IITA SUMMIT

JAN 31 - FEB 3
2027

BIRMINGHAM • ALABAMA



2027 Summit Sponsorships

WHY SPONSOR IITA SUMMIT 2027?

One of the most cost-effective international tradeshows—just $126 per appointment—with a 4.7/5.0 rating.
In 2026 Attendees reported strong results, with many expecting multiple new contracts.

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

Reach the Right Audience

- Direct access to top inbound operators (approximately 30 operator member companies attend Summit)
- An average of 170 DMO and Supplier members attend
- Decision-makers shaping international visitation to the U.S.

Global Visibility That Matters

- Position your brand in front of key international markets
- Demonstrate to buyers that you are invested in the inbound travel trade

Measurable ROI

- Brand exposure across event marketing, onsite presence, and post-event content
- Opportunities for speaking and lead generation

Upgrade to Sustaining/Keystone Sponsorship

- Support an organization that champions the inbound travel voice, offering access to exclusive insights not available elsewhere, and position your brand at the center of critical industry intelligence

This is not just sponsorship—it's strategic positioning in the inbound travel market.

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PLATINUM SPONSOR OPTIONS

$10,000+ Investment

Monday Luncheon (SOLD)
Wednesday Luncheon (SOLD)
Wednesday Education (SOLD)

Own the Room. Influence Buyers. Drive Results.

- **Capture attention** with a dynamic presentation, video, or immersive storytelling
- **Showcase your destination's energy** with curated entertainment
- **Position your product** as a must-sell for top inbound buyers and turn visibility into business—build relationships that convert

"Platinum Sponsorship allows us to showcase our state's culture, innovation, and hospitality to a wider audience"
Laura Hicks, International Sales Manager
Alabama Tourism Department, Platinum Sponsor

Sponsorship Benefits	Host	Platinum
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	☑	☑
Opportunity to address attendees at event	☑	20 min.
Banner ad on website	☑	☑
Member Directory Expanded Featured Listing	☑	☑
Reserved table at luncheons	☑	☑
Complimentary registration(s)	4	2
Chair drop (at sponsored event)	☑	☑
Pre & Post e-Blast	☑	☑
Additional benefits as outlined in RFP	☑	

GOLD SPONSOR OPTIONS

$5,000 – $9,999 Investment

Sunday Welcome Reception **(HOST CITY)**
Monday Inbound Operator Breakfast **(SOLD)**
Monday Evening Reception **(AVAILABLE)**
Tuesday Breakfast with the Buyers **(SOLD)**
Wednesday Inbound Operator Breakfast **(SOLD)**

Own the First Impression. Set the Tone. Stay Top of Mind.

- **Exclusive Breakfast Sponsor:** Be the first voice buyers hear—showcase your destination or product with a standout presentation, entertainment, and curated takeaways
- **Monday Wine Reception**: Connect with inbound operators and industry leaders in a relaxed networking environment while aligning your brand with one of the Summit's most popular social events.
- **Tuesday Breakfast with Buyers:** Capture attendees' attention with a dynamic presentation, video, or immersive storytelling to set the tone before breakfast networking begins.

Sponsorship Benefits	Gold
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	☑
Opportunity to address attendees at event	10-15 min.
Banner ad on website	☑
Member Directory Expanded Featured Listing	☑
Reserved table at luncheons	☑
Complimentary registration(s)	1

More Touchpoints. More Visibility. More Business.



"As a sponsor, we gained early buyer attention–showcasing our destination and setting the tone before networking began." Mindy Shea, Director International Sales Visit Savannah

SILVER SPONSOR OPTIONS

$2,500 - $4,999 Investment

Board of Directors Lunch **(SOLD)**
Monday & Wednesday Power Hour Networking **(WED. AVAILABLE)**
Coffee Break Packages **(AVAILABLE)**
Inbound Operator Forum **(AVAILABLE)**
IITA Summit Navigator App Ad **(AVAILABLE)**



Sponsorship Benefits	Silver
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	☑
Opportunity to address attendees at event	5 min.

Take the Stage. Command Attention. Convert Opportunities.

