Sponsorship Opportunities

CONTACTS:

MALCOLM SMITH
Senior Vice President of Business Development
202.408.2141
msmith@ustravel.org

SHERENA ELHARMELL
Account Director, Sponsorships
202.218.3634
selharmell@ustravel.org

Updated 07/13/2021
EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS (ESTO)

ESTO is the definitive destination marketing conference in the United States.

This U.S. Travel Association signature event combines high-quality, unique, travel-focused content and indispensable industry networking to create an unforgettable experience. This immensely popular annual event routinely draws attendees from nearly every state and U.S. territory tourism office, along with local and regional destination marketing organizations.

An ESTO highlight is the awards dinner, where we honor marketing excellence:

- The Destinations Council Destiny Awards honor creative and results-driven marketing programs and special projects by destination marketing organizations.
- The National Council of State Tourism Directors (NCSTD) Mercury Awards honor outstanding state tourism office programs.

ESTO Hybrid in 2021

ESTO 2021 will offer a hybrid attendance experience for destination marketing professionals to reconvene and reconnect. Traditional attendance will be available for those who are able to engage in-person—virtual attendance will be offered for those with travel restrictions still in place.

TARGET AUDIENCE PROFILE

Attendee makeup includes seasoned industry veterans with 49 percent having worked in the travel industry for more than 10 years and about 40 percent working directly in marketing. Based on ESTO attendee survey feedback, more than 80 percent of attendees say they enjoy meeting with vendors at ESTO.

DATES AND LOCATION

August 15-17, 2021, in Los Angeles, California, at the JW Marriott L.A. LIVE.

NOTE: All sponsorships are subject to change in the event of COVID-19 restrictions.
All Platinum Sponsorships:

U.S. Travel Member Rate: **$32,500**  
Non-Member Rate: **$35,000**

**SUNDAY OPENING RECEPTION**  
- Opportunity to brand reception with pop-up displays, napkins and glasses, video loop and banners (cost responsibility of sponsor and subject to U.S. Travel approval).
- Opportunity to provide on-demand content for hybrid event.
- Sponsor recognition on the ESTO website and hybrid platform.
- Logo added to the ESTO email template for all promotional and logistical emails.
- Advance contact list of registered attendees.

**LUNCHEON(S)**  
- Opportunity to address the audience and play promotional video for up to 15-minutes.
- Recognition from the podium and distribution of collateral materials and signage.
- Opportunity to provide on-demand content for hybrid event.
- Sponsor recognition on the ESTO website and hybrid platform.
- Logo added to the ESTO email template for all promotional and logistical emails.
- Advance contact list of registered attendees.

**TUESDAY AWARDS DINNER**  
- Recognition throughout the awards dinner with signage and logo on screen.
- An opportunity to welcome and address the audience and play promotional video for up to 15-minutes.
- Reserved tables for the dinner (20 seats total).
- Opportunity to provide on-demand content for hybrid event.
- Sponsor recognition on the ESTO website and hybrid platform.
- Logo added to the ESTO email template for all promotional and logistical emails.
- Advance contact list of registered attendees.

Includes seven (7) complimentary registrations.
INNOVATION HUB

ESTO will offer five innovative, hands-on, 15-minute presentations within our “Innovation Hub.” This exciting opportunity lets you showcase your organization’s products, expertise and creativity in short, yet effective 15-minute sessions. There will be five offerings, that repeat five times, allowing attendees to rotate and attend all five sessions. These sessions will take place on Sunday, August 15, from noon-1:30 p.m. *(time subject to change).*

- Option to also pre-record your presentation for inclusion in the on-demand content library on the virtual platform.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advanced contact list of registered attendees.

KEYNOTE SESSION

- Opening Keynote session on Monday with recognition from the podium.
- Opportunity to play a promotional video under two minutes in length prior to speaker coming onstage.
- Signage.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

NCSTD AND DESTINATIONS COUNCIL DINNERS

- Opportunity to attend and address the National Council of State Tourism Directors at the exclusive Saturday-night dinner.
- Opportunity to attend and address the Destinations Council at the exclusive dinner.
- Signage and branding opportunities at both dinners.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

DESTINY AND MERCURY AWARDS LOUNGE

- Dedicated lounge area with sponsor branded QR Code promos for attendees to view Destiny and Mercury Award finalist creative on their mobile devices.
- Signage for lounge area with opportunity to also provide additional signage/pop-ups.
- Opportunity to distribute materials in lounge.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.
**Gold (continued)**

**ENGAGEMENT ZONE**

Dedicated area approximately 20x10 in prime location of conference space. Use your area to create a unique experience and engage with attendees as they flow through the conference.

