

# DESTINATIONS INTERNATIONAL

ANNUAL CONVENTION 2018

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OPPORTUNITIES  
BROCHURE



July 10-13, 2018  
Anaheim, California, USA  
[www.destinationsinternational.org](http://www.destinationsinternational.org)

# DESTINATIONS INTERNATIONAL

## WELCOMES YOU TO ANAHEIM!

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Destinations International's 2018 Annual Convention is the premier event for destination marketing and management professionals. Don't miss the exclusive opportunity to connect with industry leaders, destination organizations, convention and visitors bureaus (CVBs), and tourism boards.

Destinations International is excited to be heading to Anaheim, the heart of Orange County, for the 2018 Annual Convention.

### DESTINATIONS INTERNATIONAL'S ANNUAL CONVENTION PROVIDES:

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- An invaluable occasion to **engage** with peers and thought leaders involved in the travel industry
- An **integrated approach to learning** for attendees regardless of your budget size or discipline focus
- **Recognition for our leaders** and their accomplishments on behalf of the industry
- **Relationship-based exchanges** among industry providers and destination organizations
- **Diversity of thought** by assembling the best minds in local insight and global expertise

**PLAN NOW TO JOIN US FOR ANNUAL CONVENTION! >**

Visit [destinationsinternational.org/annual-convention](http://destinationsinternational.org/annual-convention) for more information.

# WHY EXHIBIT?

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Destinations International's 2018 Annual Convention is a valuable investment for marketing technology providers, destination marketing companies and international tourism firms. Maximize your brand awareness, engage 1,500+ marketing professionals and take advantage of high traffic exhibit hall hours!

**94%**

OF ATTENDEES GAVE THE  
2017 ANNUAL CONVENTION  
A 4 OR 5 STAR RATING



**88%**

OF EXHIBITORS AGREED  
THE BUSINESS EXCHANGE  
WAS A VALUABLE  
INVESTMENT



**8+**

HOURS OF DEDICATED  
BUSINESS EXCHANGE  
HOURS FOR NETWORKING



# 2018 EXHIBIT PACKAGES AND PRICING

Destinations International offers traditional booths and turnkey kiosks at the 2018 Annual Convention ensuring you meet your goals and stick to your budget.

## OPTION 1: TRADITIONAL BOOTH SPACE

**(US \$5,500 members | US \$6,500 non-members)\***

### Package Includes:

- Two (2) full convention registrations (additional registrations may be purchased for US \$750 each)
- Listing within online and mobile Convention Partner Directory
- Pre-convention registration list (opt-in)
- Post-convention registration list (opt-in)
- One (1) 10'x10' booth space (includes installation and removal of pipe and drape booth, 3' high side rails, 8' high back wall, carpet not included)
- One (1) 6' draped table or (2) small cocktail tables
- Two (2) Contour chairs
- One (1) wastebasket
- One (1) ID sign

## OPTION 2: TURNKEY KIOSK

**(US \$5,500 members | US \$6,500 non-members)\***

### Package Includes:

- Two (2) full convention registrations (additional registrations may be purchased for US \$750 each)
- Listing within online and mobile Convention Partner Directory
- Pre-convention registration list (opt-in)
- Post-convention registration list (opt-in)
- Installation and removal of one (1) pre-constructed kiosk “pod” unit (8' tall x 4' 11" wide)
- Company graphics displayed on back wall
- Kiosk includes built in shelf
- Two (2) stools
- One (1) wastebasket

## SELECTING YOUR PACKAGE AND LOCATION:

The Destinations International [floor plan](#) shows all available booths in blue and all available kiosks in orange. Scroll over the spaces to view the booth number and dimensions. Use the “Start” button to confirm your participation. Once approved, you can visit the Exhibitor Service Center and make use of various marketing, management and preparation tools offered to ensure a successful event.

\* New exhibitors can be non-members, but returning exhibitors must be members.

