

syta.org/conference2019



BIRMINGHAM, AL
AUGUST 9 - 13, 2019

SYTA

ANNUAL CONFERENCE

#SYTA2019

one **community**, come **join us**.

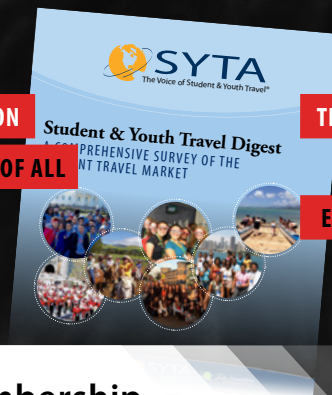
THE STUDENT & YOUTH TRAVEL ASSOCIATION (SYTA) is the premier association of businesses dedicated to providing life enhancing travel experiences to students and young people. Our members are tour operators, group travel planners, travel agents, receptive operators and business partners who provide services to the student travel industry. Anyone involved in the business of student travel – domestically and internationally - should join the SYTA community and experience business opportunities, networking, research and valuable face to face events. **Join and engage at syta.org.**

THE SYTA YOUTH FOUNDATION (SYF) is the non-profit arm of SYTA and provides access to travel opportunities for students and youth that would otherwise be unavailable due to family hardship, budget cuts in school systems or simply lack of the access to, or education about, travel as a learning experience. Through SYF, the student travel community gives back and changes young lives for good. **Donate at sytayouthfoundation.org.**

TEACH & TRAVEL is the official publication of SYTA and the social media community that reaches the traveling educator. It offers everything educators need to successfully initiate, organize, and conduct tours for their groups. Over 90,000 educators engage with the *Teach and Travel* brand. **Build your market share at syta.org/travel-tools.**



STUDENT TRAVEL IS A \$185 BILLION INDUSTRY AND REPRESENTS 24% OF ALL GLOBAL TOURISM ANNUALLY.



THE U.S. DOMESTIC STUDENT GROUP MARKET IS ESTIMATED AT \$5.6 BILLION.



Visit syta.org to access our latest research.

SYTA is much more than just a membership organization. **IT'S A COMMUNITY.** There are many ways for everyone to become involved!

EDUCATION

Workshops and educational sessions at the SYTA Annual Conference as well as webinars and exclusive articles on topics of interest.

SUPPORT

Business growth ideas, resources, and promotional opportunities.

KNOWLEDGE

Shared information keeps members at the forefront of industry developments and enhancements.

NETWORKING

Intimate access to leading decision-makers on both tour operator and supplier sides of the industry.

LEADERSHIP

A wide variety of ways to get involved for personal and professional growth, including CSTP designation.

2019 SYTA ANNUAL CONFERENCE



our tradeshow

SYTA Annual Conference offers a relaxed yet business-focused setting for tour operators, travel agents, group travel planners and business partners to meet, learn and connect with each other.

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.

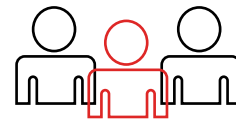
Take advantage of this premiere opportunity to join the \$185 billion global student travel industry. There are hundreds of reasons why you shouldn't miss the SYTA Annual Conference.

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**



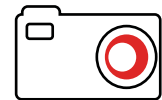
**50+ HOURS
OF NETWORKING OPPORTUNITIES**

Registration includes three evening events and a Dine Around night that gives attendees the chance to experience Birmingham. In addition to evening events, SYTA provides luncheons and other great networking opportunities among members and industry peers.



EDUCATION SESSIONS

At these targeted sessions for the student travel professional, attendees will hear from industry experts and top-rated speakers that provide valuable tools and information to help you do your job better.



SIGHTSEEING

When you're in Birmingham, you feel a special vibe. It's hard to put a finger on the particulars of it, but it's there. Enjoy the outdoor recreation, the arts, entertainment and world-class cuisine.



FIRST TIMER? If you're a first timer to SYTA, we offer pre-conference webinars in advance as well as the opportunity to connect with a mentor on-site.

