



CONFERENCE & SPONSORSHIP GUIDE

WASHINGTON, DC | AUGUST 26-30, 2022



**IF YOU ARE IN THE STUDENT
MARKET, YOU BELONG HERE.**

There are many ways to become involved and something for everyone at the 2022 SYTA Annual Conference!

SYTA ANNUAL CONFERENCE 2022

Over 1,000 attendees will gather together at the only conference and showcase dedicated to the student and youth market in North America.

Attendees will hear the latest in student market research and trends, learn effective business practices and meet with clients and peers during business sessions and networking events.

What's more, attendees will join in celebration of SYTA's 25th Anniversary. Over the past 25 years, SYTA has had a rich history, the association has grown, the industry has evolved and we've impacted the lives of students globally. Attendees will leave inspired about our past, present, and the future of student travel. Be sure to join us for this historic moment in student travel!



SYTA GUARANTEE

If there is a person or company that you desire to meet, a member of SYTA leadership will ensure the connection is made!



35,000+
Pre-Scheduled
Business
Appointments



50+ HOURS
of Networking
Opportunities



EDUCATION
Sessions

Hear from experts and top-rated speakers that provide valuable tools and information on the travel industry.



EXPLORE
DC

Experience our incredible monuments, museums and memorials along with world-class arts and culture, hands-on STEAM experiences and history lessons that come to life.



FIRST TIME?
Pre-Conference
Webinars &
On-site Mentors

SYTA IS MUCH MORE THAN JUST A MEMBERSHIP ORGANIZATION.

It's a community.



TRAVEL MATTERS.
SYTA EMPOWERS.



BE PREPARED.
STAY IN THE KNOW.



NETWORK. CONNECT.
MAKE A DIFFERENCE.



GROW PROFESSIONALLY.
ADVANCE YOUR CAREER.



EXPAND YOUR REACH.
MAXIMIZE ROI

REGISTRATION FEES

TOUR OPERATORS / BUYERS / ACTIVES	EARLY BIRD	REGULAR
Tour Operator Member Taking Appointments	Complimentary	\$325
Tour Operator Member NOT Taking Appointments	\$555	\$555
Tour Operator Member Buy One, Get One	\$0	\$0
Tour Operator Membership + Taking Appointments Bundle	\$1,070	\$1,070
Non-Member Tour Operator Taking Appointments	\$615	\$615
Non-Member Tour Operator NOT Taking Appointments	Complimentary	\$610

JOIN OR RENEW for \$745

Join or renew your SYTA Membership and receive ONE book of appointments, with two (2) complimentary registrations.

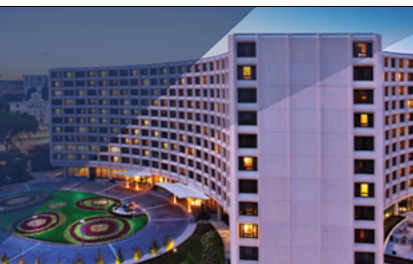
Savings of \$325!

Offer good until March 31, 2022

NEW FOR 2022!

All Tours Operators qualify for Buy 1, Get 1!

For every one appointment-taking attendee (one appointment book) registration, the company will receive one complimentary tour operator registration. Must be from the same tour operator company. They do not need to be an appointment taker.



The 2022 SYTA Annual Conference will be held at the WASHINGTON HILTON.

1919 Connecticut Ave. NW
Washington, DC 2000

MORE INFORMATION
at syta.org/conference2022

SUPPLIERS / SELLERS / ASSOCIATES	EARLY BIRD	REGULAR
Supplier Member Taking Appointments	\$1,025	\$1,175
Supplier Member NOT Taking Appointments	\$1,020	\$1,170
Supplier Membership + Taking Appointments Bundle	\$2,020	\$2,020
Non-Member Supplier Taking Appointments	\$2,400	\$2,500

ADD-ON OPTIONS

Sightseeing Tour	\$35
Fun Run/Walk/Slumber	\$50
SYF Luncheon Table	\$500

SPONSORSHIP BENEFITS + LEVELS

For twenty-five years, the SYTA Annual Conference has provided unique and valuable sponsorship opportunities for organizations wishing to promote their business beyond appointments and networking. Sponsorship opportunities leverage the power of your credibility, generate awareness of your brand and demonstrate a commitment to the student travel industry.