# IMPORTANT DATES AND DEADLINES

## EXCHANGE HOURS:

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### Wednesday, July 11, 2018

- 8:00 AM to 9:00 AM
- 11:30 AM to 1:30 PM
- 3:00 PM to 4:00 PM

### Thursday, July 12, 2018

- 8:00 AM to 9:00 AM
- 11:30 AM to 1:30 PM
- 3:00 PM to 4:00 PM

## INSTALLATION HOURS:

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### Tuesday, July 10, 2018

- 11:00 AM to 6:00 PM

## DISMANTLING HOURS:

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### Thursday, July 12, 2018

- 4:00 PM to 7:00 PM

\*Show dates, location, and hours are subject to change.

## CANCELLATION AND WITHDRAWAL:

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**October 31, 2017 > 0%**

**November 1, 2017 - March 31, 2018 > 50%**

**After April 2, 2018 > 100%**

Cancellations will be accepted only in accordance with the above schedule. There will be no refunds for cancellations received on or after April 2, 2018. Failure to make full payment of 50% by November 1, 2017 and 100% by April 2, 2018 on a Contract filed prior to, or on, each respective date shall subject Exhibitor to Cancellation of Contract by NTP/ DESTINATIONS INTERNATIONAL, forfeiture of deposit made and liability for balance due. Re-letting by NTP/ DESTINATIONS INTERNATIONAL of an Exhibitor's canceled space shall not act to excuse Exhibitor from assessment. Exhibiting companies, its subsidiaries and affiliated entities are required to maintain all their DESTINATIONS INTERNATIONAL accounts current and in good standing. Failure to do so will result in the revocation of your right to exhibit at this event.

# SPONSORSHIP OPPORTUNITIES

## AT 2018 ANNUAL CONVENTION

### MAXIMIZE YOUR BRAND:

Destinations International's 2018 Annual Convention positions your company to connect with top destination organization decision-makers and a wide range of global markets.

Take the next step to ensure that you are engaging with attendees and developing relationships that matter with our variety of sponsorship opportunities. Position your organization as a thought leader, develop new attendee leads, or enhance your brand's visibility through our powerful print and digital channels.

**RESERVE YOUR SPONSORSHIP TODAY!**



**Contact Destinations International Sales Team:**

Ron Bates  
DestinationSales@ntpevents.com  
703-706-8230

**LEVERAGE YOUR PARTICIPATION**



# SPONSORSHIP OPPORTUNITIES

## CUSTOMIZABLE SPONSORSHIPS AVAILABLE:

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Destinations International's 2018 Annual Convention has a variety of brand enhancing sponsorship opportunities for you to pick and choose from.

Customizable sponsorship packages can be created on request based on your goals and objectives for Annual Convention.

### **CLOSING RECEPTION \$30,000 - Limit of 5**

Thursday, July 12

Attendees and exhibitors are invited to join us at the House of Blues to celebrate another successful Annual Convention.

#### **Sponsorship Benefits:**

- Recognition as a sponsor through Annual Convention marketing and communication channels
- Specific recognition as official event sponsor through event welcome signage and other key channels
- Opportunity to greet guests on arrival
- Opportunity to supply giveaway or goodie bag that can be distributed to attendees by greeters.
- Sponsor to be included in activations on-site (ex: photo booths, food truck vendors, etc.). Sponsor will be consulted to maximize brand exposure Opportunity to host a VIP lounge (Please note that additional F&B may be additional costs)
- Acknowledgment during the Keynote General Session on Wednesday, July 11
- Two (2) full convention registrations (additional may be purchased for US\$ \$750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

### **JOINT EXECUTIVE BOARD DINNER \$20,000 - ***SOLD OUT*****

Sunday, July 8

Sponsor this seated dinner hosted at an off-site venue for the Executive Committees and Board of Directors of Destinations International, the Destinations International Foundation and DMAP Board.

#### **Sponsorship Benefits:**

- Logo placement on digital invitation and signage
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Sponsor may attend with one guest (total two (2) tickets)
- Opportunity to greet guests and make welcome remarks
- Opportunity to provide gift to each attendee
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

# SPONSORSHIP OPPORTUNITIES

## GENERAL SESSIONS \$25,000 - *Only 2 Remaining!*

Increase your brand's visibility with innovative thought leaders and inspirational, memorable storytelling. This opportunity gives you a perfect platform to share your message with Destinations International's full convention audience. General Sessions occur on the main stage and set the tone for the entire convention, providing attendees with thought provoking ideas to consider throughout the day.

