



# SYTA ANNUAL CONFERENCE

August 24 – 28, 2018  
Baltimore, MD

## 2018 SYTA Event Sponsorship Opportunities

*(List of included benefits start on page 8)*

### Pre Conference Events

#### Leadership Reception

- Host SYTA and the SYF Leadership, Conference Committee, Strategic Partners and VIP Guests
- Sponsor may welcome guests
- Approximate Attendance: 100
- Onsite signage
- \$10,000 exclusive

### General Sessions and Networking Events

#### General Session & Luncheon All Attendees (Saturday)

- 45-minute opportunity for speech or video
- Sponsor may provide speaker or entertainment
- Approximate Attendance: 1,000
- \$40,000 exclusive

#### General Session & Breakfast All Attendees

- 25-minute opportunity for speech or video
- Sponsor may provide speaker or entertainment
- Approximate Attendance: 1,000
- \$25,000 exclusive

#### General Sessions All Attendees

- Conference highlights featuring a keynote speaker or performance
- 10-minute opportunity for speech or video
- Approximate Attendance: 1,000
- \$15,000 exclusive

#### Networking Breakfast Showcase Floor (Saturday, Sunday and Monday)

- Host attendees for a light networking breakfast on the Showcase floor
- Opportunity to show video on Showcase screens
- Verbal and logo recognition at General Session
- Opportunity to provide napkins with your company logo
- Approximate Attendance: 1,000
- \$15,000 exclusive

#### Showcase Networking Reception (Friday, Saturday, Sunday Available)

- Select the reception for your company
- Opportunity to show video on Showcase screens
- Verbal and logo recognition at General Session
- Opportunity to provide napkins with your company logo
- Approximate Attendance: 1,000
- \$15,000 per reception exclusive

**Refreshment Breaks**

- Greet attendees throughout the day
- Break signage during break
- Opportunity to provide napkins with your company logo
- Approximate Attendance: 1,000
- \$5,000 full day or \$3,500 per break

**Education Sessions**

- Sponsor education session
- Opportunity to welcome guests and introduce speaker
- Logo on signage outside room and power point
- \$3,500 per session exclusive

**Tour Operator Exclusives****Tour Operator Breakfast Program**

- Host tour operators for a breakfast program
- Sponsor may provide speaker or entertainment
- 30-minute opportunity for speech, video or performance
- Approximate Attendance: 350
- \$20,000 exclusive

**Tour Operator Water Stations or Booth Water Service**

- Stations placed near business appointments or water bottle delivery to booths prior to business appointment sessions
- Option to provide branded reusable bottles
- \$7,500 exclusive

**Tour Operator Showcase Lounge**

- Great visibility to all attendees coming to Business Appointments and Showcase booths
- Sponsor may provide food and beverage, snacks and giveaways of their choice, includes signage or option to hang customized banner
- During showcase hours and Business Appointments
- \$15,000 exclusive

**Tour Operator Room Delivery**

- Customize a guest room gift or amenity
- Provide gift or amenity (preapproved by SYTA)
- \$3,500 exclusive per day

**Tour Operator “Snack Boxes” for Business Appointments**

- Customize a snack box delivered to Tour Operators prior to business appointments
- Sponsor provides snack box and/or items (preapproved by SYTA)
- \$2,500 per business appointment session

**Tour Operator “Gift Delivery” for Business Appointments (not food)**

- Personalized gift delivered to Tour Operators prior to business appointments
- Sponsor provides gift (preapproved by SYTA)
- \$2,500 per business appointment session

**Tour Operator Appointment Booth Desktop Kits**

- Sponsor supplies (preapproved by SYTA)
- \$2,500 plus cost of supplies (journal, staplers, pens, etc)

## Promotional Opportunities

### Transportation

- Buses link the hotels to convention center and transport to major events
- Includes video, bus signage and signage at convention center, hotels, and inside each bus
- Opportunity to show video (limited number)
- \$16,000 exclusive

### Branded Neck Wallets - **SOLD**

- Brand with your logo and company message
- \$10,000 exclusive

### Registration Area

- Officially greet each visitor at the Registration Area with customized signage and table
- High visibility with attendees as they enter the convention center.
- \$5,500 exclusive

### Showcase Booth

- 10x10 standard booth includes high cocktail table and four chairs
- Opportunity to upgrade booth to 10x20 for an additional \$2,000
- \$5,500 exclusive or \$2,750 per sponsor (max 3 sharing)

