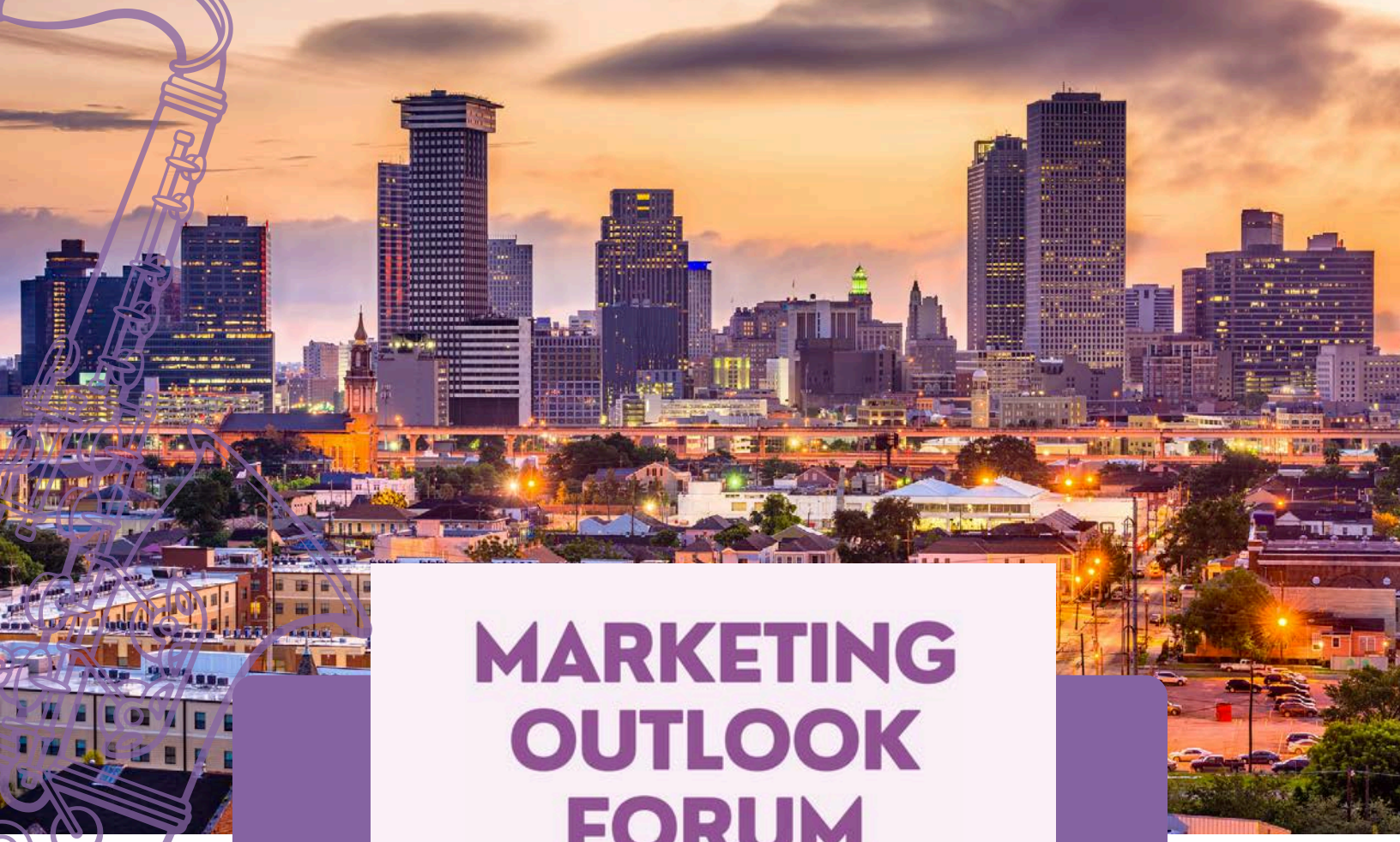


MARKETING OUTLOOK FORUM

NEW ORLEANS, LOUISIANA
JANUARY 25-27, 2027

SPONSORSHIP AND EXHIBITORSHIP OPPORTUNITIES

Contact

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THE RHYTHM OF CHANGE:

Turning Insight into Impact in the Next Year of Travel and Tourism Marketing



Why is Marketing Outlook Forum a must-attend event?

- **Learn**: Gain actionable insights, hear from thought leaders, explore AI/data trends.
- **Network**: Connect with peers from DMOs, academia, private sector.
- **Apply**: Take home tools, strategies, and case studies you can implement.

Why Sponsor?

TTRA's mission is to advance the strategic use of research in travel and tourism to create a positive impact on people, places, and society. By sponsoring, you align your brand with the industry's most innovative minds and decision-makers while gaining exclusive access, visibility, and engagement opportunities with a global audience.

