

The image features a dark blue rectangular box in the top left corner containing the text "U.S. TRAVEL ASSOCIATION®" in white, serif, all-caps font. The background of the entire top half is a scenic photograph of cherry blossoms in full bloom along the Tidal Basin in Washington, D.C. The Washington Monument is visible in the distance on the right side of the frame, reflected in the water. The sky is a soft, hazy blue with light clouds.

U.S. TRAVEL
ASSOCIATION®

ESTO 2026

Sponsorship Opportunities

Monday Opening Luncheon & Session Introduction

Diamond Sponsorship - \$40,000 (Member) / \$55,000 (Non-Member)

SOLD!

- Sponsorship of ESTO's opening lunch, including 3 minutes of main stage time to introduce ESTO's opening keynote session.
3 minutes to include remarks, speaker intro and video if desired.
- Opportunity to brand the lunch with décor, attendee gifts, additional F&B beyond what U.S. Travel has selected.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Logo and/or name recognition as sponsor of Monday's lunch (as applicable).
- Premium onsite branding in high traffic area of the conference provided by U.S. Travel.
- Visibility and recognition as Diamond sponsor on ESTO website, ESTO mobile app, onsite.
- Eight (8) complimentary registrations.

Tuesday Networking Luncheon & Session Introduction

Diamond Sponsorship - \$40,000 (Member) / \$55,000 (Non-Member)

- Sponsorship of ESTO's Tuesday networking lunch, including 3 minutes of main stage time to introduce ESTO's Tuesday morning keynote session to all attendees.
3 minutes to include remarks, speaker intro and video if desired.
- Opportunity to brand the lunch with décor, attendee gifts, additional F&B beyond what U.S. Travel has selected.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Logo and/or name recognition as sponsor of Tuesday's networking lunch (as applicable).
- Premium onsite branding in high traffic area of the conference provided by U.S. Travel.
- Visibility and recognition as Diamond sponsor on ESTO website, ESTO mobile app, onsite.
- Eight (8) complimentary registrations.

Main Stage Session Introduction

Diamond Sponsorship - \$40,000 (Member) / \$55,000 (Non-Member)

- Opportunity to introduce one main stage session.
- 3 minutes of main stage time to introduce session to all attendees.
3 minutes to include remarks, speaker intro and video if desired.
- Premium onsite branding in high traffic area of the conference provided by U.S. Travel.
- Visibility and recognition as Diamond sponsor on ESTO website, ESTO mobile app, onsite.
- Eight (8) complimentary registrations.

Tuesday Awards Dinner

Diamond Sponsorship - \$40,000 (Member) / \$55,000 (Non-Member)

SOLD!

- 3 minutes of stage time (including remarks and video).
- Reserved tables for dinner (20 seats total).
- Logo inclusion on dinner menus and promotion of the dinner.
- Premium onsite branding in high traffic area of the conference provided by U.S. Travel.
- Visibility and recognition as Diamond sponsor on ESTO website, ESTO mobile app, onsite.
- Eight (8) complimentary registrations.

Take off Talk Session (5 Available)

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

- Opportunity to collaborate with U.S. Travel's programming team on one Take off Talk session – 30-minute sessions presented on Tuesday, August 25.
U.S. Travel to determine session date and time. Final session content and run of show are subject to approval by U.S. Travel.
- Take off Talk sessions provide a platform for quick snapshots of big ideas and new ways of doing things.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Roundtable Session (Multiple Opportunities Available) **SOLD!**

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

- Opportunity to collaborate with U.S. Travel's programming team on a roundtable session
U.S. Travel to determine session date and time. Final session content and run of show are subject to approval by U.S. Travel.
- Roundtable sessions are informal focus groups led by a facilitator. The role of the facilitator is to introduce broad questions and prompts to the group to encourage natural, engaging conversation.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Engagement Zone (Multiple Opportunities Available)

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

- Opportunity to create a unique experience and engage with attendees during ESTO.
- Dedicated area (approx. 10x10) in prime location of conference. Sponsor is responsible for building out and activating the area, including signage, décor, furniture, giveaways, staffing.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and tear down.
- Engagement Zone hours and sponsor logo and/or name featured on web and mobile app agendas with opportunity to provide descriptive copy for agenda listing.
Agenda copy subject to U.S. Travel approval.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Headshot Station

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

- Headshot station offered to ESTO attendees, courtesy of your company.
- Includes dedicated area with one headshot photographer and the ability to preschedule attendee headshot timeslots throughout the conference.
- Opportunity to build out/enhance the headshot station beyond photographer with lounge furniture, branding, decor, F&B.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and tear down of sponsor-provided items.
- Headshot station hours and sponsor logo and/or name featured on web and mobile app agendas with opportunity to provide descriptive copy for agenda listing.
Agenda copy subject to U.S. Travel approval.
- Sponsor recognition included in post-event headshot distribution.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Wellness Engagement Zone

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

SOLD!