SYTA Annual Conference SPONSORSHIP BENEFITS	TIER 1 \$20,000+	TIER 2 \$15,000+	TIER 3 \$10,000+	TIER 4 \$5,000+	TIER 5 \$2,500+	TIER 6 \$1,500+
Exhibit Booth • Premium includes choice of furniture package • Standard includes high cocktail table and four chairs	10x20 Premium Booth	10x10 Premium Booth	10x10 Premium Booth	10x10 Standard Booth		
Complimentary Appointment Taking Registration	1					
Complimentary Non-Appointment Taking Registration	1	1	1			
Invitation to Leadership Reception	2	1	1			
Reserve Table at Saturday Luncheon <i>(if applicable)</i>	✓	✓				
Company Recognition Page in Digital Program	✓	✓				
Company 30-Second to One-Minute Video Displayed at SYTA Central and/or Showcase	✓	✓				
Company Speaking Opportunity <i>(based on sponsorship)</i>	✓	✓	✓			
Company Exclusive Pre-Conference Email Blast and Social Media Post for Sponsorship	✓	✓	✓			
Company Recognition in General Session Slides	✓	✓	✓			
Pre- or Post-Conference Mailing List <i>(one time use)</i>	✓					
Company Sponsorship Spotlight in Conference eNewsletters	✓	✓	✓			
Company Description/Logo in Conference Mobile App	✓	✓	✓	✓		
Company Name/Logo on Sponsor Recognition Signage	✓	✓	✓	✓	✓	✓
Company Name/Logo on Conference Website	✓	✓	✓	✓	✓	✓
One Item in Conference Bag	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer		
Sponsor Ribbon for All Company Attendees	✓	✓	✓	✓	✓	✓
Company Name/Logo in Conference Recognition Ad in Educators Buyers' Guide	✓	✓	✓	✓	✓	✓

Tier levels and benefits are based on total sponsorship dollars invested at the Conference. Benefits for shared sponsorships will vary based on total number of sponsors. Benefits are subject to change based on final conference schedule and program.

If you are interested in becoming a conference sponsor, please email sponsorship@syta.org

SPONSORSHIP BENEFITS + LEVELS

SYTA Annual Conference SPONSORSHIP LEVELS	TIER 1 \$20,000+	TIER 2 \$15,000+	TIER 3 \$10,000+	TIER 4 \$5,000+	TIER 5 \$2,500+	TIER 6 \$1,500+
General Session & Luncheon All Attendees (Saturday) SOLD	\$40,000					
Tour Operator Breakfast (Sunday)	\$20,000					
Morning General Session All Attendees (Saturday, Sunday, Monday)	\$20,000					
Pre-Conference Education Day (Friday)		\$15,000				
Leadership Networking Reception		\$15,000				
Tour Operator Showcase Lounge		\$15,000				
Branded Neck Wallets SOLD			\$10,000			
Hospitality Suite Sponsor			\$10,000			
Mobile Charging Stations				\$6,500		
SYTA Showcase Hall Wi-Fi (Co-Sponsorship)				\$6,500		
Pocket Guides				\$6,500		
Tour Operator Water Stations or Booth Water				\$6,500		
Mobile App Presenting Sponsor SOLD				\$6,500		
Showcase Booth				\$5,500		
Travel Talk Group Appointment					\$4,500	
Tour Operator Appointment Booth Desktop Kits					\$3,000	
Morning Joe Coffee Break					\$2,500	
Refreshment Breaks					\$2,500	
Education Sessions					\$2,500	
Tour Operator Room Delivery					\$2,500	
Tour Operator Snack Boxes					\$2,500	
Tour Operator Gift Delivery Business Appointments					\$2,500	
Mobile App Banner Ad					\$2,500	
Financial Tech Bar (Co-Sponsorship)					\$2,500	
Appointment Clock (Co-Sponsorship)					\$2,000	
Digital Advertising at Convention Center						\$1,500
Showcase Aisle Floor Decals						\$1,500
Signage or Floor Decals (Custom Pricing)						
SYF Luncheon Presenting Sponsor		\$15,000				
SYF Fun Run/Walk/Slumber					\$2,500	
SYF Luncheon Table Sponsor						\$500
Research & eNewsletters			\$10,000			

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LET'S DISCUSS PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES.

sponsorship@syta.org

MEMBERSHIP INQUIRIES

membership@syta.org

CONFERENCE OR REGISTRATION INQUIRIES

registration@syta.org

STRATEGIC PARTNERS



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