

The background of the upper half of the page is a collage of textures and colors. It features a green textured area in the top left, a purple textured area in the top right, and a gold textured area in the bottom left. A large, stylized fleur-de-lis is positioned in the center-left, with its top arm pointing towards the top left. The fleur-de-lis is primarily purple with green and gold outlines and accents. In the top left corner, there are several purple, glossy, spherical ornaments hanging from a thin wire.

2026-27 SPONSORSHIP PROGRAM

Gain exposure to Destination Management Companies (DMCs) before, during, and after the annual conference held each year in February/March.

There are many opportunities to build important relationships that will result in business development beyond the normal sphere of influence.

2027 ADMEI ANNUAL CONFERENCE
Hyatt Regency New Orleans
New Orleans, LA USA
21 - 23 February 2027

For more information:

Jack Scafide, CORT Events
ADMEI Board of Directors | Sponsorship
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Director, Program & Events
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BENEFITS



| | PLATINUM | GOLD | SILVER | EXHIBITOR ONLY | DIGITAL |
|---|----------|---------|---------|----------------|---------|
| | \$15,000 | \$8,500 | \$6,500 | \$4,000 | \$3,500 |
| Discount for Multi-year commitment | 10% | 10% | | | |
| YEAR ROUND BENEFITS | | | | | |
| ADMEI Annual Membership | X | X | - | - | - |
| Listing in Associate Directory | X | X | - | - | - |
| Year Round Recognition on ADMEI Website Footer | X | - | - | - | - |
| Graphic or Ad in (1) ADMEI Email | - | - | - | - | X |
| Sponsor Recognition on ADMEI Webinars | X | - | - | - | - |
| Sponsor Recognition on ADMEI Newsletters | X | - | - | - | - |
| Use of ADMEI Logo on Sponsor Website and Emails | X | - | - | - | - |
| Sponsor Recognition on ADMEI Social Media | X | - | - | - | - |
| Promotion of (1) Sponsor Webinar to ADMEI contacts | X | - | - | - | - |
| Opportunity to Collaborate on blog to be posted on ADMEI's website and social media | - | - | - | - | X |

| CONFERENCE BENEFITS | | | | | |
|--|-----------|-----------|---|---|---|
| Complimentary Conference Registration | 2 | 1 | - | - | - |
| Discounted Conference Registrations - 50% off | Unlimited | Unlimited | 2 | - | - |
| Invitation to VIP & Board Reception | X | X | - | - | - |
| 30 Second Sizzle Reel During Conference | X | - | - | - | - |
| Opportunity to Present an Award During the Awards Gala | X | X | - | - | - |
| Opportunity to Introduce a Session on Main Stage or Breakout | X | X | - | - | - |
| Exhibitor Table | X | X | X | X | - |
| Electronic Conference Final Attendee List with Emails | X | X | X | X | X |
| Sponsor Recognition on Conference Webpage | X | X | X | X | X |
| Sponsor Recognition in Conference Emails and App | X | X | X | X | X |
| Sponsor/Exhibitor Profile in Conference App | X | X | X | X | X |
| Sponsor Recognition on ADMEI Social Media Accounts | X | X | X | X | X |
| Sponsor Recognition throughout ADMEI Conference | X | X | X | X | X |
| Advanced Gala Seat Selection | X | - | - | - | - |
| Choose either Signature or Supporting Opportunity item to sponsor | X | X | - | - | - |
| Choose Supporting Opportunity item to Sponsor | - | - | X | - | - |

WAYS TO ENGAGE

Sponsorship opportunities are designed to thoughtfully integrate your brand into the attendee experience—creating meaningful connections, strong visibility, and lasting impressions. Whether anchoring key moments of the conference or enhancing the overall program, each opportunity plays a role in delivering a high-quality experience for both sponsors and attendees.

Signature Opportunities

High-visibility experiences that anchor key moments of the conference and maximize brand exposure.

