

travel  exchange '23

SHREVEPORT-BOSSIER

NOVEMBER 12-15




#Trex23 | NTAtravelexchange.com

Connect with NTA buyers!

When you sponsor at Travel Exchange, you're reaching buyers that are active and engaged. The National Tour Association's annual conference features buyers of all types and specialties who meet with tour suppliers and DMOs to build partnerships, collaborations, and creative itineraries.

Everybody who attends NTA's Travel Exchange comes prepared to partner. Our tour operators—buyers who actually buy travel—are looking for destinations, suppliers, attractions, and experience-providers who help them build programs they can sell to their clients.

It's a great environment for building business and developing relationships. And sponsors get extra attention!

SPONSOR BENEFITS

One complimentary annual NTA membership (2023 or 2024)	Platinum \$25,000+			
Reserved table for sit-down meal events (excludes operator-only and fundraising events)				
Complimentary Travel Exchange registration (2023) • Two registrations for Platinum • One registration for Gold		Gold \$15,000- \$24,999		
Buyer in-room gift drop (optional - sponsor to provide gift)				
Exhibit booth on NTA's Exchange floor: • Platinum 20' x 20' island • Gold – 10' x 20' • Silver – 10' x 10' • Refreshment stations receive a 10' x 20' booth			Silver \$5,000- \$14,999	
Eligible to win TREXie booth award (winners recognized at TREX lunch)				
Priority listing in appointment request system (Tour Operator Seller, Tour Supplier and DMO member categories only)				Bronze \$1,000- \$4,999
Sponsor logo on NTAtravelexchange.com and in all official Travel Exchange publications, TREX app, and on-site signage				
Prizes and giveaways from exhibitors will be promoted on the TREX app and TREXpress Daily (prizes and giveaways at expense of exhibitor)				
Sponsor recognition/signage in appointment area				
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. Sponsors have first right of refusal until **Jan. 15, 2024**.

SPONSORSHIP OPTIONS

First impressions

\$1,500-\$10,000

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, branded mobile app, 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

\$10,000-\$25,000

This is your time to shine in front of a big audience: luncheons, the Buyer Breakfast, 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. These opportunities are limited and sell quickly.

Custom sponsorship

Let us create a custom opportunity for you that meets your objectives and budget.

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-\$6,000

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

\$2,000-\$5,000

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* (a printed newspaper distributed daily; your ad will run in all four issues), social media, 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 Shreveport!



Brooke Coulter

Director of Sales

+1.859.264.6650

brooke.coulter@ntastaff.com



NTAtravelexchange.com/sponsor