



Eligibility Guidelines

ESTO (Educational Seminar for Tourism Organizations) is the premier annual learning and knowledge-sharing forum for destination marketing professionals. It is unique in that it is created by and exclusively for this specific target audience. ESTO is not open to other industry sectors. **Exceptions:** Official ESTO sponsors and eligible U.S. Travel Association Board level allied members.

ESTO is the place where destination professionals go to learn about new tools and techniques, share best practices, and debate pressing issues affecting destinations in a non-sales environment.

Destination professionals attend ESTO to:

- Network with the best and brightest in travel.
- Hear from dynamic speakers, presenting content that informs and inspires.
- See awards highlighting marketing excellence in the industry.

Who Can Attend?

You are eligible to attend ESTO if you are a destination marketing professional from:

- State or territory tourism offices.
- Destination marketing organizations, convention and visitors' bureaus or chambers of commerce.
- Regional tourism marketing organizations.
- Statewide tourism industry associations.

Agency of Record Representatives Attendance Policy

The U.S. Travel Association understands that some state tourism offices and CVBs/DMOs view their agencies of record as an extension of their staff and would therefore be beneficial for the agency to attend ESTO.

The agency of record must be under contract/retainer for advertising or marketing services. The attending representative must be in an **account manager** capacity and specifically assigned to the state/destination client.

The program is **NOT** designed nor allowed for business development purposes. Job titles that include business development, new business, publisher or executive staff (president, CEO, vice president, chief operating officer, etc.) are typically not the key account managers and are not allowed to attend ESTO under this policy.

Agencies and firms that serve multiple states and/or CVB/DMO clients (national in scope) should consider participating at ESTO as a sponsor. For sponsorship information please contact [Malcolm Smith](#).

To ensure the program is not misused, U.S. Travel has instituted an application process. The agency applicant must have a sponsor state tourism office or CVB/DMO and both parties must adhere to the following criteria:

- The state tourism office or CVB/DMO initiates the application process, receives signature from the agency signifying that both parties consent to the ESTO Attendance Policy, and submits the application to U.S. Travel for review (application is not a guarantee of attendance).
- The account representative clearly understands the attendance policy and agrees not to solicit business from other states or CVBs/DMOs nor entertain ESTO delegates during the event.
- A state or CVB/DMO may invite no more than **five** representatives to ESTO, the representatives may work for different agencies. Exceptions may be made on a case-by-case basis.
- Approved account representatives will have the sponsoring state tourism office or CVB/DMO name on their name badge.
- Deadline to submit applications for consideration is **Friday, August 7 (2 weeks prior to the conference)**.
- No on-site or late registrations are permitted. To qualify, you must be registered by **Wednesday, August 19**.

U.S. Travel reserves the right to refuse attendance to any ESTO agency representative applicant.

NEW FOR 2020

Agency of record representatives are invited to attend the first 30 minutes of the Peer Open Forum sessions (formerly PDNs). These representatives will then be asked to leave the room so DMO and state tourism office attendees can speak candidly about issues and questions unique to their job functions. There will be a separate peer open forum session for agency of record representatives to discuss their own unique topics.

If you have questions or need additional information:

Call: 202.408.8422

Email: esto@ustravel.org

Note: Allied organizations or service providers wishing to attend ESTO, should contact Malcolm Smith to explore [sponsorship and advertising opportunities](#):

Malcolm Smith
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