- **Power Hour Kickoff:** Open networking with a 5-minute spotlight that positions you top-of-mind with buyers
- **Inbound Operator Forum Sponsor:** Own the room with focused time to present and sell directly
- **Power Hour Coffee Break Packages:** Showcase your brand while fueling networking between buyers and sellers.
- **IITA Summit Navigator App Ads**: Be featured on the App Home Page alongside the Title Sponsor. Not in the budget? Showcase your logo on App Advertiser page with a link to your website for just $250.

Maximum Exposure. Direct Access.
Real Business Impact.

BRONZE SPONSOR OPTIONS

$1,000 - $2,499 Investment

Sustainable Water Bottles* **(SOLD)**
Sustainable Name Badges* **(SOLD)**
Lanyards* **(SOLD)**
Registration Bags* **(SOLD)**
Registration Sponsor **(AVAILABLE)**
Wed Morning/Mon-Wed Afternoon Coffee Breaks **(AVAILABLE)**
Monday Morning Coffee Breaks **(SOLD)**

> "Sponsoring IITA badges boosts Blair Hotels' visibility & supports the industry, with sustainable materials aligned to our goals."
>
> Quintin Blair, Chief Marketing Officer
> Blair Hotels, Bronze Sponsor

Sponsorship Benefits	Bronze
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	☑

Be Seen Everywhere. Stay Top of Mind. Drive Results.

- **Own the Details That Get Noticed:** Branded water bottles, lanyards, badges, and registration bags in every attendee's hands
- **Registration Sponsor:** Make the First Impression by welcoming every attendee
- **Fuel the Experience:** Put your brand at the center of high-traffic coffee breaks or education sessions

*Sponsor will supply products

High Visibility. Constant Touchpoints. Smaller Investment.

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BRONZE SPONSOR · CHARLOTTE · charlottetraveltrade.com
BRONZE SPONSOR · CIRCLE WISCONSIN
BRONZE SPONSOR · COLORADO COME TO LIFE
BRONZE SPONSOR · TOURPLAN
BRONZE SPONSOR · LIFE UTAH ELEVATED
BRONZE SPONSOR · VISIT MISSISSIPPI

SPONSORSHIP LEVELS



Platinum Sponsor Options

$10,000+

Monday Luncheon	$15,000	SOLD
Wednesday Education	$14,000	SOLD

Gold Sponsor Options

$5,000 – $9,999

Sunday Evening Welcome Reception	$10,000	HOST CITY SPONSORING
Monday & Wednesday Inbound Operator Breakfasts	$ 8,500	BOTH SOLD
Tuesday Breakfast with the Buyers	$ 8,500	SOLD
Monday Evening Reception*	$ 5,000	AVAILABLE

Silver Sponsor Options

$2,500 - $4,999

Inbound Operator Forum	$ 4,000	AVAILABLE
Monday & Wednesday Power Hour Networking	$ 3,000	WED. AVAILABLE
IITA Summit 2027 Navigator App (Ad)*	$ 2,500	AVAILABLE
Board of Directors Lunch	$ 2,500	SOLD

Bronze Sponsor Options

$1,500 - $2,499

Sustainable Name Badges*	$2,250*	SOLD
Lanyards*	$2,000*	SOLD
Registration Bags*	$2,250*	SOLD
Registration Sponsor	$2,000	AVAILABLE
Daily Coffee Breaks (Single Break)	$1,500	AVAILABLE
Coffee Break Package (Break + Power Hour Break)	$2,300	AVAILABLE (MON. AM SOLD)
Sustainable Water Bottles*	$1,500*	SOLD
Refresh Stations*	$1,500*	SOLD

*Sponsor will supply products

* Not in the budget for a IITA Summit 2027 Navigator App ad? Get your logo featured on the App Advertiser page, with a direct link to your website, for just $250.

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Logo in Summit program/app	☑	☑	☑	☑	☑
Logo in IITA Newsletter	☑	☑	☑	☑	☑
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Opportunity to address attendees at event	☑	20 min.	10-15 min.	5 min.	
Banner ad on website	☑	☑	☑		
Member Directory Expanded Featured Listing	☑	☑	☑		
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	☑				

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

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