### Hotel Key Cards - **SOLD**

- Brand hotel key cards
- Logo on one side of keycard (full color)
- \$7,000 exclusive

### Pocket Guides

- Brand mini schedules for all attendees
- Fits neatly in badge holders
- \$6,500 exclusive

### Tour Operator Booth Signs

- Sponsor the tour operator booth signs with your logo
- Size and logo (preapproved by SYTA)
- \$6,000 exclusive

### Tour Operator Chair Covers

- Sponsor chair covers at tour operator booths
- Sponsor provides chair covers
- \$6,000 exclusive

### Showcase Table Top

- 6-foot table top with skirting, two chairs and booth sign
- \$3,000 exclusive

### Conference Bag Promotional Bag Items

- Include a tchotchke or giveaway for tour operators and/or all attendees (Limited slots available; size restrictions)
- \$2,000 per insert

### Conference Bag Inserts

- Suggested: 2-sided 8.5x11 flyer
- \$1,500 per insert

### Appointment Clock

- Have your logo or company ad scroll during the appointment business sessions, showing appointment number and time
- Visible on four-sided jumbotron over Showcase Floor (9ft tall by 16ft wide screens)
- \$3,000 per sponsor

### **SYTA Showcase Hall Wi-Fi**

- Logo placement directly on the log-in page
- Customized Wi-Fi password
- \$15,000 exclusive or \$5,000 per sponsor

### **Mobile App Presenting Sponsor**

- Logo on App Splash Screen
- Dedicated Microapp – a company page provides high-level exposure and virtually connects you to every single app user
- Three Push Notifications – before, during or after the conference – this is a powerful real-time marketing tool offering a direct 140-character message encouraging attendees to visit your exhibit or view your resources
- Company Logo included in App Promo Emails
- \$6,500 exclusive

### **Provide an Experience!**

- Customized lounge area includes furniture and signage
- Available options: massage therapists and electronic foot massagers, selfie booth or charging station
- \$10,000 exclusive

### **Mobile Charging Stations**

- Provide dedicated charging space complete with your branding
- Centrally located high-traffic areas
- \$10,000 exclusive

### **Wellness Station**

- Station will be located in high-traffic areas
- Sponsor provides wellness items
- \$2,500 exclusive

## **Branding and Signage**

### **Branded Column Wraps**

- Sponsor name and logo on the visually striking entrance in high-traffic areas
- Varies from \$1,500 to \$7,500 depending on quantity, location and size  
(*please contact a SYTA member to discuss specific opportunities*)

### **Escalator Runners**

- Creative graphic display that runs along the escalator in high traffic area
- Sizes vary based on location
- Varies from \$3,500 - \$5,000 depending on quantity, location and size

### **Window Clings**

- Customize your own cling placed in high traffic areas
- Sizes vary based on location
- \$850 each

### **Showcase Aisle Floor Decals**

- Floor decals on the showcase floor (preapproved by SYTA)
- One Four-Color Decal (*maximum size of 5'x5'*)
- \$500 each

### **Large Convention Banners**

- Maximum Size Banner 10' x 5' (customization allowed per SYTA Approval)
- \$15 per square foot

### **Footprints**

- Use your company logo or tagline from a localized point on exhibit floor
- Customized Footprint
- \$15 per square foot

# Advertising

## Annual Conference Program (Printed)

- \$1,500 for Full page four-color ad
- \$1,000 for Half page four-color horizontal or vertical ad

## Digital Advertising at the Convention Center

- Digital advertising placed in high-traffic areas
- Includes: Three locations and four days of exposure on a rotating basis
- \$2,500 per ad

## Mailing List Rental

- One time use of SYTA membership and prospect mailing list
- SYTA reserves right to pre approve mailing
- \$500

## Webinars

- Sponsor a webinar session
- Opportunity to welcome guests and introduce speaker
- Logo on PowerPoint
- Webinar recording
- \$2,500 per session exclusive



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## 2018 SYTA Youth Foundation Event Sponsorship Opportunities

*(List of included benefits start on page 9)*

Proceeds raised from SYTA Youth Foundation events help fund scholarships, travel, and assistance projects that enhance the social, cultural and educational experiences for youth, and enrich the link between travel experiences and character development. Visit [www.sytayouthfoundation.org](http://www.sytayouthfoundation.org).

