Sponsorship Opportunities

CONTACT

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

This signature event combines high-quality, unique, travel-focused content and unequaled industry networking to create an unforgettable experience. This 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 annual ESTO Awards honor creative and results-driven marketing programs and special projects by destination marketing organizations and outstanding state tourism office programs.

TARGET AUDIENCE PROFILE

The attendee makeup includes seasoned industry veterans with 41% having worked in the travel industry for more than 10 years and about 52% working directly in marketing. Based on ESTO attendee survey feedback, 66% of attendees say they enjoy meeting with vendors at ESTO.

DATES AND LOCATION

August 6-9, 2022, in Grand Rapids, Michigan at the Amway Grand Plaza Hotel, Curio Collection by Hilton, and at the DeVos Place Convention Center.

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).*
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional emails.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

**LUNCHEON(S)**
- Opportunity to address the audience and play promotional video for up to five minutes.
- Recognition from the podium.
- Opportunity to brand the lunch with décor and attendee gifts.  
  *(cost responsibility of sponsor and subject to U.S. Travel approval).*
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional emails.
- Meter-board signage with sponsor logos.
- 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 five minutes.
- Reserved tables for the dinner (20 seats total).
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional emails.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

**DESTINATION IMMERSION SESSIONS**
- Sponsor will host four off-site immersion sessions for ESTO attendees in the city of Grand Rapids on Saturday, August 6. The four experiences will be anchored in the primary brand offerings of Grand Rapids and tentatively include Beer City USA, Product Development/Outdoor Recreation, Workforce Development and Culinary Entrepreneurship (experiences subject to change).
- Opportunity to send one staff person on each of the sessions to support and participate in the learning experience.
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional emails.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.
SOLUTIONS HUB

ESTO has a unique opportunity available to showcase your organization’s talents and knowledge via the Solutions Lab (formerly Innovation Hubs). 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 7 from 12:00-1:30 p.m. and include a light lunch. (time subject to change).

- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

KEYNOTE SESSION

- Recognition from the podium prior to the Keynote session on Monday.
- Opportunity to play a promotional video under two minutes in length prior to speaker coming onstage.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- 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.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

All Gold Sponsorships:

U.S. Travel Member Rate: $17,500
Non-Member Rate: $20,000

Includes four (4) complimentary registrations
Gold (continued)

ENGAGEMENT ZONE

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

- Recognition from the podium during concurrent sessions.
- Signage at afternoon break.
- Opportunity to play a video up to two minutes in length at the beginning of the concurrent sessions.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advanced contact list of registered attendees.

LEADERSHIP WORKSHOP SERIES

New to ESTO these exclusive workshops will provide content specific for CEOs from a speaker.

This workshop series will include sessions on Monday and Tuesday of the conference.

- Opportunity to provide welcome remarks of up-to 3 minutes prior to introducing the workshop speaker.
- Opportunity to play a promotional video under two minutes in length.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- 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.
- Opportunity to play a video up to two minutes in length at the beginning of the concurrent sessions.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advanced contact list of registered attendees.

BADGES AND LANYARDS

- Company logo imprinted on the front of the delegate badge and on lanyard generates constant exposure during the entire conference.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advanced contact list of registered attendees.

NOTE: All prices are subject to change. Sponsorships are subject to print and production deadlines.
**GENERAL AND ESTOx SESSIONS**
- Recognition from the podium.
- Opportunity to play a video up to two minutes in length prior to speaker coming onstage.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- 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.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

**BREAKFAST(S)**
- Recognition from the podium during the breakfast.
- Opportunity to play a promotional video under two minutes in length.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

**HOTEL KEY CARDS**
Put your organization’s brand right in the hands of ESTO attendees.
- One-sided branding on all key cards for delegates staying in the official group block.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- 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.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.
Silver (continued)

**REGISTRATION**
- Signage and collateral distribution in close proximity to the on-site registration desk Saturday, August 6, through Tuesday, August 9.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

**FIRST-TIMERS’ WEBINAR**
U.S. Travel will host a webinar for first-timers’ one-to-two weeks prior to ESTO. Sponsor will have the opportunity to participate in the webinar sharing knowledge and helping to answer questions from the attendees.
- Sponsor branding on the webinar screen and on webinar communications.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advanced contact list of registered attendees.

**DESTINY AND MERCURY AWARDS LOUNGE**
- Dedicated lounge area with furniture and iPad screens to showcase creative of Destiny and Mercury Award finalists.
- Signage in lounge area with opportunity to provide additional signage/branded items.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

**DMO HOT TOPICS**
The DMO Hot Topics Session will include a game-changing announcement followed by content from DMO industry peers. It will take place on Sunday, August 7 from 11:00-12:30 p.m. (*time subject to change*).
- Opportunity to provide welcome remarks of 2-3 minutes prior to introducing the session speakers.
- Opportunity to play a promotional video under two minutes in length.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- 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.
- Opportunity to brand networking break with items such as cups & napkins or video loop.  
  (cost responsibility of sponsor and subject to U.S. Travel approval).
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

PEER OPEN FORUM REFRESHMENT BREAK SPONSOR
- Recognition from the podium during the Peer Open Forum sessions.
- Tabletop signage at break area.
- Opportunity to brand networking break with items such as cups & napkins or video loop.  
  (cost responsibility of sponsor and subject to U.S. Travel approval).
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- 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.
- Meter-board signage with sponsor logos.
- 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 6, through Tuesday, August 9.
- Combine banner with a Silver, Gold or Platinum Level sponsorship and receive a discount on the banner price of 25, 50 or 75%, respectively.
- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.

SOLD

NOTE: All prices are subject to change. Sponsorships are subject to print and production deadlines.
ENTRY SPONSOR

New entry level opportunity available to a maximum of five sponsors to allow your organization to attend and experience ESTO for the first time.

- Sponsor recognition on the ESTO website.
- Meter-board signage with sponsor logos.
- Advance contact list of registered attendees.