



STUDENT & YOUTH TRAVEL ASSOCIATION

SPONSORSHIP OPPORTUNITIES



ANNUAL CONFERENCE SPONSORSHIP

- 4 Price Sheet
- 6 Impact Sponsorships
- 8 Momentum Sponsorships
- 10 Builder Sponsorships
- 12 Founder Sponsorships
- 14 Annual Conference Sponsorship Benefits

SYTA IS THE PREMIER PROFESSIONAL TRADE ASSOCIATION THAT PROMOTES STUDENT AND YOUTH TRAVEL WORLDWIDE.

Our Core Belief: Travel is essential to a complete education.

What We Do: We instill confidence in our travelers by establishing quality and safety standards for travel providers, and we empower our members through advocacy, education, training, and networking opportunities.

Why We Do It: Our members are dedicated to providing life-enhancing travel experiences to students and young people

Learn more at [syta.org](https://www.syta.org)



SYTA ANNUAL CONFERENCE PRICE SHEET

SOLD

PENDING



SPONSORSHIP OPPORTUNITY

PRICE

PLUS COSTS

QTY

IMPACT SPONSORSHIPS

	Welcome Luncheon & Keynote	<i>Pending</i>	<i>A/V</i>	1
	Sunday All-Attendee Luncheon	\$60,000	<i>A/V</i>	1
	Monday All-Attendee Luncheon	SOLD	<i>A/V</i>	0
	Sunday Evening Afterglow	SOLD		0
	Monday Evening Afterglow	<i>Pending</i>		1
	Sizzler Reel Sponsorship *NEW	\$20,000		1
	#BuyingPower - Appointment Table Electricity	\$20,000		1
	Appointment Booth Signage	\$20,000		1
	Wellness Area	<i>Pending</i>		1
	Power Lounge - Charging Station	SOLD		0
	The Ice Cream Booth	SOLD	<i>Space Only</i>	0
	The Coffee Station	SOLD	<i>Space Only</i>	0

MOMENTUM SPONSORSHIPS

	Headshot Lounge	\$17,000		1
	Hotel Key Card & Packet	SOLD		0
	General Session (<i>Available Saturday, Sunday & Monday</i>)	\$15,000	<i>Speaker</i>	2
	Neck Wallets	SOLD		0
	Jersey Exchange *NEW	\$15,000		1
	Tour Operator Lounge	SOLD	<i>F&B, A/V, Furniture</i>	0
	Puppy Park	SOLD		0
	Feed Takeover (<i>Available Friday, Saturday, Sunday & Monday</i>) *NEW	\$12,000	<i>Video Production</i>	4
	Business Appointment Floor Decals	\$12,000		1
	"The Password" – Wi-Fi Branding	\$12,000		1
	Daily Conference E-Blast Sponsor *NEW	\$12,000		
	Branded Summer Survival Kit	\$10,000	<i>Branded Items</i>	1
	Run, Walk, Slumber	<i>Pending</i>	<i>Branded Items</i>	1

PRICE SHEET

SPONSORSHIP OPPORTUNITY

PRICE

PLUS COSTS

QTY

BUILDER SPONSORSHIPS

	Tour Operator Reception	\$8,500	<i>Reception</i>	1
	SYF Patron Reception	\$8,500	<i>Reception</i>	1
	Online Attendee Hub/ Appointment Portal Branding	\$8,500		1
	SYTA Central Branding	\$8,500		1
	SYTA Youth Foundation Auction Branding	\$8,500		1
	First Timers Orientation & Reception	\$7,000	<i>Reception</i>	1
	Volunteer Orientation & Reception	\$7,000	<i>Reception</i>	1
	Destination Travel Talks (DMO's Only)	SOLD		0
	App Sponsored Video Card *NEW	\$7,000		
	Thought Leader Sessions (<i>Education Session</i>)	\$6,500		20
	Water Cooler Stations Branding	\$6,500		1
	Appointment Floor Chairback Covers	SOLD	<i>Chair Covers</i>	0
	Operator Shipping Boxes	\$6,500		1
	CSTO/CSTP Reception	\$5,000	<i>Reception</i>	1
	International Reception	\$5,000	<i>Reception</i>	1
	Closing Reception	\$5,000	<i>Reception</i>	1
	Registration Portal Website Branding	\$5,000		1
	App Splash Page Branding	\$5,000		1
	Connection Corner Branding	\$5,000		1

