



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, developing relationships, and sponsors get extra attention!



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SPONSOR BENEFITS

One complimentary annual NTA membership (2024 or 2025)	Platinum \$25,000+			
Reserved table for sit-down meal events (excludes operator-only and fundraising events)				
Complimentary Travel Exchange registration (2024) • Two registrations for Platinum • One registration for Gold				
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				
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)				
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 on TREX floor				
Sponsor ribbon with badge				
		Gold \$15,000- \$24,999	Silver \$5,000- \$14,999	Bronze \$1,000- \$4,999

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 for 2025.

SPONSORSHIP OPTIONS



First impressions

Education stage: \$15,000
Appointment clock: \$10,000
Wi-Fi: \$10,000
Mobile app: \$10,000
Hotel key cards: \$7,000
Buyer gift: \$2,500

Strategic ads

Travel Exchange Daily publication

Full page inside or back cover: \$5,000
Full page: \$4,000
1/2 page: \$2,000

Digital ads

Customized E-blast: \$1,750

At the mic

Sunday All-attendee Reception: \$8,000
Monday Happy Hour: \$8,000
Opening General Session: \$7,500
Spotlight Session: \$5,000
General seminars: \$3,000

Custom sponsorship

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

Refreshment station

\$2,000-\$4,000

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 and watch the line form at your refreshment station.

Stage time

\$12,000-\$30,000

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.



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



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NTAtravelexchange.com/sponsor