- Network with attendees and distribute materials from social activation area.
- Signage for lounge area with opportunity to also provide additional signage/pop-ups.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advanced contact list of registered attendees.

**AFTERNOON NETWORKING REFRESHMENT BREAK(S) AND CONCURRENT SESSIONS**

- Recognition from the podium during concurrent sessions.
- Signage at afternoon break and concurrent sessions.
- Opportunity to play a video up to two-minutes in length at the beginning of the concurrent sessions.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advanced contact list of registered attendees.

**BADGES AND LANYARDS**

- Company logo imprinted on the delegate badge and lanyard generates constant exposure during the entire conference.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advanced contact list of registered attendees.

**DESTINATION FAMILY FEUD AND RECEPTION**

- Opportunity to play a promotional video up to two-minutes in length prior to speakers coming onstage.
- Signage.
- Recognition of sponsorship from podium.
- Opportunity to brand reception with pop-up displays, napkins and glasses, video loop and banners (cost is responsibility of sponsor and subject to U.S. Travel approval).
- Sponsor recognition on the ESTO website and hybrid platform.
- Advanced contact list of registered attendees.

**ROAD TRIP**

Sponsor the Ultimate Road Trip to ESTO contest encouraging ESTO attendees to map out their organization’s ultimate road trip from their starting location to Los Angeles, documenting their trip using the “story” and “highlights” features on Instagram. Selected winners receive a prize from the sponsor.

- Sponsor recognition on the ESTO website and hybrid platform.
- Advanced contact list of registered attendees.
**All Silver Sponsorships:**

U.S. Travel Member Rate: **$12,500**
Non-Member Rate: **$15,000**

**Includes three (3) complimentary registrations**

---

**GENERAL AND ESTOx SESSIONS**

- Recognition from the podium.
- Opportunity to play a video up to two-minutes in length prior to speaker coming onstage.
- Signage.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

**MORNING CONCURRENT SESSIONS**

- Recognition from the podium during concurrent sessions.
- Opportunity to play a video up to two-minutes long at the beginning of the concurrent sessions.
- Signage.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

**BREAKFAST(S)**

- Recognition from the podium during the breakfast.
- Opportunity to play a promotional video up to two-minutes in length.
- Signage.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

**HOTEL KEY CARDS**

- Logo imprinted on hotel room key cards.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

**NCSTD AND DESTINATIONS COUNCIL BOARD OF ADVISORS MEETINGS**

- Opportunity to address the National Council of State Tourism Directors at their Saturday meeting and Destinations Council Board of Advisors at their exclusive Board of Advisors meeting.
- Opportunity to play a promotional video up to two-minutes in length.
- Signage.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

---

**NOTE:** All prices are subject to change. Sponsorships are subject to print and production deadlines.
Silver (continued)

REGISTRATION

- Signage and collateral distribution in close proximity to the on-site registration desk Saturday, August 14, through Tuesday, August 17.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

FIRST-TIMERS’ NETWORKING LOUNGE

- Dedicated lounge area for first-time attendees open on Saturday and Sunday of ESTO (times TBD).
- Signage for lounge area.
- Ability for sponsor to staff lounge with one representative.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.
All Bronze Sponsorships:

U.S. Travel Member Rate: $8,500  Non-Member Rate: $10,000

Includes two (2) complimentary registrations.

MORNING NETWORKING REFRESHMENT BREAKS

- Recognition from the podium prior to the Networking Refreshment Break.
- Signage at the morning Networking Refreshment Break.
- Sponsor has opportunity to provide branded cups/napkins.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

PEER OPEN FORUM REFRESHMENT BREAK SPONSOR

- Recognition from the podium during the Professional Development Sessions.
- Tabletop signage at break area.
- Sponsor has opportunity to provide branded cups/napkins.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

WI-FI SPONSOR

- Wi-Fi instructions with sponsor recognition displayed throughout conference and on the ESTO website.
- URL redirect to sponsor’s website.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.

BANNERS AND BRANDING OPPORTUNITIES

- Various banner opportunities in areas of high-attendee foot traffic. (Size and dimensions are TBD.)
- Banners will be displayed Saturday, August 14, through Tuesday, August 17.
- Combine banner with a Silver, Gold or Platinum Level sponsorship and receive a discount on the banner price of 25, 50 or 75 percent, respectively.
- Sponsor recognition on the ESTO website and hybrid platform.
- Advance contact list of registered attendees.
Thank you for your interest in
ESTO 2021