FOUNDER SPONSORSHIPS

	Appointment Clock Logo	\$4,500		10
	Mobile App Logo Placement	\$4,500		10
	Branded Registration Tote Bags	SOLD		
	Appointment Table Operator Gift (<i>Available Saturday, Sunday & Monday</i>)	\$4,000	<i>Items</i>	3
	Operator Binders & Dividers	\$4,000		
	Bathroom Branding	\$4,000	<i>Items</i>	
	CSTO/CSTP Certifications	\$3,000	<i>Plaques</i>	
	Recovery and Travel Station	\$3,000	<i>Items</i>	





SYTA ANNUAL CONFERENCE

IMPACT SPONSORSHIPS

Above \$20,000

Deliver a deep, resounding impact at the 2026 Annual Conference by securing an Impact Sponsorship. This category houses our most visible and innovative activations, designed for organizations looking to lead the conversation and drive the conference experience. Act quickly to secure these premium options before they are gone.



ATTENDEE ENGAGEMENT (LIVE & DIGITAL)

WELCOME LUNCHEON & KEYNOTE SPONSORSHIP | Pending 🕒

Set the tone for the week at the conference's high-energy opening luncheon. This premier sponsorship provides exclusive stage time to address all participants, the honor of introducing the keynote speaker, and a featured slot for your student-focused video. *Additional Costs: Audio Visual*

SUNDAY ALL-ATTENDEE LUNCHEON SPONSORSHIP | \$60,000

Command the main stage during one of the week's most attended functions. Host the membership with dedicated speaking time and a custom video presentation. This high-impact platform is designed for partners looking to deliver a powerful message to every conference participant. *Additional Costs: Audio Visual*

MONDAY ALL-ATTENDEE LUNCHEON SPONSORSHIP | SOLD ✔️

A premier entertainment showcase designed to dazzle the membership. This sponsorship features a high-impact live performance on the main stage, pairing your brand with world-class talent to create the most memorable atmosphere of the week. *Additional Costs: Audio Visual*

SUNDAY EVENING AFTERGLOW SPONSORSHIP | SOLD ✔️

Own the night as the exclusive host of the Sunday late-night event. Following the dine-arounds, your brand becomes the premier destination for hospitality and networking. **Note: Event must be open to all conference participants for an additional fee.**

MONDAY EVENING AFTERGLOW SPONSORSHIP | Pending 🕒

Reclaim a fan-favorite tradition by sponsoring the high-energy party featuring the SYTA Band. Includes brand integration across all touchpoints and programmatic attendance-building emails. This is an all-inclusive branding fee for a seamless, turnkey execution.

SIZZLER REEL SPONSORSHIP | \$20,000 | *NEW

Align your brand with the conference's most viral content through this first-of-its-kind digital activation. By sponsoring custom "sizzler reels" for attendees, your logo will be featured in 60+ professional social media videos shared across diverse industry networks. This is a high-impact opportunity for an innovative partner to provide a memorable service while gaining massive organic reach far beyond the conference floor.

HIGH VISIBILITY BRANDING & SIGNAGE

APPOINTMENT TABLE NUMBER SIGNAGE | Pending 🕒

Put your brand on every desk in the room. As the exclusive sponsor of booth numbering, your logo will be featured on the signage of every buyer station. This placement ensures high-frequency visibility as every attendee references these signs to navigate the marketplace and locate their next appointment.

#BUYINGPOWER – APPOINTMENT TABLE ELECTRICITY | \$20,000

Elevate the marketplace experience by providing a service that has never been offered before: dedicated electricity at every buyer table. By sponsoring this essential infrastructure, you ensure that every buyer can remain charged and comfortable at their station throughout the day. Your branding will be featured at every single table, earning you "fan-favorite" status as the partner who stepped up to power the core of the business sessions.



HIGH IMPACT ACTIVATIONS

THE WELLNESS AREA | Pending 🕒

Own the most popular retreat at the conference. As the exclusive Wellness Lounge sponsor, your brand provides attendees with a high-value escape featuring professional chair massages, sound meditation, and branded spa kits to take home. This partnership associates your business with peak hospitality and self-care, offering a memorable, high-sentiment touchpoint that stands out from the busy conference flow.

THE POWER LOUNGE – RECHARGING STATION | SOLD ✔️

Provide a much-needed retreat on the marketplace floor for attendees to recharge between sessions. This activation features comfortable lounge seating and dedicated power outlets, offering a quiet space to catch up on work without leaving the floor. By sponsoring this hub, your brand becomes the primary destination for productivity and comfort throughout the conference.

