

TTRA ANNUAL CONFERENCE

St. Louis, Missouri • June 13-15 2023



SPONSORSHIP OPPORTUNITIES

TTRA INTERNATIONAL CONFERENCE

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.

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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





TTRA ANNUAL CONFERENCE

ATTENDANCE

SPEAKERS: 40+

ATTENDEES: 250+

SESSIONS: 60+

ACADEMIC PAPERS: 40+

53RD ANNUAL TTRA INTERNATIONAL CONFERENCE

ST. LOUIS, MISSOURI, USA

JUNE 13-15, 2023

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

Guests will enjoy an open-air photo wall with a backdrop and fun props! Your logo goes on every picture printed and/or shared via social media from the photo wall.

05

EVENING PARTY \$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.

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:

06

SUSTAINING PARTNERSHIP
\$6,000 USD

Allows the board to direct your money to where it is most needed.

07

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.

08

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.

09

OPENING KEYNOTE SPEAKER
\$6,000 USD

Opportunity to promote your company with a 1 minute video prior to the start of the conference.

10

DMO RESEARCHERS ROUNDTABLE
\$6,000 USD



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PLATINUM SPONSORSHIP PACKAGES:

11

2023 CONFERENCE
MOBILE APP
\$5,000 USD

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.

12

PROFESSIONAL
HEADSHOTS
\$5,000 USD

Delegates are able to get new, updated professional headshots.

13

AFTERNOON BREAK
\$5,000 USD

Sponsor a break with beverages and snacks to give attendees a mid-afternoon pick-me-up!

14

REGISTRATION SPONSOR
\$5,000 USD

Logo on registration page and on-site check in sponsor.

15

ON SITE CHARGING STATION
\$5,000 USD

Provide a common area for conference delegates to quickly charge their devices during the conference

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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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GOLD SPONSORSHIP PACKAGES:

11

HOTEL KEY CARDS
\$3,000 USD



12

TURN DOWN
SERVICE
\$4,000 USD

Have a special treat with your logo delivered to all hotel rooms within the TTRA room block.

13

AFTERNOON COFFEE
BREAK
\$3,500 USD

Sponsor a break with beverages and snacks to give attendees a mid-afternoon pick me up!

14

ACADEMIC ROUNDTABLE
BREAKFAST
\$4,000 USD

Network with academics and practitioners on topics important to our industry. Introduce your company and speak to academics.

15

HAND SANITIZER
\$3,000 USD

Help keep conference delegates healthy by sponsoring travel hand sanitizer! Your logo on all hand sanitizers placed in the conference bags.

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- Company Logo on the TTRA Website
- Special "Thank You" in the TTRA Newsletter

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GOLD SPONSORSHIP PACKAGES:

06

CHARITY
DRIVE
\$4,000 USD

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

07

CONFERENCE EVALUATION
\$2,500 USD



08

JOURNAL OF TRAVEL
RESEARCH GOELDNER
AWARD
\$2,500 USD

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

09

MORNING
COFFEE BREAK
\$2,500 USD

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

10

SHIFFLET AWARD FOR
RESEARCH EXCELLENCE
\$2,500 USD



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SILVER SPONSORSHIP PACKAGES:

01

IDEAS FAIR
BINGO
\$1,500 USD

A fun activity during the Ideas Fair,
your logo on every BINGO card!

02

IDEAS FAIR
SIGNATURE DRINK
\$2,000 USD

Offer delegates a complimentary
drink named after your company
during the Ideas Fair.

03

WELLNESS
ACTIVITY
\$1,500 USD

Sponsor a healthy way to take a
break during the conference. (2
available)

04

SEED PAPER
BOOKMARK
\$1,500 USD

Your logo on a plantable seed
bookmark and an opportunity to
be remembered for this unique
and green promotional item.

05

SUSTAINING PARTNERSHIP
\$1,500 USD

Allows the board to direct your
money to where it is most needed.

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Company Logo on the TTRA Website

Special "Thank You" in the TTRA Newsletter

ADDITIONAL SILVER SPONSORSHIP BENEFITS:

25% Discount on Conference Registrations

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SILVER SPONSORSHIP PACKAGES:

06

REUSABLE
WATER BOTTLES
\$2,000 USD

Reusable water bottle with your logo which delegates can refill at water stations set up throughout the conference.

07

BATHROOM
SPONSORSHIP
\$1,500 USD

Decorate the bathrooms with your logo on specialty soaps, logos, etc.

08

PAST PRESIDENTS
BREAKFAST
\$1,500 USD

Unique opportunity to host the TTRA Past Presidents for an exclusive breakfast.

09

CHAPTER PRESIDENTS
BREAKFAST
\$1,500 USD

Host breakfast for TTRA Chapter leaders.

10

QUALITATIVE RESEARCH
METHODS AWARD AND
SESSION
\$1,000 USD



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BRONZE SPONSORSHIP PACKAGES:

01

BRONZE SUSTAINING \$500 USD

Allow the organization to use your sponsorship money where most needed.

02

STUDENT COLLOQUIUM SESSIONS \$500 USD

Help sponsor this interactive forum for graduate students. Multiple sessions available.

03

ACADEMIC BREAKOUT SESSIONS \$500 USD

Select your session, open the session and introduce the moderator.

04

AWARDS SPONSORSHIP \$500 USD PER AWARD

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

05

ACADEMIC SHOWCASE LUNCH \$250 USD

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.

ALL SPONSORSHIPS INCLUDE:

- 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

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TTRA INTERNATIONAL CONFERENCE

GATEWAY TO THE FUTURE

EXHIBITOR PACKAGES:

MEMBER BOOTH: \$2,500

NON-MEMBER BOOTH: \$3,000

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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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