“ We’ve been able to **CONNECT WITH EVERY MAJOR TOUR OPERATOR THROUGHOUT NORTH AMERICA** through our association and it’s driven our business forward significantly in three years.”

SCOTT TANNER, *Cedar Fair Entertainment*

“ SYTA helps facilitate partnerships that eventually turn into friendships with tour operators and with **KEY PARTNERS THAT REALLY WANT TO MAKE A DIFFERENCE.**”

JEAN-YVES GHAZI, *Empire State Building*

conference pricing

REGISTER BY **MARCH 22, 2019** & SAVE!

syta.org/conference2019

TOUR OPERATOR / BUYER

	Early Bird	Regular
Tour Operator Member Taking Appointments*	\$325	\$425
Tour Operator Member NOT Taking Appointments	\$555	\$555
NEW Tour Operator Member Taking Appointments + Membership	\$1,015	\$1,015
First-Time Tour Operator Taking Appointments*	\$325	\$325
Tour Operator Non-Member Taking Appointments	\$615	\$715
Tour Operator Non-Member NOT Taking Appointments	\$610	\$710
Executive One-Day Pass	\$300	\$300

***To receive the discounted Tour Operator registration rate:**

- Each Tour Operator registered to take appointments receives their own book of appointments.
- You must complete the company profile in the appointment portal prior to appointment requests opening.
- You must attend all pre-scheduled appointments and be available at your booth throughout all business sessions on Saturday, Sunday and Monday.

Tour Operators not meeting these requirements will be invoiced an additional \$375 USD.

SUPPLIER

	Early Bird	Regular
Supplier Member Taking Appointments*	\$1,025	\$1,175
Supplier Member NOT Taking Appointments	\$1,020	\$1,170
NEW Supplier Member Taking Appointments + Membership*	\$1,980	\$1,980
Supplier Non-Member Taking Appointments*	\$2,400	\$2,500
Executive One-Day Pass	\$350	\$350

***Suppliers taking appointments will be scheduled over three of the six Business Appointment sessions.**

GUEST RATE

	Early Bird	Regular
Non-Industry Conference Social Guest	\$295	\$295

SPECIAL OFFER!

For every two appointment-taking tour operators, your company receives two tour operator registrations for free.



INCREASE VISIBILITY AND BRAND AWARENESS in the student travel industry with a SYTA Annual Conference Sponsorship.

Available at price points and objectives to suit your budget and goals—an event sponsorship will get your brand in front of a captive audience of student travel planners!

FOR MORE INFORMATION, contact Becky Armely, SYTA Senior Operations Manager at 703-610-9028 or barmely@syta.org.



2019 schedule

conference housing

OPENS OCTOBER 1, 2018

The 2019 SYTA Annual Conference will be held at the Birmingham-Jefferson Convention Complex (BJCC). All host hotels are within walking distance.

Birmingham-Jefferson Convention Complex (BJCC)

2100 Richard Arrington Jr Blvd N
Birmingham, AL 35203

MAKE YOUR RESERVATION

at syta.org/conference2019

Reservation Cut-Off Date:

Friday, July 6, 2019

Sheraton Birmingham Hotel

2101 Richard Arrington Jr Blvd N
Birmingham, AL 35203

RATE: \$155.00 per night single/double occupancy *(exclusive of taxes)*

The Westin Birmingham

2221 Richard Arrington Jr Blvd N
Birmingham, AL 35203

RATE: \$180.00 per night single/double occupancy *(exclusive of taxes)*

SYTA is only able to offer special hotel rates and reduced registration fees when we meet our hotel room night goals. Conference attendees who stay outside the block will be charged an additional \$150 after the conference.

