



U.S. Travel's

esto

Columbus

SPONSORSHIP OPPORTUNITY *Guide*

ESTO (Educational Seminar for Tourism Organizations)

This signature event combines high-quality, unique, travel-focused content and unequaled industry networking to create an unforgettable experience for destination marketers. ESTO routinely **DRAWS ATTENDEES FROM NEARLY EVERY STATE AND U.S. TERRITORY TOURISM OFFICE**, along with local and regional destination marketing organizations.

ESTO sponsorship provides an opportunity to connect with more than 600 destination marketing organizations leading up to, during, and after ESTO.

This year, we've **LIMITED THE NUMBER OF OPPORTUNITIES** available to provide a streamlined ratio of partners to participants at the event. With limited sponsor options available, we encourage you to **CONFIRM YOUR PARTICIPATION AS QUICKLY AS POSSIBLE**. Do not miss this opportunity to connect with destination marketers at ESTO. *Note: ESTO restricts attendance for agencies and partners.*

Target Audience *Profile*

The attendee makeup includes seasoned industry veterans with 44% having worked in the travel industry for more than 10 years, **27% HOLDING EXECUTIVE LEADERSHIP POSITIONS** and 36% working directly in marketing. Based on survey feedback, **82% OF ATTENDEES FEEL THE CONFERENCE FACILITATES MEANINGFUL NETWORKING** and exchange of ideas and **NEARLY 90% WOULD RECOMMEND ESTO TO THEIR PEERS**. Further, 58% of attendees say they enjoy meeting with vendors while at ESTO.

Dates and *Location*

August 11-13, 2024 in Columbus, Ohio at the Greater Columbus Convention Center

Tier ONE

Diamond
SPONSORSHIP

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MEMBER RATE:
\$42,000

NON-MEMBER RATE:
\$54,000

COMPLIMENTARY
REGISTRATIONS: 8

OPPORTUNITIES
AVAILABLE: 7

Tuesday Awards *Dinner* **SOLD**

- Recognition from the podium.
- Opportunity to address the audience and play promotional video for up to three minutes.
- Reserved tables for the dinner (20 seats total).
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Recognition as Diamond Sponsor with logo included in all marketing materials as well as Diamond recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Networking *Luncheon* (Monday & Tuesday Available) **SOLD**

- Recognition from the podium.
- Opportunity to address the audience and play promotional video for up to three minutes prior to the General Session following lunch.
- Opportunity to brand the lunch with décor and attendee gifts. *(Cost responsibility of sponsor and subject to U.S. Travel approval).*
- Brand recognition throughout the Luncheon with signage (or on main screen, if available).
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Recognition as Diamond Sponsor with logo included in all marketing materials as well as Diamond recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Tier **ONE**

Diamond
SPONSORSHIP

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MEMBER RATE:
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\$54,000

COMPLIMENTARY
REGISTRATIONS: 8

OPPORTUNITIES
AVAILABLE: 7

Monday *Keynote*

- Recognition from the podium.
- Opportunity to address the audience including introduction of Keynote Speaker and play a promotional video for up to three minutes.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Recognition as Diamond Sponsor with logo included in all marketing materials as well as Diamond recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Spark Lounge *Takeover* **SOLD**

- Opportunity to take over the lounge area and create a branded space for attendees to meet and socialize throughout the conference, Saturday through Tuesday. Hours to be confirmed with U.S. Travel and cannot conflict with ESTO programming.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Recognition as Diamond Sponsor with logo included in all marketing materials as well as Diamond recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Tier ONE

Diamond
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MEMBER RATE:
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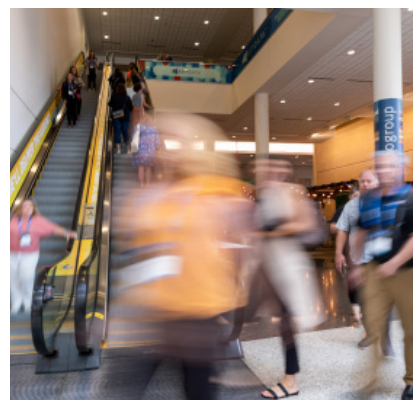
NON-MEMBER RATE:
\$54,000

COMPLIMENTARY
REGISTRATIONS: 8

OPPORTUNITIES
AVAILABLE: 7

Fishbowl Interactive Session

- Partner with U.S. Travel content team to create the themes of this immersive session. More details to come.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Recognition as Diamond Sponsor with logo included in all marketing materials as well as Diamond recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.



Tier TWO

Platinum
SPONSORSHIP

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MEMBER RATE:

\$27,500

NON-MEMBER RATE:

\$32,000

COMPLIMENTARY
REGISTRATIONS: 5

OPPORTUNITIES
AVAILABLE: 13

Solutions Hub (Six Available)

These are 15-minute presentations with the goal of offering DMOs hands-on education and marketing insights that they can implement in their home destination. Topics such as branding, digital marketing, content analysis, analytics, research, social media, advertising and public relations are among the many areas of focus the attendees are seeking.

