERS SAY:
“TTRA is not just an association in which I am a privileged member, it is a community in which I am a privileged resident.”
- Mark Brown // U.S. Department of Commerce, National Travel and Tourism Office

“TTRA is a wonderful organization of committed tourism academics and practitioners all working together with one common goal, to share knowledge and best practices.”
- Dr. Seán T. Ruane // Shannon College of Hotel Management
TTRA AUDIENCE
TOURISM RESEARCH EXPERTS

WEBSITE ANALYTICS:
Last 28 days: 6,000 Users
Last 90 days: 18,000 Users

EMAIL SUBSCRIBERS:
5,548 Engaged Subscribers

SOCIAL MEDIA:
Facebook:
2,512 Followers
Instagram:
182 Followers
LinkedIn Company Page:
10,175 Followers
LinkedIn Group:
9,958 Followers
Twitter:
1,956 Followers
This year’s conference theme is GATEWAY TO THE FUTURE - How research, data & technology are changing the way strategic decisions are being made by destination & tourism organizations.
PLATINUM SPONSORSHIP PACKAGES:

01. TRANSPORTATION VOUCHER (UBER AND LYFT) $9,000 USD
   Provide discounted transportation to and from the airport for delegates.

02. EMERGING LEADERS AND NEW DELEGATE RECEPTION $8,000 USD
   Meet and greet with first time delegates. Opportunity to show a video and address delegates during the reception.

03. LUNCH (YOUR CHOICE OF DAYS) $7,500 USD
   Includes branding of the lunch and the opportunity to address conference delegates and play promotional video.

04. PHOTO BOOTH $7,000 USD
   Includes branding of the event, beer and wine reception, chance to play promotional video and address the delegates with a thank you at the reception.

05. EVENING PARTY $7,000 USD

ALL SPONSORSHIPS INCLUDE:
- Company Logo in the Conference App
- Company Logo on the TTRA Website
- Special “Thank You” in the TTRA Newsletter

ADDITIONAL PLATINUM SPONSORSHIP BENEFITS:
- 2 Conference Registrations
- Complimentary Exhibit Booth
- List of All Conference Delegates, including Email Addresses

SPONSORSHIP PACKAGES CAN BE TAILORED TO COMPLEMENT YOUR STRATEGY

Contact Elizabeth Pike for more information:
Email: epike@ttra.com
Phone: 248.708.8872
PLATINUM SPONSORSHIP PACKAGES:

SUSTAINING PARTNERSHIP
$6,000 USD
Allows the board to direct your money to where it is most needed.

WIFI/INTERNET ACCESS
$6,000 USD
Provide wi-fi for the duration of the conference and get recognition each day with a custom password and network name, plus your logo on the wi-fi info card at check in.

BREAKFAST (YOUR CHOICE OF DAY)
$6,000 USD
Get branding of the event, play promotional continuous loop video and an opportunity to address delegates during the conference.

OPENING KEYNOTE SPEAKER
$6,000 USD
Opportunity to promote your company with a 1 minute video prior to the start of the conference.

DMO RESEARCHERS ROUNDTABLE
$6,000 USD
SOLD

ADDITIONAL PLATINUM SPONSORSHIP BENEFITS:

2 Conference Registrations
Complimentary Exhibit Booth
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Phone: 248.708.8872
# PLATINUM SPONSORSHIP PACKAGES:

<table>
<thead>
<tr>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2023 CONFERENCE MOBILE APP</strong>&lt;br&gt;$5,000 USD</td>
<td><strong>PROFESSIONAL HEADSHOTS</strong>&lt;br&gt;$5,000 USD</td>
<td><strong>AFTERNOON BREAK</strong>&lt;br&gt;$5,000 USD</td>
<td><strong>REGISTRATION SPONSOR</strong>&lt;br&gt;$5,000 USD</td>
<td><strong>ON SITE CHARGING STATION</strong>&lt;br&gt;$5,000 USD</td>
</tr>
</tbody>
</table>

- Sponsor the mobile app that all delegates will use to access the schedule, sponsor information, networking and more. Your logo will be on the app as the sponsor.
- Delegates are able to get new, updated professional headshots.
- Sponsor a break with beverages and snacks to give attendees a mid-afternoon pick-me-up!
- Logo on registration page and on-site check in sponsor.
- Provide a common area for conference delegates to quickly charge their devices during the conference.

**ALL SPONSORSHIPS INCLUDE:**
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- Company Logo on the TTRA Website
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**ADDITIONAL PLATINUM SPONSORSHIP BENEFITS:**
- 2 Conference Registrations
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- List of All Conference Delegates, including Email Addresses

**SPONSORSHIP PACKAGES CAN BE TAILORED TO COMPLEMENT YOUR STRATEGY**

Contact Elizabeth Pike for more information:
Email: epike@ttra.com
Phone: 248.708.8872
GOLD SPONSORSHIP PACKAGES:

01. GOLD SUSTAINING
   $3,000 USD
   Allows the board to direct your money to where it is most needed.

02. CONFERENCE E-NEWS
    $3,000 USD
    Reach over 3,000 TTRA newsletter subscribers and potential delegates, with 25-30 email blasts sent out that include your company logo and link.

