



IITA JAN 31 - FEB 3
SUMMIT
2027
BIRMINGHAM • ALABAMA

2027 Summit Sponsorships



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



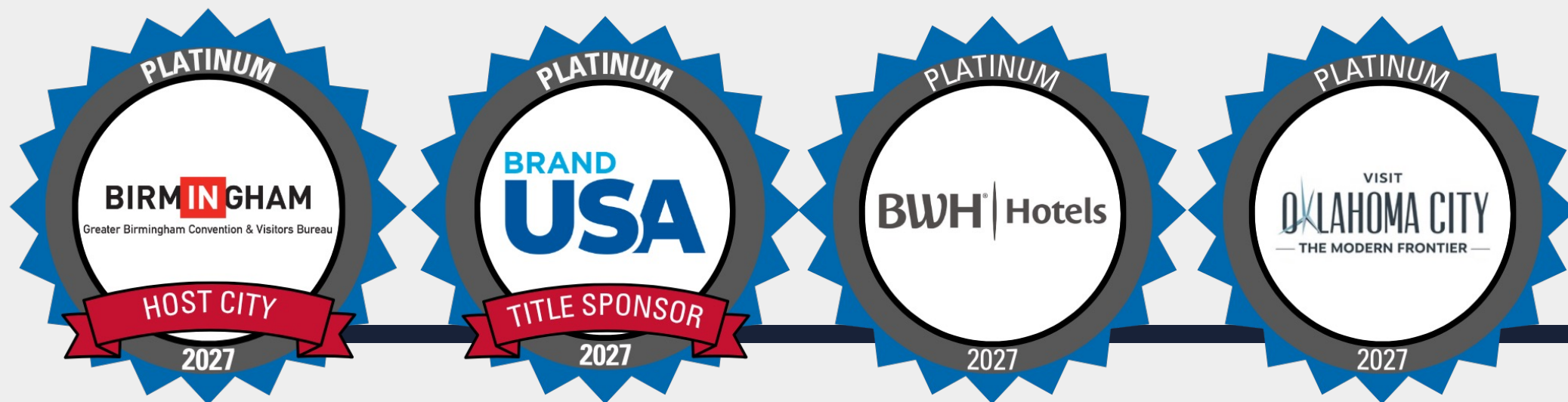
\$10,000+ Investment
 Monday Luncheon
 Wednesday Luncheon
 Wednesday Education

“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	✓	✓
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
- Monday Inbound Operator Breakfast
- Tuesday Breakfast with the Buyers
- Wednesday Inbound Operator Breakfast

“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

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

- **Welcome Reception (Sunday):** Get early, high-value face time with inbound operators before business begins and align your brand with one of the Summit’s highest-attended social events
- **Exclusive Breakfast Sponsor:** Be the first voice buyers hear—showcase your destination or product with a standout presentation, entertainment, and curated takeaways
- **Capture the attention of all attendees** on Tuesday 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

Monday & Wednesday Power Hour Networking
 Coffee Break Packages
 Inbound Operator Forum

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 direct
- **Fine-tuned appointments** for buyers and sellers, driven by attendee feedback for more impactful connections

**Maximum Exposure. Direct Access.
 Real Business Impact.**

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.

“Power Hour Kickoff boosts visibility, shows our commitment to travel trade, and drives early buyer connections”

Robert Graff, Market Manager & Industry Relations
 Travel Nevada

BRONZE SPONSOR OPTIONS



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

- Sustainable Water Bottles*
- Sustainable Name Badges*
- Lanyards*
- Registration Bags* (PENDING)
- Board of Directors Lunch
- Registration Sponsor
- Daily Morning/Afternoon Coffee Breaks



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
- **Align with Leadership:** Sponsor BOD lunch and build high-level connections
- **Make the First Impression:** Welcome every attendee as Registration Sponsor
- **Fuel the Experience:** Put your brand at the center of high-traffic coffee breaks or education sessions

*Sponsor will supply products

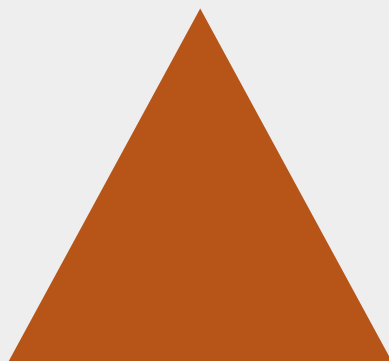
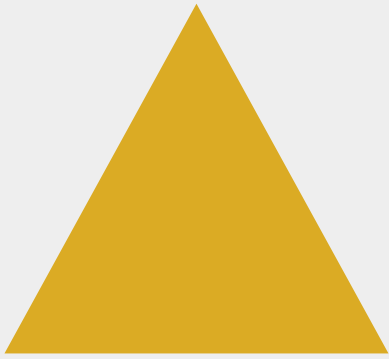
High Visibility. Constant Touchpoints. Smaller Investment.

SPONSORSHIP LEVELS

▶	Platinum Sponsor Options \$10,000+	Monday & Wednesday Luncheons Wednesday Education	\$15,000 \$13,500	MON. PENDING/WEDS. SOLD AVAILABLE
▶	Gold Sponsor Options \$5,000 – \$9,999	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. AVAILABLE/WEDS. PENDING AVAILABLE AVAILABLE
▶	Silver Sponsor Options \$2,500 - \$4,999	Inbound Operator Forum Monday & Wednesday Power Hour Networking	\$ 4,000 \$ 3,000	AVAILABLE AVAILABLE
▶	Bronze Sponsor Options \$1,000 - \$2,499	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 AVAILABLE PENDING AVAILABLE AVAILABLE AVAILABLE AVAILABLE AVAILABLE AVAILABLE

*Sponsor will supply products

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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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