**Sponsorship benefits based on total sponsorship dollars invested in Foundation**

### **Golf Classic**

All sponsors receive logo recognition and signage at the Pairings Party, Golf Classic, SYTA Youth Foundation Luncheon, and at the Annual Conference

### **Presenting Sponsor - RESERVED**

**Friday, August 24, 2018**

- Approximate attendance: 80 (includes golfers and VIP guests)
- Ten minute opportunity to welcome Golf Classic attendees (total)
- Includes one sponsored golf hole – value of \$500
- Includes luncheon food and non-alcoholic beverages - upgrade to full bar for additional cost
- Includes two invitations to the Golf Pairings Party – value of \$100
- \$10,000 exclusive

### **Pairings Party Sponsor**

**Thursday, August 23, 2018**

- Approximate attendance: 80 (includes golfers and VIP guests)
- Six minute opportunity to welcome Pairings Party attendees (total)
- Includes full bar and hors d'oeuvres
- Includes two invitations to the Golf Pairings Party – value of \$100
- \$10,000 exclusive

### **Breakfast Sponsor**

- Approximate attendance: 80 (includes golfers and VIP guests)
- Includes food and beverage
- Includes one invitation to the Golf Pairings Party – value of \$50
- \$1,500 exclusive

### **Beverage Cart Sponsor - SOLD**

- Sponsor beverage carts
- Logo recognition on beverage carts (provided by SYF)
- Opportunity for (2) sponsors to attend, ride in cart and attend the Golf Classic Breakfast & Luncheon
- Includes one invitation to the Golf Pairings Party – value of \$50
- Sponsor pays beverage charges
- \$1,500 exclusive

### **Golf Hole Sponsor**

- Sponsor a golf hole and/or competition
- Logo recognition on golf hole signage (provided by SYF)
- \$500 exclusive (opportunity to include F&B and/or competition for additional cost)

## **5K Run/Walk/Slumber – Sunday, August 26, 2018**

### **Presenting Sponsor**

- Opportunity to welcome attendees kickoff the event
- Approximate attendance: 100
- Logo recognition on t-shirt, SYTA Youth Foundation Luncheon and at the Annual Conference
- \$1,500 exclusive

## **SYTA Youth Foundation Luncheon – Sunday, August 26, 2018**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

### **Presenting Sponsor - **SOLD****

- 10-minute opportunity for speech or video
- Reserved table at the luncheon for 10 guests
- Approximate Attendance: 850
- \$20,000 exclusive

### **Foundation Table Sponsor**

- Reserved table at the luncheon for 10 guests
- Logo on reserved table sign
- \$500 per table

## **Patron Reception – Saturday, August 25, 2018**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

### **Presenting Sponsor**

- 5-minute opportunity to welcome attendees
- Logo recognition and/or video on sponsor screens
- Approximate attendance: 200
- \$10,000 exclusive

## **Dance Your Meal Off (DYMO) – Sunday, August 26, 2018**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

### **Presenting Sponsor - **SOLD****

- 5-minute opportunity to welcome attendees
- Logo recognition and/or video on stage sponsor screens
- Logo recognition in all DYMO marketing
- Opportunity to provide special plastic drink cups or water bottles
- Approximate attendance: 500
- \$15,000 exclusive or \$5,000 per sponsor (three available)

## Annual Conference Sponsorship Benefits

*Benefits are based on total sponsorship dollars and will vary based on shared sponsorships. Additional benefits available based on selected sponsorships. Benefits will vary for shared sponsorships.*

SYTA SPONSOR BENEFITS	TIER 1 \$20,000 +	TIER 2 \$15,000 +	TIER 3 \$10,000 +	TIER 4 \$5,500 +	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 Tour Operator Only Event (if applicable)	Yes	Yes				
Reserved table at Saturday Luncheon (if applicable)	Yes	Yes				
One Recognition Page in conference program or digital media	Yes	Yes				
Opportunity to include a 30 second to 1 minute video that will be displayed on digital signage within SYTA Central and/or Showcase	Yes					
Speaking opportunity based on sponsorship	Yes					
Exclusive pre-conference email blast regarding sponsorship	Yes					
Final conference registration mailing list	Yes					
Event Spotlight in Conference eNewsletters	Yes	Yes	Yes			
Conference bag insert	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer		
Pre-conference mailing list of attendees (one time use)	Yes	Yes	Yes			
Company description/logo within Conference mobile app	Yes	Yes	Yes	Yes		
Company name/logo on sponsor signage at conference	Yes	Yes	Yes	Yes	Yes	Yes
Company logo on conference website	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbon for all company attendees	Yes	Yes	Yes	Yes	Yes	Yes