### **Sponsorship Benefits:**

- Welcome remarks, including up to a total time of three minutes to engage audience (Destinations International encourages use of video, research or data visualization within this time frame)
- Recognition through signage and display of company logo in pre-program slides/graphics
- Digital distribution of collateral via mobile app and other Destinations International channels
- Reserved VIP seating for registered company representatives or key customer attendees
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## REGISTRATION/WELCOME LOUNGE \$20,000 - *Exclusive*

Located inside the main entrance to the Business Exchange, Annual Convention attendees will walk through this re-engineered welcome area. Say good-bye to clunky registration counters, and say hello to a concierge-style lounge area.

### **Sponsorship Benefits:**

- Sponsor logo integrated into welcome lounge furniture scheme (i.e. pillows)
- Sponsor logo to be included in online registration materials and confirmations
- Opportunity to distribute gifts (supplied/shipped by sponsor) and/or include collateral in registration packet
- Opportunity to greet guests in Welcome Lounge on Monday, July 9 and Tuesday, July 10. Sponsor is welcome to bring a company mascot or other engaging guest!
- Recognition in Destination International Annual Convention digital and printed assets
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## CEO LOUNGE \$10,000 - *Only 4 Opportunities Available!*

Gain exclusive access to hundreds of destination leaders! Share your brand and connect with top decision makers in an informal and private setting perfect for developing lasting connections. The CEO Lounge is open throughout the main hours of the Annual Convention.

### **Sponsorship Benefits:**

- Space is co-branded with Destinations International event and sponsor recognition
- Sponsor representatives have ability to access Lounge for informal meetings, though they may not utilize it for exhibit or demonstration purposes
- Opportunity to place collateral or branded materials within Lounge
- Option to brand lounge furniture and catering offerings. Subject to additional costs and coordination with co-sponsors
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

# SPONSORSHIP OPPORTUNITIES

## **TECHLOUNGE \$25,000** - *Exclusive*

Our TechLounge is featured in a high traffic open area and easily accessible to attendees throughout the show. This customizable instructive space offers insights, shortcuts, and new ways to think about using the latest tech developments in your personal and professional worlds.

### **Sponsorship Benefits:**

- Space is co-branded with Destinations International event and sponsor recognition
- Sponsor representatives have ability to participate in operation of Lounge
- Recognition as a sponsor through Annual Convention marketing and communication channels
- TechLounge personnel to wear attire branded with sponsor logo
- Opportunity to place amenity/collateral within space
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## **WI-FI SPONSORSHIP \$15,000** - *Exclusive*

Sponsor Wi-Fi access within Destinations International's Annual Convention space and deliver your company's message directly to your key customers via a custom splash page when they access the Wi-Fi in the Business Exchange and lobbies. Gain enhanced exposure through this critical channel by working with Destinations International to incorporate your company brand and promotional message into the Destinations International Annual Convention internet splash page.

### **Sponsorship Benefits:**

- Details to be determined

## **CONVENTION MOBILE APP \$20,000** - *Exclusive*

For those that prefer to have everything in one place! The Annual Convention Mobile app is compatible with all smart phones and tablets.

### **Sponsorship Benefits:**

- Recognition on mobile app splash screen
- Logo/message in main banner of mobile app circulating on top of screen (including hyperlink)
- Premier listing within mobile app exhibitor directory (expanded description including logo, opportunity to attach/link to marketing materials)
- One push notification to promote company brand and drive traffic to booth
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

# SPONSORSHIP OPPORTUNITIES

## CONTINENTAL BREAKFAST IN NETWORKING EXCHANGE \$9,000 - *Exclusive*

Opportunities Available for Wednesday and Thursday

Give attendees the energy they need to take on the day ahead by sponsoring the breakfast served within the main foyer between the General Session and Business Exchange.

### **Sponsorship Benefits:**

- Recognition as a sponsor through Annual Convention marketing and communication channels
- Promotional signs in the breakfast area
- Opportunity to place collateral in the breakfast area
- Optional upgrades for signature dishes or branded food
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing within online and mobile Convention Partner Directory
- Pre-convention registration list (opt-in)

## CAFFEINE & COCKTAILS \$10,000 - *Only 1 Opportunity Left!*

Opportunities Available for Wednesday and Thursday

Keep attendees refreshed by hosting a branded networking and spirits break inside the Business Exchange!