03. CONFERENCE NAME BADGES
    $4,000

04. REGISTRATION BAGS
    $3,000 USD
    Resuable bags given to all conference delegates at registration with your logo.

05. J. DESMOND SLATTERY GRADUATE STUDENT RESEARCH AWARD
    $3,000 USD
    Sponsor this award and present it to the winner. Award includes cash, airfare and hotel to winner.

ALL SPONSORSHIPS INCLUDE:
- Company Logo in the Conference App
- Company Logo on the TTRA Website
- Special “Thank You” in the TTRA Newsletter

ADDITIONAL GOLD SPONSORSHIP BENEFITS:
- 1 Conference Registration
- 50% Off Exhibit Booth
- List of all Conference Delegates, including Email Addresses

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Email: epike@ttra.com
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GOLD SPONSORSHIP PACKAGES:

HOTEL KEY CARDS
$3,000 USD
Have a special treat with your logo delivered to all hotel rooms within the TTRA room block.

TURN DOWN SERVICE
$4,000 USD
Sponsor a break with beverages and snacks to give attendees a mid-afternoon pick me up!

AFTERNOON COFFEE BREAK
$3,500 USD
Network with academics and practitioners on topics important to our industry. Introduce your company and speak to academics.

ACADEMIC ROUNDTABLE BREAKFAST
$4,000 USD
Help keep conference delegates healthy by sponsoring travel hand sanitizer! Your logo on all hand sanitizers placed in the conference bags.

HAND SANITIZER
$3,000 USD

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ADDITIONAL GOLD SPONSORSHIP BENEFITS:
1 Conference Registration
50% Off Exhibit Booth
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**GOLD SPONSORSHIP PACKAGES:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Package Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>06</td>
<td><strong>Charity Drive</strong>&lt;br&gt;$4,000 USD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emails/donation link would be sent out to collect donations and would include recognition as you as a sponsor.</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td><strong>Conference Evaluation</strong>&lt;br&gt;$2,500 USD</td>
<td></td>
</tr>
<tr>
<td>08</td>
<td><strong>Journal of Travel Research Goeldner Award</strong>&lt;br&gt;$2,500 USD</td>
<td></td>
</tr>
<tr>
<td>09</td>
<td><strong>Morning Coffee Break</strong>&lt;br&gt;$2,500 USD</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><strong>Shifflet Award for Research Excellence</strong>&lt;br&gt;$2,500 USD</td>
<td></td>
</tr>
</tbody>
</table>

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- Company Logo in the Conference App
- Company Logo on the TTRA Website
- Special “Thank You” in the TTRA Newsletter

**Additional Gold Sponsorship Benefits:**
- 1 Conference Registration
- 50% Off Exhibit Booth
- List of all Conference Delegates, including Email Addresses

**Charity Drive**
Emails/donation link would be sent out to collect donations and would include recognition as you as a sponsor.

**Conference Evaluation**
Present this award to the winner! Plaque for the winner will say "Sponsored by COMPANY NAME"

**Morning Coffee Break**
Provide beverages during the morning break with your logo on a sign at the beverage station.

**Shifflet Award for Research Excellence**

**Sponsorship Packages can be tailored to complement your strategy**
Contact Elizabeth Pike for more information:
Email: epike@ttra.com
Phone: 248.708.8872
### Silver Sponsorship Packages:

<table>
<thead>
<tr>
<th>#</th>
<th>Package Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Ideas Fair Bingo</td>
<td>$1,500 USD</td>
</tr>
<tr>
<td>02</td>
<td>Ideas Fair Signature Drink</td>
<td>$2,000 USD</td>
</tr>
<tr>
<td>03</td>
<td>Wellness Activity</td>
<td>$1,500 USD</td>
</tr>
<tr>
<td>04</td>
<td>Seed Paper Bookmark</td>
<td>$1,500 USD</td>
</tr>
<tr>
<td>05</td>
<td>Sustaining Partnership</td>
<td>$1,500 USD</td>
</tr>
</tbody>
</table>

- **01 Ideas Fair Bingo**
  - A fun activity during the Ideas Fair, your logo on every BINGO card!

- **02 Ideas Fair Signature Drink**
  - Offer delegates a complimentary drink named after your company during the Ideas Fair.

- **03 Wellness Activity**
  - Sponsor a healthy way to take a break during the conference. (2 available)

- **04 Seed Paper Bookmark**
  - Your logo on a plantable seed bookmark and an opportunity to be remembered for this unique and green promotional item.