**Subject to change.*

THURSDAY, AUGUST 8, 2019

7:00am-6:00pm	Registration
1:00pm-6:00pm	Showcase Set Up for Exhibitors
SYTA Youth Foundation (SYF) 20th Anniversary Blastoff – For registration and complete schedule, visit syta.org/SYFblastoff	

FRIDAY, AUGUST 9, 2019

7:00am-7:30pm	Registration
7:00am-12:00pm	Showcase Set Up for Exhibitors
8:30am-12:30pm	Birmingham Sightseeing Tours
1:00pm-4:00pm	Birmingham Sightseeing Tours
4:30pm-6:30pm	Showcase Floor Opens & Reception
7:00pm-10:00pm	Opening Night Celebration <i>A Taste of Birmingham – Alys Stephens Performing Arts Center Sponsored by Greater Birmingham Convention & Visitors Bureau</i>

SATURDAY, AUGUST 10, 2019

7:00am-6:00pm	Registration, SYTA Central & SYF Silent Auction
7:00am-6:00pm	Student & Youth Travel Showcase
7:45am-8:45am	Morning Joe
9:00am-12:00pm	Business Appointment Session I
9:30am-5:30pm	Education Sessions
12:30pm-2:30pm	President's Welcome & Opening Luncheon
3:00pm-5:30pm	Business Appointment Session II
7:00pm	Dine Around Birmingham

SUNDAY, AUGUST 11, 2019

6:00am-7:30am	SYTA Youth Foundation Fun Run/Walk/Slumber
7:00am-6:00pm	Registration, SYTA Central & SYF Silent Auction
7:00am-6:00pm	Student & Youth Travel Showcase
7:45am-8:45am	Morning Joe
9:00am-12:00pm	Business Appointment Session III
9:30am-5:30pm	Education Sessions
12:30pm-2:30pm	SYTA Youth Foundation Luncheon
3:00pm-5:30pm	Business Appointment Session IV
7:00pm-10:00pm	Special Event <i>Barber Vintage Motorsports Museum Sponsored by Alabama Tourism Department</i>

MONDAY, AUGUST 12, 2019

7:00am-6:00pm	Registration, SYTA Central & SYF Silent Auction
7:00am-6:00pm	Student & Youth Travel Showcase
7:45am-8:45am	Morning Joe
9:00am-12:00pm	Business Appointment Session V
9:30am-5:30pm	Education Sessions
12:30pm-2:45pm	Presidential Speeches & Best of Broadway Luncheon
3:15pm-5:45pm	Business Appointment Session VI
7:30pm-9:00pm	Closing Night Event <i>Sponsored By: Tourism Winnipeg</i>
9:30pm-12:00am	SYTA Youth Foundation Benefit Concert <i>Dance Your Meal Off (DYMO) featuring the SYTA All Star Band</i>

TUESDAY, AUGUST 13, 2019

On Sacred Ground FAM Tour (Tour Operators Only) <i>Hosted by Alabama State Tourism Department</i>	
North Alabama Dash of the Unexpected FAM Tour (Tour Operators Only) <i>Hosted by Alabama Mountain Lakes Tourist Association</i>	



SYTA SUMMIT 2019

February 7-10, 2019 / Colorado Springs, Colorado

**SYTA YOUTH FOUNDATION
20TH ANNIVERSARY BLASTOFF**

August 7-9, 2019 / Huntsville, Alabama

2019 SYTA ANNUAL CONFERENCE

August 9-13, 2019 / Birmingham, Alabama

SYTA SUMMIT 2020

Date & Location TBD

2020 SYTA ANNUAL CONFERENCE

August 14-18, 2020 / Winnipeg, MB, Canada

2021 SYTA ANNUAL CONFERENCE

August 13-17, 2021 / New York, New York



We are a member of SYTA because **WE SEE THE VALUE IN THE ASSOCIATION AND THE OPPORTUNITIES** it provides. We especially find value in the relationships we've built with our other tour operator friends, destinations, hotels, and attractions. If your niche is student travel, SYTA is the premier travel trade association that you and your company need to be a part of."

BRYAN COLE, Super Holiday Tours

Stay up-to-date and get more information at syta.org/events



strategic partners

