Sponsorship Opportunities

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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 more than 800 attendees, representing 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 ONLINE MARKETPLACE

All sponsors will have access to this online platform to share marketing materials with ESTO attendees year-round! The innovative Online Marketplace connects ESTO attendees, sponsors and speakers before, during and after ESTO. Attendees can view, share and download the latest sponsor brochures, white papers, research, multi-media campaigns, press releases and more. The platform will also feature the latest U.S. Travel research, toolkits and other resources. Email summaries will be delivered to the inboxes of more than 800 attendees to drive traffic to the Online Marketplace and provide additional exposure for sponsors.

TARGET AUDIENCE PROFILE

More than 800 attendees are expected. 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 22-25, 2020, in Grand Rapids, Michigan, at the Amway Grand Plaza Hotel, Curio Collection by Hilton, and at the DeVos Place Convention Center.

• Glass Clings
• Speaking Opportunities
• Hotel Key Cards

NOTE: All prices are subject to change. Sponsorships are subject to print and production deadlines.
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).
- Network with attendees and distribute materials from six-foot table at reception.
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional and logistical emails.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

LUNCHEON(S)

- Opportunity to address the audience and play promotional video for up to five minutes.
- Recognition from the podium and distribution of collateral materials and signage.
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional and logistical emails.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

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.
- Two reserved tables (10 seats each). May include sponsor’s registered representatives and other registered attendees.
- Sponsor recognition on the ESTO website.
- Logo added to the ESTO email template for all promotional and logistical emails.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Branded menu cards at each seat.
- Access to ESTO Online Marketplace.
INNOVATION HUB

ESTO will offer six 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 six offerings, that repeat four times, allowing attendees to rotate and attend four out of six sessions. These sessions will take place on Sunday, August 23, from noon-1:30 p.m. (time subject to change).

- Includes four (4) complimentary registrations.
- Sponsor recognition on the ESTO website.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advanced contact list of registered attendees.
- Access to ESTO Online Marketplace.

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.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

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.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

DESTINY AND MERCURY AWARDS LOUNGE

- Dedicated lounge area with furniture and screens to showcase creative of Destiny and Mercury Award finalists, with branding opportunities on screens.
- Opportunity to distribute materials in lounge.
- Sponsor recognition on the ESTO website.
- Signage for lounge area with opportunity to also provide additional signage/pop-ups.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

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Gold (continued)

CONNECTION CORNER

An interactive wall display, where attendees are encouraged to pin a photo of themselves to their DMO’s location on the larger-than-life map. It is recommended that the sponsoring organization have one or two representatives on-site to interact with attendees, take their photos and assist with pinning those photos to the structure. Includes use of a high-boy table, push-pins, instant-film cameras and film.

- Includes four (4) complimentary registrations.
- Network with attendees and distribute materials from six-foot table.
- Signage.
- Sponsor recognition on the ESTO website.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advanced contact list of registered attendees.
- Access to ESTO Online Marketplace.

AFTERNOON NETWORKING REFRESHMENT BREAK(S) AND CONCURRENT SESSIONS

- Network with attendees and distribute materials from six-foot table at Networking Refreshment Break.
- 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.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

BADGES AND LANYARDS

- Company logo imprinted on the front of the delegate badge and on lanyard generates constant exposure during the entire conference.
- High-boy table on Sunday, August 23 during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

DESTINATION FAMILY FEUD AND RECEPTION

- Opportunity to play a promotional video under two minutes in length prior to speakers coming onstage.
- Signage.
- Network with attendees and distribute materials from six-foot table at reception.
- 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.
- High-boy table on Sunday, August 23, during the Sunday Afternoon Refreshment Break.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.
**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.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**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.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**BREAKFAST(S)**
- Signage during breakfast.
- Opportunity to play a promotional video under two minutes in length.
- Recognition from the podium during the breakfast.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**SUNDAY AND MONDAY ROOM DROP(S)**
- Opportunity to place a premium item at each attendee’s room on Sunday or Monday evening to highlight your products and services.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**CHARGING STATION**
- Branded charging station placed in strategic location of hotel.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

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**All Silver Sponsorships:**

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<thead>
<tr>
<th>U.S. Travel Member Rate:</th>
<th>Non-Member Rate:</th>
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<tbody>
<tr>
<td><strong>$12,500</strong></td>
<td><strong>$15,000</strong></td>
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Includes three (3) complimentary registrations.

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*UPDATED 2/24/20*
Silver (continued)

**HOTEL KEY CARDS**

- Logo imprinted on hotel room key cards.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

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

- Opportunity to address the National Council of State Tourism Directors at their Saturday lunch and Destinations Council Board of Advisors at their exclusive Board of Advisors meeting.
- Signage and branding opportunities.
- Sponsor recognition on the ESTO website.
- Opportunity to play a promotional video.
- Distribution of collateral materials.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**REGISTRATION**

- Signage and collateral distribution in close proximity to the on-site registration desk Saturday, August 22, through Tuesday, August 25.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**FIRST-TIMERS’ NETWORKING LOUNGE**

- Dedicated lounge area for first-time attendees open on Saturday and Sunday of ESTO (times TBD).
- Ability for sponsor to staff lounge with one representative.
- Distribute materials from a six-foot table in lounge.
- Sponsor recognition on the ESTO website.
- Signage for lounge area.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.
**MORNING NETWORKING REFRESHMENT BREAKS**

- Network with attendees and distribute materials from six-foot table at the morning Networking Break.
- Recognition from the podium prior to the Networking Refreshment Break.
- Signage at the morning Networking Refreshment Break.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**PEER OPEN FORUM REFRESHMENT BREAK SPONSOR**

- Signage
- Sponsor to provide branded cups/napkins
- Recognition from the podium during the Professional Development Sessions
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees
- Access to ESTO Online Marketplace

**WI-FI SPONSOR**

- Signage.
- URL redirect to sponsor’s website (The DeVos Place Convention Center only).
- Sponsor recognition on the ESTO website.
- Wi-Fi instructions with sponsor recognition displayed on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

**IDEAS AND INSPIRATION SESSION**

- Opportunity to address attendees at this innovative Sunday session.
- Signage at the session.
- Sponsor recognition on the ESTO website.
- Advance contact list of registered attendees.
- Access to ESTO Online Marketplace.

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Bronze (continued)

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 22, through Tuesday, August 25.
- 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.
- Access to ESTO Online Marketplace.

Banner Opportunities at Amway Grand Plaza Hotel

Window Clings | Column Wraps | Hanging Banners
Thank you for your interest in

ESTO 2020