ICE CREAM SOCIAL | SOLD ✔️

Maximize your presence with one of the most popular destinations on the floor. This high-engagement sponsorship grants you a premium, four-day footprint to host a custom ice cream activation. With the flexibility to design your own booth concept and invite partners to join, you create a dedicated social hub that guarantees consistent foot traffic and face-to-face interaction with every attendee throughout the conference.

THE COFFEE EXPERIENCE | SOLD ✔️

If there is one thing we know about conferences, it's that there can never be too much coffee. This sponsorship provides an elevated coffee experience directly on the marketplace floor for tour operators needing a pick-me-up. Expect long lines and high-frequency engagement at this high-touch activation. This crowd favorite is an effective way to leave a lasting impression by providing the most popular service at the event.

TOUR OPERATOR LOUNGE | SOLD ✔️

Exclusivity is key. This operator-only space provides a VIP retreat where buyers can grab a snack and relax away from the pressures of the conference floor. Tucked away from the high-energy appointment sessions, this highly desirable activation associates your brand with premium hospitality and provides a private environment for the attendees that drive bookings.



SYTA ANNUAL CONFERENCE

MOMENTUM SPONSORSHIPS \$10,000 – \$19,999

Accelerate your reach and build significant brand recognition. The Momentum tier is designed for partners who want to bridge high-frequency visibility with meaningful attendee interaction. These opportunities focus on the essential touchpoints and creative activations that keep your organization at the center of the conference conversation. By securing a Momentum-level partnership, you ensure your brand maintains a consistent, high-energy presence throughout the event.

ATTENDEE ENGAGEMENT (LIVE & DIGITAL)

MORNING GENERAL SESSIONS (BREAKFAST) | 3 AVAILABLE | \$15,000

Saturday (SOLD) ✓ / Sunday (Available) / Monday (Available)

Command the room from the moment the day begins. This sponsorship grants you a premier stage presence during the morning breakfast sessions (8:00 AM – 9:00 AM), including 5–10 minutes of dedicated stage time (depending on the program) and the opportunity to feature a student-focused video. It serves as an ideal platform for major announcements, offering you full control over room branding, table settings, and digital screen content to ensure your message is the first thing attendees experience.

FEED TAKEOVER | 4 AVAILABLE | \$12,000 | *NEW

Friday (Available) / Saturday (Available) / Sunday (Available) / Monday (Available)

In modern marketing, content is king. This innovative, first of its kind digital Sponsorship allows you to work directly with SYTA to create a co-branded social media reel that meets attendees exactly where they are: on their smartphones. We will collaborate with your video production team to develop a punchy, thirty-second vertical video featuring your business alongside Annual Conference branding and messaging. To maximize your impact, half of your Sponsorship investment is dedicated to geo-targeted native Meta ads, ensuring your scroll-stopping content is served directly to attendees on Facebook and Instagram.

HIGH VISIBILITY BRANDING & SIGNAGE

HOTEL KEY CARD & PACKET | SOLD ✓

Make a powerful first impression by placing your branding on hotel key cards across all three host hotels. This high-frequency sponsorship ensures your brand is carried by every attendee and seen multiple times a day. It is a consistent way to remain present throughout the conference, from check-in to check-out.

NECK WALLETS | SOLD ✓

Gain high visibility by placing your logo on the neck wallets worn by every participant. This sponsorship ensures your branding hangs directly below every attendee's name badge, providing a constant visual presence throughout the entire event. It is a simple, effective way to maintain brand awareness from the moment attendees register until the conference concludes.

BUSINESS APPOINTMENT FLOOR DECALS | \$12,000

Walk this way! Position your brand directly in the path of every attendee with high-traffic decals placed in every row of the appointment floor. This visual sponsorship ensures constant exposure as participants navigate their daily schedules.

"THE PASSWORD" – WI-FI BRANDING | \$12,000

This underrated sponsorship ensures your brand is mentioned consistently throughout the week. As the Wi-Fi provider, your chosen password will be listed prominently on the app home page, featured in the "Know Before You Go" email, and entered by every attendee to access the internet. This opportunity positions your organization directly between participants and the web.

SUMMER SURVIVAL KIT | \$10,000

Inspired at last year's Annual Conference by the Savannah heat, this new sponsorship is quickly becoming a crowd favorite. Position your organization as the official provider of branded fans, sunscreen, and bug spray to make the outdoor August events comfortable.