- **Boost Brand Visibility:** Increase brand awareness among key decision-makers in the travel and tourism industry.
- **Network with Influencers:** Connect with researchers, academics, and industry leaders who shape travel trends.
- **Showcase Industry Leadership:** Align your brand with cutting-edge research and innovation.
- **Gain Valuable Insights:** Stay ahead of the curve by learning about the latest research findings and industry trends.

Be part of a prestigious community supporting cutting-edge research and innovation in travel and tourism. Sponsorship at MOF 2026 provides unmatched exposure to industry leaders, researchers, and policymakers shaping the future of travel.

To book a sponsorship or exhibit booth: **epike@ttra.com**

SPONSORSHIP PACKAGE OPPORTUNITIES

Benefits	Diamond Sponsor Starting at $7,500	Platinum Sponsor Starting at $5,000	Gold Sponsor Starting at $3,000	Silver Sponsor Starting at $2,500	Bronze Sponsor Starting at $500
Complimentary Conference Registrations	2 Comp Registrations	1 Comp Registrations	50% off 1 Registration	25% off 1 Registration	10% off 1 Registration
Complimentary Exhibit Booth	X	X	50% off		
Conference Delegate List including emails	X	x	X		
Logo on the conference app and website as a sponsor	X	X	X	X	X
Logo listed throughout the conference as a sponsor	X	x	x	X	X
Opportunity to select specific sponsor level opportunities	X	x	x	X	X
Opportunity to provide swag or promotional flyer on our "swag table"	X	X	X	X	X
Right to use "Official TTRA Annual Conference Sponsor" on your website and materials	X	X	X	X	X



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MARKETING OUTLOOK FORUM | NEW ORLEANS 2027

DIAMOND SPONSORSHIP

We offer a variety of sponsorship options to suit your needs and budget. Diamond Level Sponsorships start at $7,500.00, and can be used on any of the below options. All Diamond Sponsorships come with the associated Diamond Benefits listed on page 3.

ALL SPONSORSHIP PACKAGES CAN BE TAILORED TO FIT YOUR STRATEGY.

To sponsor the conference at a Diamond Level, please contact Elizabeth at epike@ttra.com.

TRANSPORTATION VOUCHER (UBER OR LYFT)

$10,000 USD

Provide discounted transportation for all conference attendees traveling to and from the airport.

ONSITE CHARGING STATION

$8,000 USD

Host a spot for conference delegates to sit down and plug in. Opportunity to have this tied in with your exhibitor booth, drawing more attendees to you.

DMO RESEARCHER ROUNDTABLE

$8,000 USD

PENDING

Sponsor the Destination Marketing Organization Breakfast and get in front of our exclusive list of DMOs!

SUSTAINING SPONSORSHIP

$8,000 USD

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

LUNCH (YOUR CHOICE OF DAYS)

$7,500 USD

Includes branding of the lunch and the opportunity to show a video/address delegates for 1-2 minutes from the general session stage prior to being released for lunch.

ROBO SKETCH

$7,500 USD

Step into the future of photo booths with Robo Sketch, where cutting-edge AI meets artistic flair. It's not just a photo booth; it's an experience!



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PLATINUM SPONSORSHIP (PAGE 1 0F 2)

We offer a variety of sponsorship options to suit your needs and budget. Platinum Level Sponsorships start at $5,000.00, and can be used on any of the below options. All Platinum Sponsorships come with the associated Platinum Benefits listed on page 3.

ALL SPONSORSHIP PACKAGES CAN BE TAILORED TO FIT YOUR STRATEGY.

To sponsor the conference at a Diamond Level, please contact Elizabeth at epike@ttra.com.

PERSONALIZED WIFI
$7,000 USD

Provide Wi-Fi for the duration of the conference. Recognition each day with personalized password and/or wi-fi name. Branded signage throughout the conference.

OPEN AIR PHOTOBOOTH
$7,000 USD

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

REACTION ATTRACTION GAME
$6,000 USD

Draw attendees to your booth and put reflexes to the test! This fast-paced challenge keeps guests on their toes. Once the game begins, 12 LED batons drop at random, and it's up to each player to catch as many as possible before they hit the floor.

ALL DAY COFFEE STATION
$6,000 USD

Caffeinated beverages available all day for the duration of the conference! Signs with your logo posted at the coffee stations.

OFFICIAL CHARITY PARTNER
$6,000 USD

Become the official charity sponsor for our featured partner! Gain recognition by introducing the organization's representative, contributing to the total donations, and being featured in all charity-related marketing materials.

