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're introducing a limited number of opportunities to provide a streamlined ratio of partners to participants at the event. With fewer than 30 sponsorship options available, 2023 sponsors will unlock maximum exposure and exclusivity—confirm your participation as quickly as possible and do not miss this opportunity to connect with destination marketers at ESTO.

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 19-22, 2023, in Savannah, Georgia at the Savannah Convention Center.
Tuesday Awards Dinner

- Recognition from the podium.
- Opportunity to participate in planning of the Awards Dinner theme with host State.
- Opportunity to address the audience and play promotional video for up to five minutes.
- Reserved tables for the dinner (20 seats total).
- Premium onsite branding in high traffic area of conference provided by U.S. Travel. Exact location/type to be selected with sponsor.
- Opportunity to attend the Board Member’s reception.
- Recognition as ESTO Ambassador with logo included in all marketing materials as well as Ambassador recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

Tier ONE

MEMBER RATE: $40,000
NON-MEMBER RATE: $45,000
COMPLIMENTARY REGISTRATIONS: 8

Luncheon (Monday & Tuesday Available)

- Recognition from the podium.
- Opportunity to address the audience and play promotional video for up to five minutes.
- 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 logo on main screen.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel. Exact location/type to be selected with sponsor.
- Opportunity to attend the Board Member’s reception.
- Recognition as ESTO Ambassador with logo included in all marketing materials as well as Ambassador recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.
Monday Keynote Sold!

- Recognition from the podium.
- Opportunity to collaborate with U.S. Travel on the selection of the Keynote Speaker.
- Opportunity to address the audience including introduction of Keynote Speaker and play a promotional video for up to five minutes.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel. Exact location/type to be selected with sponsor.
- Opportunity to attend the Board Member’s reception.
- Recognition as ESTO Ambassador with logo included in all marketing materials as well as Ambassador recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

Tier ONE

MEMBER RATE: $40,000
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COMPLIMENTARY REGISTRATIONS: 8

NEW: Tondee’s Café Takeover Sold!

- Opportunity to take over the café area and create a branded space for attendees to meet and socialize throughout the conference, Saturday through Tuesday.
- Opportunity to serve food and beverages from the café bar including alcohol during approved times.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel. Exact location/type to be selected with sponsor.
- Opportunity to attend the Board Member’s reception.
- Recognition as ESTO Ambassador with logo included in all marketing materials as well as Ambassador recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.
**NEW: Fishbowl Interactive Session**

- Partner with ESTO 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. Exact location/type to be selected with sponsor.
- Opportunity to attend the Board Member’s reception.
- Recognition as ESTO Ambassador with logo included in all marketing materials as well as Ambassador recognition during the conference.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

**Tier ONE**

**MEMBER RATE:** $40,000

**NON-MEMBER RATE:** $45,000

**COMPLIMENTARY REGISTRATIONS:** 8
Solutions Lab (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 Lab will take place on Sunday, August 20 and includes a light lunch.

- 15-minute Solution Lab presentation as described above (repeats six times).
- Opportunity to play a promotional video under two minutes in length prior to the start of one of the main conference sessions. 
  *Main sessions include General, ESTOx and Mon/Tues morning concurrents. Session selection is at the discretion of U.S. Travel.*
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

Engagement Zone (Two 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, Saturday thru Tuesday.

- Opportunity to create a unique experience for attendees in a dedicated engagement area. *(Cost responsibility of sponsor).*
- Large, branded window clings adjacent to sponsor engagement area for additional brand exposure provided by U.S. Travel.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- 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 during the Monday or Tuesday Breakfast.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.
**NEW: Wellness Engagement Zone**

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 Saturday through Tuesday.

- Opportunity to enhance the wellness area with branding, decor, and furniture. *{(Cost responsibility of sponsor and subject to U.S. Travel approval)}.*
- Large, branded window clings adjacent to wellness engagement area for additional brand exposure provided by U.S. Travel.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

**Tier TWO**

**MEMBER RATE:** $26,000

**NON-MEMBER RATE:** $30,000

**COMPLIMENTARY REGISTRATIONS:** 5

**NEW: Great ESTO Debates Re-imagined!**

Due to huge demand ESTO is bringing back a new take on the popular Great ESTO Debates! Scheduled for Monday afternoon with a reception, this high-energy programming has always created a buzz among attendees.

- Recognition from the podium.
- Opportunity to play a promotional video under two minutes in length prior to the start of the session.
- Sponsor branding provided by U.S. Travel with the opportunity to include additional branding at own cost.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

**NCSTD and Destinations Council Dinners**

- Opportunity to attend the dinners and address the groups.
- Signage and branding opportunities at both dinners.
- Premium onsite branding in high traffic area of conference provided by U.S. Travel. Exact location/type to be selected with sponsor.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.
Sunday **General Session** Sold!

- Recognition from the podium.
- Opportunity to play a video under two minutes in length prior to speaker coming on stage.
- Opportunity to brand and enhance the Sunday Networking Break 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.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

**Tier THREE**

**MEMBER RATE:** $18,500

**NON-MEMBER RATE:** $22,000

**COMPLIMENTARY REGISTRATIONS:** 4

Sunday **DMO Hot Topics Session** Sold!

- Recognition from the podium.
- Opportunity to play a video under two minutes in length prior to speaker coming onstage.
- Opportunity to brand and enhance the Sunday Peer Open Forum Refreshment areas (refreshments are setup in each session room) with items such as cups & napkins, signage, video or more creative extras like ice-cream carts or fun beverage stands in the hall areas. 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.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

**NEW: Meeting Nooks** Sold!

These meeting nooks offer the opportunity to create a branded space to meet with clients during the conference. The sponsorship includes two nooks with basic furniture (each nook approx. 10x10 in size) adjacent to each other with a glass overhang highly visible from first floor main concourse guaranteeing brand exposure throughout the conference.

- Opportunity to personalize and enhance the meeting nooks with branding, décor, and upgraded furniture. *(Cost responsibility of sponsor and subject to U.S. Travel approval).*
NEW: Meeting Nooks (Continued) Sold!

- Sponsor branding on glass surround visible from first floor provided by U.S. Travel.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

Destiny and Mercury Awards Lounge Sold!

Sponsor the dedicated awards lounge area that showcases the creative of Destiny and Mercury Award finalists. Lounge area is furnished by U.S Travel and includes iPads to view award entries.

- Sponsor branding via signage or glass clings 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).*
- Company recognition on any signage or promotions of the Awards Lounge.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

Registration and Mobile App Sold!

- Sponsor branded check-in kiosks in onsite registration area open for the duration of the conference, Saturday - Tuesday.
- 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.
- Company recognition on any signage or promotions of the Mobile App.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.
Networking **Breaks** (Mon & Tues Available) **Sold!**

- Recognition from the podium.
- Opportunity to brand and enhance the morning and afternoon networking 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).
- Opportunity to play a promotional video under two minutes in length during the Monday or Tuesday PM Concurrent Sessions.
- Sponsor recognition on the ESTO website and ESTO mobile app.
- Meter-board signage onsite with sponsor logos.
- Advance contact list of registered attendees.

**WiFi Sponsor** **Sold!**

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

**Contact**

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