


IITA  **FEBRUARY 9-12**
2025
SUMMIT
SALT LAKE CITY • UTAH

2025 Summit Sponsorships

SPONSORSHIP LEVELS

Platinum Sponsor Options

Showcase your brand or destination with a presentation/photos or video that will intrigue the buyers with new product opportunities. Customize your program and make it interactive, educational, and fun, or provide entertainment from your respective area. Leave a lasting impression as a luncheon sponsor!

Gold Sponsor Options

Host the Sunday welcome reception and mingle with the Inbound Operators before the official business starts! Or, as the exclusive sponsor of a breakfast (Inbound Operator or Breakfast with the Operators), you'll be the first presenter to kick off the day and promote your product/destination. Host a wine reception on Monday at the end of the business day which is one of the highest attended events!

Silver Sponsor Options

Have the esteemed role of introducing the Summit Keynote speaker at the General Session followed by presenting information about your product. Or open the Power Hour Networking Sessions with a 5-minute presentation. Operator table gifts/goods may also be included with the sponsorship. Another option would be to sponsor the Inbound Operator Forum, where you will have their full attention while you sell! The official app is also available for sponsorship!

Bronze Sponsor Options

Gain visibility for your product/destinations throughout the Summit with your branded water bottles, badge holders, lanyards, or registration bags. Get the attention of IITA leadership by sponsoring the Board of Directors lunch. Or greet attendees as the registration sponsor. Morning and afternoon coffee breaks are also open for sponsoring. Have another sponsor idea. . . . reach out! (While not part of a sponsorship, advertising opportunities are available on the Summit app – the "Navigator.")

SPONSORSHIP LEVELS

Item of your choice!
Other Marketing
Opportunities
**AVAILABLE
ALL LEVELS!**

Platinum Sponsor Options

\$10,000+	Monday & Wednesday Luncheons	\$15,000	Sold
	Wednesday Education	\$13,500	Sold

Gold Sponsor Options

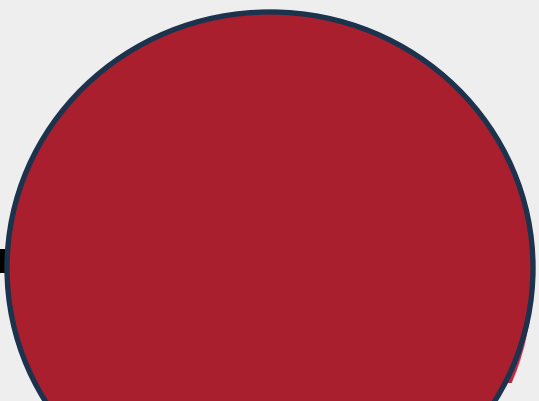
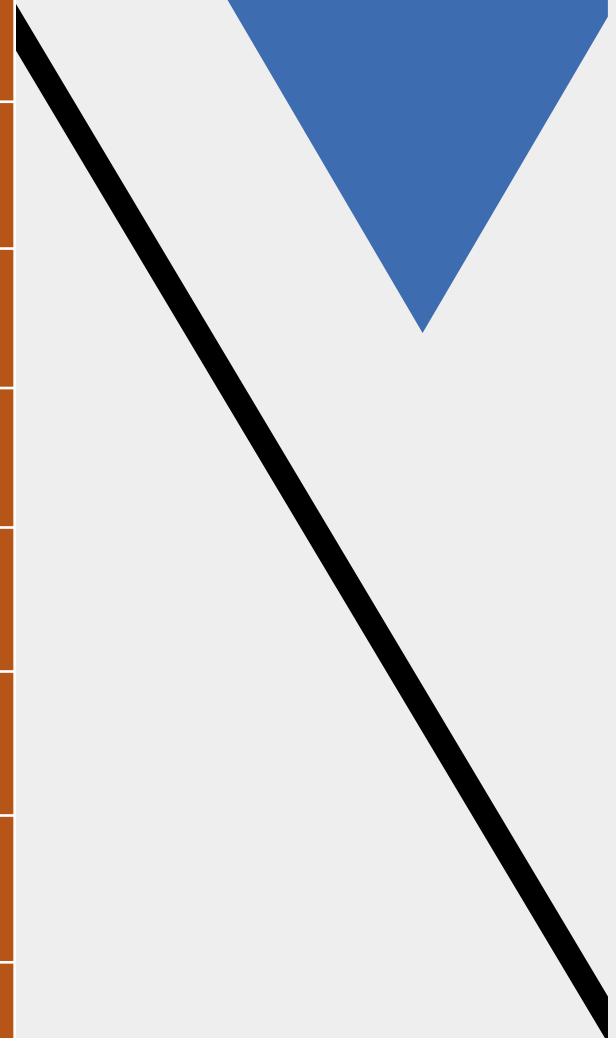
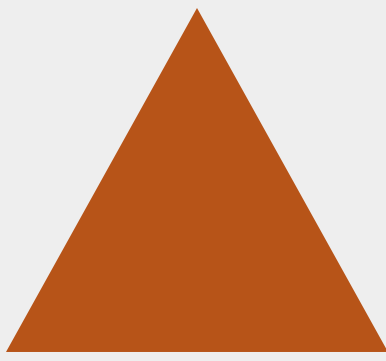
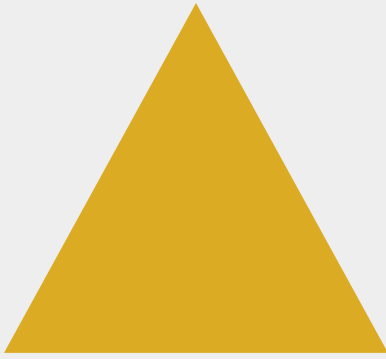
\$5,000 – \$9,999	Monday & Wednesday Inbound Operator Breakfasts	\$7,000	Both are Sold.
	Tuesday Breakfast with the Buyers	\$8,000	Available
	Sunday Welcome Reception	\$6,000	Available
	Monday Wine Reception (+ wine & hors d'oeuvres)	\$2,500	Sold