OPENING RECEPTION EXPERIENCE
$6,000 USD

Partner with the State of Louisiana on a unique opening reception activation

EVENING RECEPTION
$5,000

Showcase your brand during the Evening Reception on the second night with prominent recognition and branding throughout the beer and wine reception.

DESTINATION BREAKFAST SPONSOR
$5,000 USD

Sponsor the Destination Breakfast and have an opportunity to be on stage and present the Top Banana award to the winning DMO!

REGISTRATION SPONSOR
$5,000 USD

Logo on registration desk for all delegates to see upon checking in. Branded chocolates or mints with you logo on them available for all attendees,

AFTERNOON BREAK
$5,000 USD

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

PLATINUM SPONSORSHIP (PAGE 2 OF 2)

NEW ORLEANS THEMED TREATS
$5,000 USD

Be a part of a New Orleans exclusive! Treat conference attendees to a New Orleans local favorite during one of our breaks

CONFERENCE NAME BADGES & LANYARDS
$5,000 USD

SOLD

Have your name and logo on all name tags and lanyards given to all attendees upon check in.

LARGE SWAG SPONSORSHIP
$5,000 USD

Provide larger branded merchandise of your choosing to all conference delegates. Options include reusable travel bags, umbrellas, power adaptors, etc.

SUSTAINING SPONSORSHIP
5,000 USD

Allows the conference committee to direct you sponsorship allocation to where it is needed most.



MARKETING OUTLOOK FORUM | NEW ORLEANS 2027

GOLD SPONSORSHIP

We offer a variety of sponsorship options to suit your needs and budget. Gold Level Sponsorships start at $3,500.00, and can be used on any of the below options. All Gold Sponsorships come with the associated Gold Benefits listed on page 3.

ALL SPONSORSHIP PACKAGES CAN BE TAILORED TO FIT YOUR STRATEGY.

To sponsor the conference at a Gold Level, please contact Elizabeth at epike@ttra.com.

REGISTRATION FORM SPONSOR
$4,000 USD

Your logo displayed at the top of the conference registration form! Every delegate registering will see this before registering for the conference.

MOBILE APP
$4,000 USD

Branding on the conference app that will be used by all delegates for the program, speaker info, notifications, and more throughout the conference.

CONFERENCE PROMOTIONAL SPONSOR
$4,000 USD

Reach over 4,000 TTRA subscribers and potential delegates by sponsoring all conference related promotional emails. Your logo and description would be displayed on every email sent to our mailing list for the duration of promotions.

TURNDOWN TREATS
$4,000 USD

Select a special treat with your logo on it to be delivered to all hotel rooms within the TTRA room block.

GENERAL SESSION WITH INTRODUCTION
$4,000 USD

You logo on the screen at the opening of the session, with up to 1 minute to speak to delegates at the beginning of the session.

SPECIALTY COFFEE BREAK
$4,000 USD

Supply liquors for the afternoon coffee break for a little pick-me-up for delegates. Branding of the break throughout.

HOTEL WELCOME LETTER
$3,500 USD

Be the first company to great attendees! Every attendee at the host hotel will receive and official welcome letter sponsored by you.

HOTEL ROOM KEY CARDS
$3,500 USD



Display your logo [illegible] delegates to see! Provide branded hotel key cards for all staying at the host hotel.

REUSABLE WATER BOTTLES
$3,500 USD

Reusable water bottles handed out to all delegates branded with your company logo.

SUSTAINING SPONSORSHIP
$3,500 USD

Allows the conference committee to direct you sponsorship allocation to where it is needed most.

MARKETING OUTLOOK FORUM | NEW ORLEANS 2027

SILVER SPONSORSHIP

We offer a variety of sponsorship options to suit your needs and budget. Gold Level Sponsorships start at $2,500.00, and can be used on any of the below options. All Silver Sponsorships come with the associated Silver Benefits listed on page 3.

ALL SPONSORSHIP PACKAGES CAN BE TAILORED TO FIT YOUR STRATEGY.

To sponsor the conference at a Silver Level, please contact Elizabeth at epike@ttra.com.

GENERAL SESSION SPONSOR - NON SPEAKING

$3,000 USD

Have your logo on the screen as delegate arrive to start the session.

MORNING SNACK BREAK

$3,000 USD

Provide Beverages and a small snack during the morning break.

EMERGING LEADERS RISING STAR AWARD

$3,000 USD



This award acknowledges early-career professionals. Present this award to the winner on stage at the conference.
Prize: Plaque with your logo, free MOF 2026 registration, Premier membership, hotel, and more.

CHERYL SCHUTZ AWARD FOR MARKETING EXCELLENCE

$3,000 USD



This award is for DMO individuals whose research-backed strategies have driven positive change. Present this award to the winner on stage at the conference.
Prize: Plaque with your logo, one-year TTRA Organizational membership, and $500.