### **Sponsorship Benefits:**

- Recognition as a sponsor through Annual Convention marketing and communication channels
- Promotional signs in the event area
- Opportunity to place collateral at event
- Optional upgrades for signature dishes or branded food (i.e. branded cookies)
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## LUNCH IN THE BUSINESS EXCHANGE \$10,000 - *Exclusive*

Opportunities Available for Wednesday and Thursday

Help attendees power through their busy day by providing the lunch served within the Exhibit Hall during the dedicated open hours of the Business Exchange.

### **Sponsorship Benefits:**

- Recognition as a sponsor through Annual Convention marketing and communication channels
- Promotional signs in the lunch area
- Opportunity to place collateral at each table
- Optional upgrades for signature dishes or branded food (i.e. branded cookies)
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## ATTENDEE BADGES \$15,000 - *Exclusive*

Place your brand in the hands of all attendees and let them do the advertising for you. Co-branded badges include sponsor and DI logos.

### **Sponsorship Benefits:**

- Recognition as a sponsor through Annual Convention marketing and communication channels
- Sponsor logo printed on attendee badge
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing within online and mobile Convention Partner Directory
- Pre-convention registration list (opt-in)

# SPONSORSHIP OPPORTUNITIES

## HOTEL KEY CARDS \$15,000 – *Exclusive*

Reinforce your brand each time attendees access their room, Headquarter hotel key cards will display your company's advertisement/message on both sides of the hotel room key card. Room block details to come.

### **Sponsorship Benefits:**

- Logo or artwork displayed on hotel key cards
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## TRANSPORTATION SPONSORSHIP \$15,000 – *Exclusive*

Help attendees out by providing transportation to all off-site events, including the Destination & Travel Foundation Golf Tournament, Culinary Tour, the Leadership Dinner/Reception and the closing night party (if off-site).

### **Sponsorship Benefits:**

- Signage in all buses/limos for official off-property events
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Sponsor's staff may have presence in transportation staging areas and on vehicles to meet and greet if desired
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

## CHARGING STATIONS \$1,500 - \$5,000 *per station*

Save the day and attendees' mobile devices with branded charging stations in the convention hall.

### **Sponsorship Benefits:**

- Recognition through signage at the Charging Stations
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)
- Note: A notice will be posted informing delegates they are responsible for their own devices.

## HOTEL ROOM DROP \$7,500 – ***Only 3 Remaining!***

Surprise attendees with an in-room personal touch. Consider delivering a branded gift, custom messaging with a mirror cling, turn-down services, or room drops. Opportunities are available for each day of the convention (July 10, 11, 12), with deliveries made during evenings. Pricing starts at US\$ 7,500 and subject to increase depending on fulfillment needs.

### **Additional benefits include:**

- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

# SPONSORSHIP OPPORTUNITIES

## CONCURRENT SESSIONS \$6,500 – **27 Available**

Increase visibility, build presence and align your company with specific content that puts you in front of the audience you'd like to reach. Destinations International offers numerous educational tracks and sessions designed to reach a particular discipline of destination marketing professionals. This is a perfect opportunity to connect with the decision makers and influencers that are interested in your organization's expertise and solutions. A full list of session topics will be available in March.

### **Sponsorship Benefits:**

- Welcome remarks/use of video and visuals of up to two (2) minutes, including a thought provoking question or concept delivered to the audience that tells your company's story in the context of the session.
- Introduction of speaker
- Recognition through signage at the session
- Literature/Collateral distribution in the session room
- Recognition as a sponsor through Annual Convention marketing and communication channels
- Two (2) full convention registrations (additional may be purchased for US\$ 750 each)
- Listing on convention website and mobile app
- Pre and post-convention registration list (opt-in)

**FIND THE RIGHT  
SPONSORSHIP FOR YOU! >**

**Contact Destinations International Sales Team:**

Ron Bates  
DestinationSales@ntpevents.com  
703-706-8230



# RESERVE YOUR EXHIBIT SPACE AND SPONSORSHIP NOW.

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CONTACT DESTINATIONS  
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