- Wellness Engagement Zone in a main area of the conference, courtesy of your company.
- Includes dedicated area with up to two massage therapists, each with a professional massage chair, offering 15-minute massages at select times during the conference.
- Opportunity to build out/enhance the wellness area beyond massage therapists with lounge furniture, floral, branding, decor, F&B.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and tear down of sponsor-provided items.
- Wellness Engagement Zone hours and sponsor logo and/or name featured on web and mobile app agendas with opportunity to provide descriptive copy for agenda listing.
Agenda copy subject to U.S. Travel approval.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Meeting Nook (3 available / 2 **SOLD!**)

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

- Meeting nooks provide a dedicated space to meet with clients during the conference.
- Sponsorship includes one meeting room with one complimentary room set in a high traffic area of the conference.
- Opportunity to personalize and enhance the meeting nook with signage, branding, décor, F&B and upgraded furniture.
Cost responsibility of sponsor and subject to U.S. Travel approval.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Executive Edge Track Sponsor

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

SOLD!

- 3-5 minutes of remarks to the Executive Edge group (may include promotional video).
- Opportunity for two sponsor executives to attend all Executive Edge sessions and functions.
- Opportunity to provide attendee gift.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Logo and/or name recognition on signage and promotion of the Executive Edge Track (as applicable).
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Registration and Lanyards

Platinum Sponsorship - \$30,000 (Member) / \$42,500 (Non-Member)

SOLD!

- Sponsor of ESTO registration and attendee lanyards.
- Sponsor branding on ESTO online registration system and onsite via signage and check-in kiosks.
- Sponsor logo to be featured on attendee lanyards, alongside ESTO logo.
U.S. Travel to design and produce lanyard. Lanyard mockup to be shared with sponsor for approval before going to print.
- Visibility and recognition as Platinum sponsor on ESTO website, ESTO mobile app, onsite.
- Five (5) complimentary registrations.

Networking Break (2 available)

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

- Sponsor of one 30-minute networking break on one day of the conference.
- Includes light refreshments and tabletop sponsor recognition, provided by U.S. Travel.
- Opportunity to brand and enhance the networking break with items such as cups & napkins, signage, video or more creative extras like ice-cream carts or fun beverage stands.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Logo and/or name recognition on promotion of the day's Networking Break, including on web and mobile app agendas (as applicable).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite.
- Four (4) complimentary registrations.

Destination Day **SOLD!**

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

- Sponsorship of the annual Destination Day competition during ESTO.
- Verbal recognition from the podium and logo recognition on main screen during Destination Day winners announcement.
- Opportunity to collaborate with U.S. Travel on promoting the Destination Day competition in advance of ESTO.
All promotion subject to U.S. Travel approval.
- Opportunity to enhance winner gifts.
Cost responsibility of sponsor and subject to U.S. Travel approval.
- Logo and/or name recognition on signage and promotion of Destination Day (as applicable).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite.
- Four (4) complimentary registrations.

Mobile App

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

SOLD!

- 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.
- Logo and/or name recognition on signage and promotion of the Mobile App (as applicable).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite.
- Four (4) complimentary registrations.

Tuesday Breakfast

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

SOLD!

- Brand recognition throughout Tuesday Breakfast via main screen.
- Opportunity to play 60-90 second sponsor video as part of looping slides during breakfast.
Please note that video opportunity does not include sound.
- Opportunity to brand the breakfast with décor, attendee gifts or additional F&B beyond what U.S. Travel has selected.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Logo and/or name recognition on promotion of Tuesday Breakfast (as applicable).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite
- Four (4) complimentary registrations.

Wednesday Breakfast

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

- Brand recognition throughout Wednesday Breakfast via main screen.
- Opportunity to play 60-90 second sponsor video as part of looping slides during breakfast.
Please note that video opportunity does not include sound.
- Opportunity to brand the breakfast with décor, attendee gifts or additional F&B beyond what U.S. Travel has selected.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Logo and/or name recognition on promotion of Wednesday Breakfast (as applicable).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite
- Four (4) complimentary registrations.

Wi-Fi

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

SOLD!

- Sponsor name as part of Wi-Fi log in credentials.
- Logo and/or name recognition included with Wi-Fi information on all onsite and digital messaging around Wi-Fi.
- Sponsor logo and/or organization name or logo included with Wi-Fi information in all ESTO onsite messaging.
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite.
- Four (4) complimentary registrations.

First Timers' Orientation

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

- 3-5 minutes of remarks.
3-5 minutes to include remarks and video if desired.
- Opportunity to brand the room with décor and attendee gifts.
Cost responsibility of sponsor and subject to U.S. Travel approval. Sponsor is responsible for set-up and clean-up of sponsor-provided items.
- Branding and collaboration on development of discussion deck for first-timers program.
- Logo and/or name recognition on signage and promotion of the First Timers' Orientation (as applicable).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite.
- Four (4) complimentary registrations.

Walls.io

Gold Sponsorship - \$20,000 (Member) / \$30,000 (Non-Member)

SOLD!

- Visibility on Walls.io live social wall, displayed onsite during the conference and in the ESTO mobile app.
- Sponsored posts interspersed with attendee social activity (one sponsored post per every ten attendee posts).
- Visibility and recognition as Gold sponsor on ESTO website, ESTO mobile app, onsite.
- Four (4) complimentary registrations.

Sponsorship Add-On

Room Drop - \$15,000

- Opportunity to provide a room drop for all ESTO attendees (or a subset of attendees).
Sponsor responsible for costs associated with attendee gift. Gift subject to U.S. Travel approval. U.S. Travel to cover room drop costs.
- Only available as an add-on to an existing ESTO sponsorship.