J. DESMOND SLATTERY PROF. MARKETING AWARD

$2,500 USD

This award honors significant contributions to national or state travel marketing. Sponsor this prestigious award and present it to the winner on stage at the conference.
Prize: Plaque with your logo, free MOF 2026 registration, Premier membership, and $500.

JOHN AND JOAN MARKHAM TOURISM MARKETING AWARD

$3,000 USD

This award support students researching trends in destination marketing. Sponsor this prestigious award and present it to the winner on stage at the conference.
Prize: Plaque with your logo, student membership, MOF registration, travel, and more.

EMERGING LEADERS SOCIAL

$2,500 USD

Sponsor the emerging leaders social and provide attendees with a drink voucher. Signage of your sponsorship throughout.

CONFERENCE EVALUATION

$2,500 USD

Sponsor the post conference survey that is given to all delegates.

SMALL SWAG SPONSORSHIP

$2,500 USD

Provide smaller branded merchandise of your choosing to all conference delegates. Options include key chains, luggage tags, silly putty, etc.

MARKETING OUTLOOK FORUM | NEW ORLEANS 2027

BRONZE SPONSORSHIP

We offer a variety of sponsorship options to suit your needs and budget. Bronze Level Sponsorships start at $500, and can be used on any of the below options. All Bronze Sponsorships come with the associated Bronze Benefits listed on page 3.

ALL SPONSORSHIP PACKAGES CAN BE TAILORED TO FIT YOUR STRATEGY.

To sponsor the conference at a Bronze Level, please contact Elizabeth at epike@ttra.com.





BATHROOM SPONSORSHIP
$1,500 USD

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

*A NEW ORLEANS EXPERIENCE
$1,500 USD (4 available!)

Join in on the fun of a classic New Orleans tradition! Have your logo on a beaded necklace to pass out to confernece attendees.

WELLNESS ACTIVITY
$1,500 USD

Sponsor a Healthy way to take a break during the conference. Options include yoga, a group fun run, massages, etc.

SUSTAINING SPONSORSHIP
$1,000 USD

Allows the conference committee to direct you sponsorship allocation to where it is needed most.

OUTLOOK CHALLENGE PRIZE SPONSORS
$500 USD

Sponsor prizes at the Outlook Challenge session! Everyone in the audience has a chance to win and you will receive stage time for sponsoring the prize. (multiple available)

DESTINATION
BREAKFAST

WEDNESDAY, JANUARY 27

Join in on the fun and friendly competition and host a destination table during the 10th Annual Destination Breakfast!

WHAT IS IT?

At our Destination Breakfast, destinations bring their personality to the table—literally! Each destination is invited to decorate with creative décor, destination swag, giveaways, and anything else that shows what makes their destination special.

As delegates enjoy breakfast, they'll have the chance to mingle with destinations, discover new places, collect some fun swag, and vote for their favorite table.

The destination with the most votes will take home the coveted Top Banana Award and, of course, some serious bragging rights!

WHAT WE NEED FROM YOU:

- High resolution logo
- 30-second commercial (to be played on a loop during the breakfast.)
- Swag provided for a table of 8-10
- Decorate your table prior to breakfast, and have fun showing off your destination!

WHY SHOULD YOU ENTER?

- Be listed as a Bronze Sponsor on all sponsorship marketing materials.
- The opportunity to win the prestigious Top Banana Award!
- Opportunity to highlight your destination to all delegates in a fun way.

PARTICIPATE IN THE DESTINATION BREAKFAST AND BECOME A BRONZE SPONSOR FOR FREE!







MARKETING OUTLOOK FORUM | NEW ORLEANS 2027



EXHIBITOR PACKAGES

Marketing Outlook Forum offers a new level of exposure to conference attendees and the opportunity to showcase your products and services.

The exhibit area has been strategically designed to provide the best possible promotional opportunities to participating companies. With the conference breaks and refreshments served in the same location, it creates an unparalleled chance to promote yourself and reach conference attendees in a comfortable, airy, and welcoming environment.

MEMBER BOOTH: $3,000 USD
NON-MEMBER BOOTH: $4,000 USD

EXHIBITORSHIP INCLUDES:

- One Complimentary registration.
- $100 USD off additional registrations.
- Promotion as an exhibitor on the conference website, promotional material, and throughout the conference.
- Virtual booth on the conference app
- Registration lists with emails pre and post conference.

BOOTH INCLUDES:

- Tabletop exhibit booth with 2 chairs (6' table)
- Table linens provided by hotel
- Pre-arranged drawings for company giveaways (upon request).
- AV: Additional cost. Can be arranged with our onsite AV company.

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