Silver Sponsor Options

\$2,500 – \$4,999	Monday General Session	\$3,000	Available
	Monday & Wednesday Power Hour Networking	\$3,000	Available
	Inbound Operator Forum	\$3,000	Available
	Mobile App-Navigator	\$2,500	Available

Bronze Sponsor Options

\$1,000 – \$2,499	Sustainable Water Bottles (+water bottles)	\$1,500 (+ water bottles)	Sold
	Sustainable Name Badge Holder (+badges)	\$2,000 (+ badges/holders)	Sold
	Lanyards (+ lanyards)	\$2,000 (+ lanyards)	Sold
	Registration Bags (+ bags)	\$2,000 (+bags)	Sold
	Board of Directors Lunch	\$2,000	Available
	Registration Sponsor	\$2,000	Available
	Afternoon Power Hour Breaks	\$2,000	Sold - Mon, Available - Wed
	Daily Morning Coffee Breaks	\$1,500	Tuesday/Wednesday Available



Sponsorship Benefits	Host	Platinum	Gold	Silver	Bronze
Flash Drive with marketing info in operator event bags	*	*	*	*	*
Logo on sponsor signage at event	*	*	*	*	*
Logo on Summit web site	*	*	*	*	*
Logo in Summit program/app	*	*	*	*	*
Logo in IITA Newsletter	*	*	*	*	*
Recognition on Social Media Sites	*	*	*	*	*
Banner ad on website	*	*	*	*	*
Opportunity to address attendees at event	*	20 min.	10-15 min.	5 min.	*
Reserved table at luncheons	*	*	*	*	*
Complimentary registration(s)	4	2	1	*	*
Chair drop (at sponsored event)	*	*	*	*	*
Pre & Post e-Blast	*	*	*	*	*
Additional benefits as outlined in RFP	*	*	*	*	*



Platinum Sponsor Opportunities



**Monday Lunch
SOLD
Thank you!
Alabama Tourism
Department**

**Platinum
Sponsor**



**Wednesday Lunch
SOLD
Thank you!
Destination Niagara USA**

**Platinum
Sponsor**



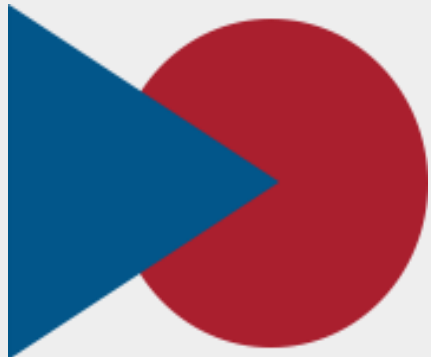
**Wednesday Lunch
SOLD
Thank you!
US Travel/IPW**

**Platinum
Sponsor**



**Wednesday Education
SOLD
Thank you!
BWH Hotels**

**Platinum
Sponsor**



Gold Sponsor Opportunities



Sunday Welcome Reception
AVAILABLE

Gold Sponsor



Tuesday Breakfast with the Buyers
AVAILABLE

Gold Sponsor



Monday Operator Breakfast SOLD
Thank you, Wine, Water & Wonders!

Gold Sponsor



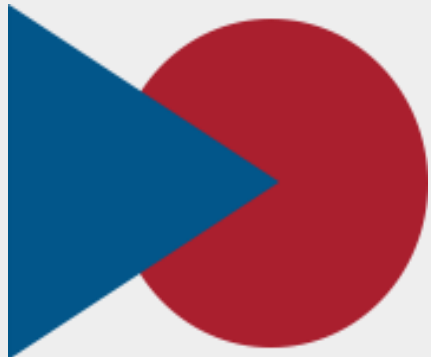
Monday Wine Reception SOLD
Thank you Travel Oregon!

Gold Sponsor



Wednesday Tour Operator Breakfast SOLD
Thank you Visit Savannah!