There are six opportunities available with each presentation repeating six times, allowing attendees to rotate and attend all six labs. The Solutions Hub will take place on Sunday, August 11. *Standard AV and furniture is provided. Any upgrades are at the cost of the sponsor.*

- 15-minute Solution Hub presentation as described above (repeats six times).
- Opportunity to play a promotional video under two minutes in length prior to one of the main conference sessions. *Session is up to the discretion of U.S. Travel.*
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Engagement Zone Outside Union Station Ballroom (Four Available)

Dedicated area (approx. 15x10 in size) in prime location of conference. Use your area to create a unique experience and engage with attendees as they flow through the conference. Engagement space will be open to attendees for the duration of the conference, Sunday through Tuesday.

- Opportunity to create a unique experience for attendees in a dedicated engagement area. *(Cost responsibility of sponsor and subject to U.S. Travel approval).*
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Tier TWO

Platinum
SPONSORSHIP

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COMPLIMENTARY
REGISTRATIONS: 5

OPPORTUNITIES
AVAILABLE: 13

Wellness Engagement Zone **SOLD**

Sponsor the wellness engagement where delegates can go for some much-needed pampering during the busy conference. Area (approx. 15x10 in size) will include up-to two massage therapists each with a professional massage chair. Engagement space will be open to attendees Sunday through Tuesday. Available times to be discussed with U.S. Travel.

- Opportunity to enhance the wellness area with branding, decor, and furniture. *(Cost responsibility of sponsor and subject to U.S. Travel approval).*
- Branding adjacent to wellness engagement area for additional brand exposure provided by U.S. Travel.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Badge Holder and Lanyard

- Company logo imprinted on the attendee badge holder and lanyard distributed to all ESTO delegates. Lanyard color will be selected from sponsor brand colors if available.
- Opportunity to play a promotional video under two minutes in length prior to one of the main conference sessions. *Session is up to the discretion of U.S. Travel.*
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

NCSTD Dinner **SOLD**

- Opportunity to attend the NCSTD dinner and address the group during their council meeting on Saturday.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Tier THREE

Gold
SPONSORSHIP

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MEMBER RATE:
\$19,500

NON-MEMBER RATE:
\$25,000

COMPLIMENTARY
REGISTRATIONS: 4

**OPPORTUNITIES
AVAILABLE: 10**

Concourse *Engagement Zones* (Two Available)

These 10'x10' engagement zones offer the opportunity to create a branded space to meet with clients during the conference. Use your space to create a unique experience and engage with attendees as they flow through the conference. Engagement space will be open to attendees for the duration of the conference, Sunday through Tuesday.

- Opportunity to create a unique experience for attendees in a dedicated engagement area. *(Cost responsibility of sponsor and subject to U.S. Travel approval).*
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Destiny and Mercury *Awards Lounge*

Sponsor the dedicated awards lounge area that showcases the creative of Destiny and Mercury Award finalists. Lounge area is furnished by U.S Travel.

- Sponsor branding via signage in lounge area provided by U.S Travel.
- Opportunity to provide additional branding and décor to enhance the lounge space. *(Cost responsibility of sponsor and subject to U.S. Travel approval).*
- Logo included on digital screens showcasing awards finalists throughout the conference.
- Company recognition on any signage or promotions of the Awards Lounge.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Tier THREE

Gold
SPONSORSHIP

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MEMBER RATE:
\$19,500

NON-MEMBER RATE:
\$25,000

COMPLIMENTARY
REGISTRATIONS: 4

OPPORTUNITIES
AVAILABLE: 10

Registration and *Mobile App*

- Sponsor branded check-in kiosks in onsite registration area open for the duration of the conference, Saturday - Tuesday.
- Company recognition on any signage or promotions of the Mobile App.
- Premium splash page placement as official sponsor on the home screen of the Mobile App that appears on opening.
- Dedicated area on the home page of the Mobile App for up-to six icons driving to URLs of Sponsor's choice. Sponsor has option to design icons.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Networking *Beverage Breaks* (Monday and Tuesday Available)

- Recognition from the podium.
- Opportunity to brand and enhance the morning and afternoon networking beverage breaks with items such as cups & napkins, signage, video or more creative extras like ice-cream carts or fun beverage stands. Alcohol permitted in the afternoon. (*Cost responsibility of sponsor and subject to U.S. Travel approval*).
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees

Networking *Breakfast* (Monday and Tuesday Available)

- Opportunity to play a promotional video under two minutes in length prior to the General Session following breakfast.
- Opportunity to brand the breakfast with décor and attendee gifts. (*Cost responsibility of sponsor and subject to U.S. Travel approval*).
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Tier **THREE**

Gold
SPONSORSHIP

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MEMBER RATE:
\$19,500

NON-MEMBER RATE:
\$25,000

**COMPLIMENTARY
REGISTRATIONS: 4**

**OPPORTUNITIES
AVAILABLE: 10**

Wi-Fi Sponsor

- Sponsor name as part of the Wi-Fi log in credentials.
- Sponsor logo and QR code linking to sponsor url of choice included on Wi-Fi tabletop signs.
- Sponsor logo and/or organization name included with Wi-Fi information in all ESTO onsite messaging including the main screen Wi-Fi slide and Meter Board signs throughout the convention center.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Destination Day Sponsor

- Recognition from the podium during the Destination Day winners presentation.
- Opportunity to collaborate with U.S. Travel on promoting the Destination Day competition.
- Sponsor logo or organization name included in all marketing materials promoting Destination Day.
- Sponsor logo included on the main screen during presentation of the Destination Day winners. *(Timing TBD)*
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Logo included in meter-board signage and sponsor video loop on main event screens onsite.
- Advance contact list of registered attendees.

Contact

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