

# Connect with NTA buyers ... and beyond!



#Trex21 | [NTAtravelexchange.com](http://NTAtravelexchange.com)

When you sponsor at Travel Exchange, you're reaching buyers that are active and engaged. The National Tour Association's annual conference—conducted in person this year after a virtual event last year and an enormously successful in-person Contact in May features buyers of all type and specialties who meet with tour suppliers and DMOs to build partnerships, collaborations, and creative itineraries.

And this year, members of two other organizations will join NTA under the Travel Exchange umbrella: The International Tour Management Institute and the World Food Travel Association will bring new decision-makers to NTA's big event. In a year when everyone is rebuilding and rethinking, make sure you're part of their plans!

## SPONSOR BENEFITS

Reserved table for luncheons and gala	<b>Gold</b> \$16,000+			
Buyer in-room gift drop (sponsor to provide gift)				
Sponsor recognition/signage in appointment area				
Exhibit booth on NTA's Exchange floor: <ul style="list-style-type: none"> <li>• Gold – 20'x20'</li> <li>• Silver – 10'x20' (\$10,000 and above), 10'x10' (\$5,000-\$9,999)</li> <li>• Refreshment stations receive a 10'x20' booth</li> <li>• Prizes and giveaways from exhibitors will be promoted in the TREX app and TREXpress Daily (prizes and giveaways at expense of exhibitor)</li> </ul>				
Priority listing in appointment request system (Tour Supplier and DMO member categories only)			<b>Silver</b> \$5,000– \$15,999	
Sponsor logo on NTAtravelexchange.com and in all official Travel Exchange publications and on-site signage				<b>Bronze</b> \$1,000– \$4,999
Exhibitor and Sponsor Appreciation reception				
List of attendees with contact info				
Sponsor ribbon with badge				

Level is determined by sponsorship fee plus cost of essential items— not including promotional giveaways, travel, registration, etc.

Sponsorships are sold on a first-come, first-served basis.

## First impressions

\$1,500-\$8,000

Make your mark! Buyers will notice your brand when it's on something we provide or an item you bring. On the Exchange floor, sponsorship opportunities include Wi-Fi, appointment monitors, a motorcoach walk-through, and gifts or supplies for buyers. More examples: hotel key cards, name badges, notebooks, etc.

## Traffic generators

\$2,500-\$10,000

Provide delegates with services or takeaways—right on the Exchange floor—that enhance their TREX experience. Provide special touches like mini makeovers, head shots, a charging station or a caricature artist. Or make everybody feel better with a relaxation station or OTC remedies.

## Stage time

\$8,000-\$20,000

This is your time to shine in front of a big audience: luncheons, the Buyer Breakfast, the Anniversary Gala, and unique business-development sessions. Tell your story to all attendees and use images, video, or entertainment. If you lack the budget to go solo, you can team up with partners.

## Refreshment station

\$2,000-\$4,000 + cost of food

When delegates need a pick-me-up between appointments and seminars, you can serve drinks or snacks from your own booth. Dish out a taste of your destination (or any snack) in the hunger-driven, high-traffic Refreshment Lounge.

## At the mic

\$3,000-\$5,000

You receive branding rights and give opening remarks (when you'll talk about your organization) at seminars, key meetings, special-market events or general sessions—including the FTA breakfast.

## Strategic ads

\$1,100-\$3,000

You can brand and promote yourself to attendees before and during Travel Exchange through any or all of our communication vehicles: *TREXpress* (the pre-event newsletter), *TREXpress Daily* (contains must-have details each day during TREX), social media, [NTAtravelexchange.com](http://NTAtravelexchange.com), and *Tuesday*. And with the exception of the Daily emails, these offerings are also shared with all members.

This is your audience—we'll see you in Cleveland!



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