Supporting Opportunities

Targeted engagement opportunities that enhance the attendee experience and provide meaningful brand visibility.

| Signature Opportunities | Supporting Opportunities |
|---|---|
| Activations | Award Category |
| Audio Visual | Board of Directory & VIP Reception |
| Conference App | Breakout Session |
| Corporate Gifting | Coffee Break (2 Available) |
| Decor/Floral (2 Available) | Emergency Preparedness Certificate Course |
| <ul style="list-style-type: none">• General Session• Awards Reception & Gala | First-Timer's Reception |
| Entertainment | Know Before You Go Email |
| Furniture (2 Available) | Lanyards & Name Badges |
| <ul style="list-style-type: none">• General Session / Breakouts• Foyer / Registration / Awards Reception | Lunch (2 Available) |
| Linens (2 Available) | Photo Booth |
| <ul style="list-style-type: none">• General Session• Linens - Awards Reception & Gala | Photography/Videography |
| Monday Evening Event (TBD) | Technology |
| Sunday Evening Event (TBD) | Wellness |
| Teambuilding | WiFi |
| Transportation | |

In-Kind Sponsorships

In-kind sponsorships are limited to select opportunities that directly enhance the attendee experience or reduce ADMEI conference costs. These opportunities include photography, videography, entertainment, and off-site activities. They are designed to provide the sponsor meaningful exposure to ADMEI attendees while contributing to the overall conference experience for both the association and the attendee.

PARTNERING

Non-Exclusivity

We welcome all sponsors. ADMEI sponsorships are not exclusive, and multiple companies offering similar services are always welcome to participate and benefit.

Multi-Year Sponsorship Opportunities

Platinum and Gold level sponsorships offer a multi-year option for partners looking to build sustained visibility and engagement. Sponsors who commit to a two- or three-year partnership receive a 10% savings, along with the consistency and long-term presence that strengthens brand recognition within the ADMEI community.

Sponsorship Add-Ons

As the conference experience planning evolves, a limited number of additional sponsorship opportunities **may** become available. These optional add-ons are designed to complement existing sponsorships, offering additional exposure and enhanced opportunities to connect with ADMEI attendees.

Add-on opportunities will be shared with the designated sponsor contact via email as they become available. Existing sponsors will have first right of opportunity, offered on a first-come, first-served basis, and will have 48 hours to confirm interest. After this period, any remaining opportunities will be made available to the broader market through the ADMEI website and updated sponsorship materials.

Sponsorship Model

All sponsorships are cash-based.

In-kind sponsorships are limited and outlined in the [In-Kind Sponsorships section](#).

Sponsorship Deadline

Sponsorship opportunities are secured on a first-come, first-served basis and are limited by program availability and on-site integration. Early commitment allows us to thoughtfully incorporate your brand into the conference experience and ensures access to the full range of opportunities.

To maximize visibility and secure preferred placement, **sponsorships should be confirmed by 15 December 2026.**

AGREEMENT FORM

Please complete this form and email to kristina@admei.org.

Company Name

Contact

Address

E-Mail

City

State

Zip

Phone

Sponsor Level

Platinum

Gold

Silver

Exhibitor Only

Digital

Multi-Year (Platinum & Gold only)

2 years 3 years

Opportunity Requested (1st Choice)

Opportunity Requested (2nd Choice)

TERMS & CONDITIONS

Payment – An invoice will be issued upon receipt of this signed agreement and is payable within 14 days unless otherwise agreed. Sponsorship benefits will begin upon receipt of payment.

Refund – This agreement is non-refundable; however, if one of the benefits listed is no longer available, ADMEI will work with Sponsor to reach agreement on a fair substitution.

General Terms – The terms and conditions set forth in this Agreement govern the relationship between ADMEI and Sponsor. This Agreement is nonexclusive and does not constitute an endorsement by ADMEI or its representatives of the Sponsor's products.

Unless expressly agreed to in writing by ADMEI, no other terms or conditions appearing in contracts, orders, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on ADMEI. ADMEI shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement.

The waiver of any provision of this Agreement shall not be construed to a waiver of either party's right to later require strict observation and performance of each of the provisions hereof. Electronic transmission of a copy of this Agreement bearing a signature shall be deemed delivery of a signed original Agreement.

Limited Liability – The liability of ADMEI for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of any cash payment. ADMEI will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits.

ADMEI shall not be subject to any liability whatsoever for any failure to hold event because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, pandemic, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of ADMEI.

Unintentional or inadvertent failures of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of the Agreement.

Severability – If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in force.

Entire Agreement – This Agreement constitutes the entire agreement between Sponsor and ADMEI. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged by the party to be bound. Sponsorship levels and pricing are accurate at the time of printing this document. ADMEI reserves the right to modify sponsorship levels, pricing, or conference at any time.

Signature

Date