Gold Sponsor



Don't miss these great opportunities!
They are selling fast!

Silver Sponsor Opportunities



NEW OPPORTUNITY!
Mobile App

AVAILABLE

Silver Sponsor



Monday
General Session

AVAILABLE


Silver Sponsor



Monday & Wednesday
Power Hour
Sessions

AVAILABLE

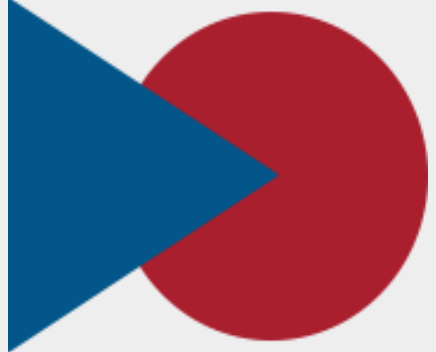
Silver Sponsor



Tuesday
Inbound Operator
Forum

AVAILABLE

Silver Sponsor



Visibility throughout the summit! Get the attention of IITA leadership! Show off your brand!

Bronze Sponsor Opportunities



Sustainable Water
Bottles SOLD
Thank you!
Charlotte RVA

**Bronze
Sponsor**



Lanyards
SOLD
Thank you!
Tourplan

**Bronze
Sponsor**



Sustainable Name
Badges
SOLD Thank you!
Blair Hotels

**Bronze
Sponsor**




Registration Bags
SOLD
Thank you!
Visit Mississippi

**Bronze
Sponsor**



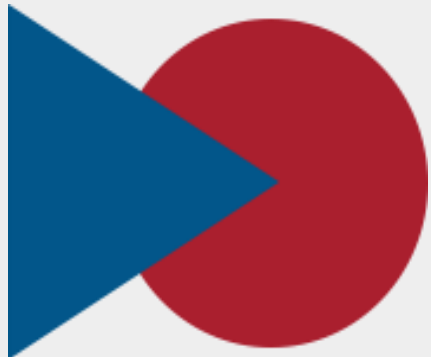
Monday Morning
Break
SOLD Thank you!
Colorado Tourism

**Bronze
Sponsor**



Monday Afternoon
Power Hour Break
SOLD Thank you!
Circle Wisconsin

**Bronze
Sponsor**



Board of Directors
Lunch
AVAILABLE

**Bronze
Sponsor**



Registration
Sponsor/Volunteer
AVAILABLE

**Bronze
Sponsor**



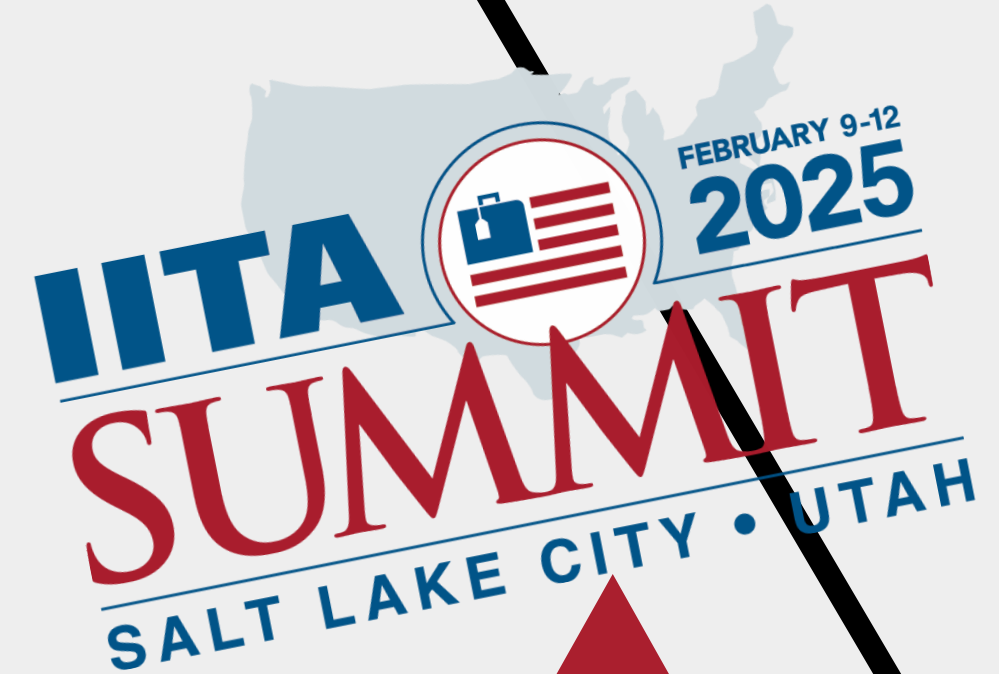
Tuesday &
Wednesday Morning
Coffee Breaks
AVAILABLE

**Bronze
Sponsor**



Wednesday
Afternoon Power
Hour Break -
AVAILABLE

**Bronze
Sponsor**



For more information
on sponsorships or to create
your customized package,
please contact:

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