

CONNECT WITH NTA BUYERS!

nta travel exchange '26

TULSA ROUTE 66

NOVEMBER 15-18

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!

#TREX26 | NTAtravelexchange.com



SPONSOR BENEFITS

	Platinum \$25,000+	Gold \$15,000- \$24,999	Silver \$5,000- \$14,999	Bronze \$1,000- \$4,999
One complimentary annual NTA membership				
Reserved table for sit-down meal events (excludes operator-only and fundraising events)				
Complimentary Travel Exchange registration <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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				

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 2026.



SPONSORSHIP OPTIONS

First impressions

- Buyer gift: \$2,500
- Puppy Pen: \$5,000
- TREX Rx: \$6,500
- Appointment clock: \$7,500
- Chair massages: \$7,500
- Hotel key cards: \$10,000
- Badges: \$10,000
- Charging stations: \$10,000
- Wi-Fi: \$10,000
- Mobile app: \$14,000

Food & drink

- Refreshments: \$2,000-\$4,000
- Sweet Suite: \$3,500 (one day)
- Coffee/tea in Exhibit Hall: \$10,000
- Buyer Breakfast: \$12,000
- All-attendee Networking Breakfast: \$15,000
- Luncheons (Monday, Tuesday, or Wednesday): \$35,000 (co-sponsorships available)

TREXpress Daily publication

- 1/2 page: \$2,500
- Full page: \$4,000
- Inside front cover or inside back cover: \$5,000
- Back cover: \$6,000

At the mic

- Seminars: \$3,000
- Buyer Network Forum: \$5,000
- Opening General Session (Sunday): \$7,500
- Learning Lab: \$10,000

Booths & Events

- Kick-off to TREX Bars: \$5,000
- All-attendee Receptions: \$7,500 - \$10,000
- NightCap: \$10,000
- Custom booth activities (varies)

Digital marketing

- Customized e-blast: \$1,500

Custom sponsorship

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



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

Brooke Coulter

Director of Sales

+1.859.264.6650

brooke.coulterentastaff.com



NTAtravelexchange.com/sponsor