



**IITA**  **JAN 31 - FEB 3**  
**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 (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           | <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 (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.

More Touchpoints. More Visibility. More Business.



| 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

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



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.

| 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.                              |



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)

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  | ✓      |
| Logo on Summit web site           | ✓      |
| Logo in Summit program/app        | ✓      |
| Logo in IITA Newsletter           | ✓      |
| Recognition on Social Media Sites | ✓      |

High Visibility. Constant Touchpoints. Smaller Investment.

“

“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

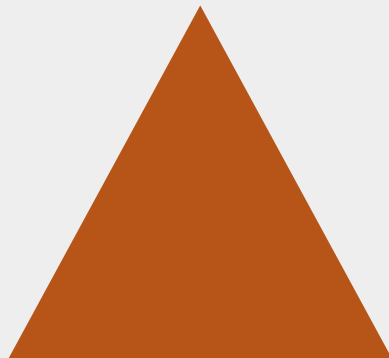
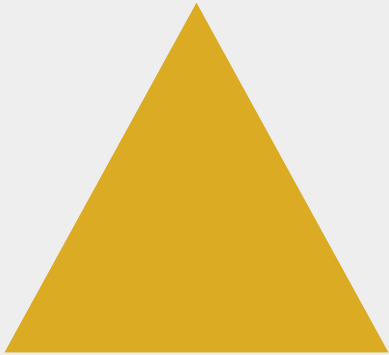
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# SPONSORSHIP LEVELS

|                                                                                     |                          |                                                 |          |                          |
|-------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------|----------|--------------------------|
|    | Platinum Sponsor Options | Monday Luncheon                                 | \$15,000 | SOLD                     |
|                                                                                     | \$10,000+                | Wednesday Education                             | \$14,000 | SOLD                     |
|    | Gold Sponsor Options     | Sunday Evening Welcome Reception                | \$10,000 | HOST CITY SPONSORING     |
|                                                                                     | \$5,000 –                | Monday & Wednesday Inbound Operator Breakfasts  | \$ 8,500 | BOTH SOLD                |
|                                                                                     | \$9,999                  | Tuesday Breakfast with the Buyers               | \$ 8,500 | SOLD                     |
|                                                                                     |                          | Monday Evening Reception*                       | \$ 5,000 | AVAILABLE                |
|                                                                                     |                          |                                                 |          |                          |
|  | Silver Sponsor Options   | Inbound Operator Forum                          | \$ 4,000 | AVAILABLE                |
|                                                                                     | \$2,500 -                | Monday & Wednesday Power Hour Networking        | \$ 3,000 | AVAILABLE                |
|                                                                                     | \$4,999                  | IITA Summit 2027 Navigator App (Ad)*            | \$ 2,500 | AVAILABLE                |
|                                                                                     |                          | Board of Directors Lunch                        | \$ 2,500 | SOLD                     |
|                                                                                     |                          |                                                 |          |                          |
|  | Bronze Sponsor Options   | Sustainable Name Badges*                        | \$2,250* | SOLD                     |
|                                                                                     | \$1,500 -                | Lanyards*                                       | \$2,000* | SOLD                     |
|                                                                                     | \$2,499                  | 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                     |

Item of your choice!  
AVAILABLE  
ALL LEVELS!  
NEW APP Advertiser  
Opportunities  
for \$250!

\*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.



| Sponsorship Benefits                       | Host | Platinum | Gold       | Silver | 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          | ✓    | ✓        | ✓          | ✓      | ✓      |
| 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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Cell: 678.772.5051