



**IITA**  **JAN 31 - FEB 3**  
**2027**  
**SUMMIT**  
**BIRMINGHAM • ALABAMA**



**2027 Summit Sponsorships**

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# WHY SPONSOR IITA SUMMIT 2027?

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

## 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

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

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



# PLATINUM SPONSOR OPTIONS

## \$10,000+ Investment

Monday Luncheon (SOLD)

Wednesday Luncheon (SOLD)

Wednesday Education (PENDING)

“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

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

Be the Luncheon Sponsor. Be Unforgettable.



Sponsorship Benefits	Host	Platinum
Logo on sponsor signage at event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Summit web site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in Summit program/app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in IITA Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on Social Media Sites	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to address attendees at event	<input checked="" type="checkbox"/>	20 min.
Banner ad on website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Member Directory Expanded Featured Listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reserved table at luncheons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary registration(s)	4	2
Chair drop (at sponsored event)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre & Post e-Blast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Additional benefits as outlined in RFP	<input checked="" type="checkbox"/>	

# GOLD SPONSOR OPTIONS



## \$5,000 – \$9,999 Investment

- Sunday Welcome Reception (HOST CITY)
- Monday Inbound Operator Breakfast (PENDING)
- Monday Wine Reception
- Tuesday Breakfast with the Buyers
- Wednesday Inbound Operator Breakfast (PENDING)

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.

**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

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

# SILVER SPONSOR OPTIONS



## \$2,500 - \$4,999 Investment

- Monday & Wednesday Power Hour Networking
- Coffee Break Packages
- Inbound Operator Forum
- Board of Directors Lunch (SOLD)

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.

Maximum Exposure. Direct Access.  
Real Business Impact.



Sponsorship Benefits	Silver
Logo on sponsor signage at event	<input checked="" type="checkbox"/>
Logo on Summit web site	<input checked="" type="checkbox"/>
Logo in Summit program/app	<input checked="" type="checkbox"/>
Logo in IITA Newsletter	<input checked="" type="checkbox"/>
Recognition on Social Media Sites	<input checked="" type="checkbox"/>
Opportunity to address attendees at event	5 min.



# BRONZE SPONSOR OPTIONS



## \$1,000 - \$2,499 Investment

- Sustainable Water Bottles\*
- Sustainable Name Badges\*
- Lanyards\* (SOLD)
- Registration Bags\* (PENDING)
- Registration Sponsor
- Daily Morning/Afternoon Coffee Breaks



**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



Sponsorship Benefits	Bronze
Logo on sponsor signage at event	<input checked="" type="checkbox"/>
Logo on Summit web site	<input checked="" type="checkbox"/>
Logo in Summit program/app	<input checked="" type="checkbox"/>
Logo in IITA Newsletter	<input checked="" type="checkbox"/>
Recognition on Social Media Sites	<input checked="" type="checkbox"/>

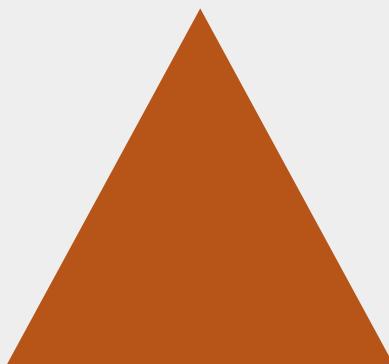
**High Visibility. Constant Touchpoints. Smaller Investment.**

# SPONSORSHIP LEVELS

▶	Platinum Sponsor Options	Monday & Wednesday Luncheons Wednesday Education	\$15,000 \$13,500	MON. SOLD/WEDS. SOLD PENDING
▶	Gold Sponsor Options	Sunday Evening Welcome Reception Monday & Wednesday Inbound Operator Breakfasts Tuesday Breakfast with the Buyers Monday Wine Reception*	\$ 9,000 \$ 8,500 \$ 8,500 \$ 5,000	HOST CITY SPONSORING MON. PENDING/WEDS. PENDING AVAILABLE AVAILABLE
▶	Silver Sponsor Options	Inbound Operator Forum Monday & Wednesday Power Hour Networking	\$ 4,000 \$ 3,000	AVAILABLE AVAILABLE
▶	Bronze Sponsor Options	Sustainable Name Badges* Lanyards* Registration Bags* Board of Directors Lunch Registration Sponsor Daily Afternoon Coffee Breaks Daily Morning Coffee Breaks Sustainable Water Bottles* Refresh Stations*	\$2,000* \$2,000* \$2,250* \$2,250 \$2,000 \$2,250 \$1,750 \$1,500* \$1,500*	AVAILABLE SOLD PENDING SOLD AVAILABLE AVAILABLE AVAILABLE AVAILABLE AVAILABLE

\*Sponsor will supply products

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



<b>Sponsorship Benefits</b>	<b>Host</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Logo on sponsor signage at event</b>	☑	☑	☑	☑	☑
<b>Logo on Summit web site</b>	☑	☑	☑	☑	☑
<b>Logo in Summit program/app</b>	☑	☑	☑	☑	☑
<b>Logo in IITA Newsletter</b>	☑	☑	☑	☑	☑
<b>Recognition on Social Media Sites</b>	☑	☑	☑	☑	☑
<b>Opportunity to address attendees at event</b>	☑	20 min.	10-15 min.	5 min.	
<b>Banner ad on website</b>	☑	☑	☑		
<b>Member Directory Expanded Featured Listing</b>	☑	☑	☑		
<b>Reserved table at luncheons</b>	☑	☑	☑		
<b>Complimentary registration(s)</b>	4	2	1		
<b>Chair drop (at sponsored event)</b>	☑	☑			
<b>Pre &amp; Post e-Blast</b>	☑	☑			
<b>Additional benefits as outlined in RFP</b>	☑				

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

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