*Benefits are based on total sponsorship dollars and will vary based on shared sponsorships. Additional benefits available based on selected sponsorships. Benefits will vary for shared sponsorships.*

<b>SYF SPONSOR BENEFITS</b>	<b>PLATINUM \$20,000 +</b>	<b>GOLD \$15,000 +</b>	<b>SILVER \$10,000 +</b>	<b>BRONZE \$5,000 +</b>	<b>STAR \$1,500 +</b>	<b>FAN \$500 +</b>
Exhibit booth Premium includes choice of furniture package. Standard includes high cocktail table and four chairs.	10x10 Premium Booth	10x10 Standard Booth	10x10 Standard Booth	10x10 Standard Booth		
Complimentary Appointment Taking Registration	1					
Complimentary Non-Appointment Taking Registration	1	1	1			
Invitation to Patron Reception	3	2	2	1	1	
Reserved table at Foundation Luncheon	Yes	Yes	Yes			
Invitation to Tour Operator Only Event (if applicable)	Yes	Yes				
One recognition page in conference program or digital media	Yes	Yes				
Opportunity to include a 30 second to 1 minute video that will be displayed on digital signage within SYTA Central and/or Showcase	Yes					
Speaking opportunity based on sponsorship	Yes					
Exclusive pre-conference email blast regarding sponsorship	Yes					
Final conference registration mailing list	Yes					
Event Spotlight in Conference eNewsletters	Yes	Yes	Yes			
Recognition in <i>Teach &amp; Travel</i>	Yes	Yes	Yes			
Logo recognition on the SYTA Youth Foundation website	Yes	Yes	Yes			
Conference bag insert	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer		
Pre-conference list rental of attendees (one time use)	Yes	Yes	Yes			
Company description/logo within Conference mobile app	Yes	Yes	Yes	Yes		
Company name/logo on sponsor signage at conference	Yes	Yes	Yes	Yes	Yes	Yes
Company logo on conference website	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbon for all company attendees	Yes	Yes	Yes	Yes	Yes	Yes

## **Policies and Procedures**

### **SPONSORSHIP**

Sponsorships will be assigned on a first-come, first-served basis. If multiple applications for exclusive sponsorships are received on the same day, a drawing will be held to determine the “winner.” All sponsorships will be invoiced in advance of the conference and are non-refundable. Sponsors must comply with all relevant policies concerning advertising and exhibiting with SYTA. SYTA maintains the right to eliminate a sponsorship opportunity at any time. In such cases, any money advanced by a company will be refunded in full. SYTA maintains the right to incorporate its logo/conference branding on any and all promotional materials

### **CANCELLATION**

In the event that the conference is cancelled by SYTA, any money advanced by an exhibitor will be refunded in full. In such cases, SYTA shall be free from any claim for damages which an exhibitor alleges to have suffered as a result of such cancellation.

### **SPACE VARIATIONS**

SYTA will assign all booth & table placements and reserves the right to make modifications, if necessary, to placements.

### **USE OF SPACE**

Distribution of promotional material may be made only within the space assigned to the exhibitor presenting such material. Solicitation of business must be confined to an exhibitor's own table. An exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor.

### **LIABILITY AND INSURANCE**

Neither SYTA nor the management of the hotels will be responsible for loss or damage to property of an exhibitor from theft, strikes, damage by fire, water, storm, vandalism or other causes, but will use reasonable care to protect the exhibitor from such loss. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought upon the Hotel premises, and shall indemnify, defend, and hold harmless SYTA, its officers and staff members, the Hotels and their owners and employees, etc. from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that an exhibitor will provide his/her own floater insurance coverage as needed. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by an exhibitor or agent of the exhibitor after the close of the exhibit. An exhibitor shall be liable to owners of the conference facilities for all damage caused by the exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

### **OPERATION RESTRICTIONS**

SYTA reserves the right to prohibit and/or evict an exhibitor whose presentation is in any manner deemed by management as offensive to conference attendees or other exhibitors by reason of bad taste, noise, questionable morals or controversial content. In the event of such prohibition or eviction, SYTA shall not be liable to an exhibitor for refunds of exhibit fees. SYTA shall not be bound to any contract in which said problems cannot be so controlled. Distribution of promotional material and solicitation of business may be done only within the exhibit space assigned to the vendor.