- **05 Sustaining Partnership**
  - Allows the board to direct your money to where it is most needed.

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**Additional Silver Sponsorship Benefits:**
- 25% Discount on Conference Registrations

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**Contact Information:**
- Email: epike@ttra.com
- Phone: 248.708.8872
# SILVER SPONSORSHIP PACKAGES:

<table>
<thead>
<tr>
<th>Year</th>
<th>Package</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>06</td>
<td>Reusable Water Bottles</td>
<td>$2,000</td>
<td>Reusable water bottle with your logo which delegates can refill at water stations set up throughout the conference.</td>
</tr>
<tr>
<td>07</td>
<td>Bathroom Sponsorship</td>
<td>$1,500</td>
<td>Decorate the bathrooms with your logo on specialty soaps, logos, etc.</td>
</tr>
<tr>
<td>08</td>
<td>Past Presidents Breakfast</td>
<td>$1,500</td>
<td>Unique opportunity to host the TTRA Past Presidents for an exclusive breakfast.</td>
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<tr>
<td>09</td>
<td>Chapter Presidents Breakfast</td>
<td>$1,500</td>
<td>Host breakfast for TTRA Chapter leaders.</td>
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<tr>
<td>10</td>
<td>Qualitative Research Methods Award and Session</td>
<td>$1,000</td>
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</table>

**Additional Silver Sponsorship Benefits:**
- 25% Discount on Conference Registrations

**All Sponsorships Include:**
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- Company Logo on the TTRA Website
- Special “Thank You” in the TTRA Newsletter

**Contact Elizabeth Pike for more information:**
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# BRONZE SPONSORSHIP PACKAGES:

<table>
<thead>
<tr>
<th></th>
<th>BRONZE SUSTAINING</th>
<th>STUDENT COLLOQUIUM</th>
<th>ACADEMIC BREAKOUT</th>
<th>AWARDS SPONSORSHIP</th>
<th>ACADEMIC SHOWCASE LUNCH</th>
</tr>
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<tbody>
<tr>
<td>01</td>
<td>$500 USD</td>
<td>$500 USD</td>
<td>$500 USD</td>
<td>$500 USD PER AWARD</td>
<td>$250 USD</td>
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<tr>
<td>02</td>
<td></td>
<td>Help sponsor this interactive forum for graduate students. Multiple sessions available.</td>
<td>Select your session, open the session and introduce the moderator.</td>
<td>Winners to receive plaque with your logo and listed as a sponsor of the award on the TTRA website. Three awards available to sponsor: 1. Best Research Paper 2. Best Graduate Thesis 3. Best Qualitative Methods 4. Best Illustrated Paper</td>
<td>A chance for educational institutions to showcase their school! Provide swag for up to 8 attendees, decorate your table and invite delegates to sit with you. A short video clip advertising your institution will be played on a loop during the lunch.</td>
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<tr>
<td>03</td>
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<tr>
<td>04</td>
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<td>05</td>
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- Company Logo in the Conference App
- Company Logo on the TTRA Website
- Special "Thank You" in the TTRA Newsletter

**ADDITIONAL BRONZE SPONSORSHIP BENEFITS:**
- 10% Discount on Conference Registrations

**SPONSORSHIP PACKAGES CAN BE TAILORED TO COMPLEMENT YOUR STRATEGY**

Contact Elizabeth Pike for more information:
Email: epike@ttra.com
Phone: 248.708.8872
EXHIBITOR PACKAGES:
MEMBER BOOTH: $2,500
NON-MEMBER BOOTH: $3,000

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Phone: 248.708.8872

TTRA INTERNATIONAL CONFERENCE
GATEWAY TO THE FUTURE

BOOTH INCLUDES:
• ONE COMPLIMENTARY REGISTRATION
• $100 OFF ADDITIONAL REGISTRATIONS
• PROMOTION AS AN EXHIBITOR ON THE WEBSITE AND EBLASTS
• VIRTUAL BOOTH ON THE CONFERENCE APP
• GAMIFICATION OPPORTUNITIES TO HELP DRAW DELEGATES TO YOUR BOOTH (MORE INFO TO COME)
• REGISTRATION LIST WITH EMAILS PRE AND POST CONFERENCE

ADDITIONAL DETAILS:
• TABLETOP EXHIBIT BOOTH WITH 2 CHAIRS (6’ TABLE)
• SET UP TIME – TBD
• TEAR DOWN TIME – TBD
• PRE-ARRANGED DRAWING OF BUSINESS CARDS FOR COMPANY GIVEAWAY
• AV: ADDITIONAL COST AND CAN BE ARRANGED WITH OUR ON SITE AV COMPANY
Sponsorship Packages Can Be Tailored and Customized To Complement Your Strategy

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