RUN, WALK, SLUMBER | Pending 🔄

Align with the SYTA Youth Foundation through this popular wellness fundraiser. This sponsorship includes your branding on official event t-shirts and buttons, signage along the 6:00 AM route, and a dedicated photo op. Attendees can participate in the morning run/walk or pay for the "slumber" option to sleep in—either way, they receive your branded swag.

HIGH IMPACT ACTIVATIONS

HEADSHOT LOUNGE | \$17,000

Position your organization as a partner in professional growth by sponsoring the Headshot Lounge, a premier career resource for attendees. This Sponsorship includes a dedicated booth space, offering an excellent opportunity for one-on-one engagement while participants prepare for their session. The service you provide will generate genuine appreciation, creating a positive connection with your brand that extends well beyond the conference floor.

JERSEY EXCHANGE | \$15,000 | *NEW

Launching one month after the 2026 FIFA World Cup, this turnkey activation pays tribute to the tournament and the host cities that made it special. Set in the premier sports city of Pittsburgh, this exhibit features screens highlighting legendary World Cup moments and a dedicated space for attendees to exchange jerseys. This high-energy sponsorship also includes a signed World Cup jersey auction, making it a standout destination for sports fans across the membership.

PUPPY PARK | SOLD ✓

Puppies—need we say more? Okay, we'll say a little more. This high-traffic, feel-good destination on the marketplace floor offers attendees a vital mental break to decompress and engage with adoptable dogs from local rescue organizations. This exclusive activation pairs your brand with a memorable, "must-visit" experience that drives consistent foot traffic and generates significant social media buzz while supporting a meaningful community cause.





SYTA ANNUAL CONFERENCE

BUILDER SPONSORSHIPS

\$5,000 – \$9,999

Establish your foundation. The **Builder** tier is designed for organizations looking to increase their market influence through targeted, high-frequency visibility. These sponsorships focus on the essential pillars of the conference—education, networking, and digital navigation—allowing you to build lasting connections with a focused audience of student travel decision-makers.

ATTENDEE ENGAGEMENT & RECEPTIONS

Receptions present a unique opportunity to honor and engage with the specialized committees and influential groups that drive SYTA forward. These one-hour sessions allow you to step into the spotlight as a host, offering a dedicated window to speak and integrate your brand into the social fabric of the event.

- » **TOUR OPERATOR RECEPTION | \$8,500**
- » **SYF PATRON RECEPTION | \$8,500**
- » **NEW MEMBER ORIENTATION & RECEPTION | \$7,000**
- » **VOLUNTEER ORIENTATION & RECEPTION | \$7,000**
- » **CSTO/CSTP RECEPTION | \$5,000**
- » **INTERNATIONAL RECEPTION | \$5,000**
- » **CLOSING RECEPTION | \$5,000**

Note: Receptions are scheduled by SYTA as the program solidifies. Investment includes sponsorship rights; Food & Beverage costs are additional.

DESTINATION TRAVEL TALKS | SOLD ✓

This exclusive DMO opportunity features an intimate, deep-dive presentation for a targeted group of tour operators. The experience includes a hosted breakfast, a live auction for the SYF, and a 30-minute private session for 40–50 invited operators.

THOUGHT LEADER SESSIONS | 20 AVAILABLE | \$6,500

Position your organization alongside the industry’s top experts. With 20 slots available, you can curate the specific session you wish to support. As the session patron, you will introduce the speaker and have the opportunity to distribute branded collateral or swag to a captive audience of engaged learners.

HIGH VISIBILITY BRANDING & SIGNAGE

ONLINE APPOINTMENT PORTAL | \$8,500

Own the digital real estate where every attendee logs on to select and manage their essential business appointments.

SYTA CENTRAL BRANDING | \$8,500

Be the face of the conference’s main information hub. This high-traffic physical location ensures constant exposure as the “heart” of the event.

SYF AUCTION BRANDING | \$8,500

Align with philanthropy across all digital and in-person auction touchpoints, from the bidding platform to on-site displays.

APP SPONSORED VIDEO CARD | \$7,000 | ***NEW**

Deliver a dynamic, custom video message directly to the main feed of the official conference mobile app.

WATER COOLER STATIONS | \$6,500

Host the most frequent stops on the floor. Your branding will be placed at every hydration station throughout the marketplace.

OPERATOR SHIPPING BOXES | \$6,500

Help buyers get their materials home. Your branding appears on the official shipping boxes used by operators at the conclusion of the event.

APPOINTMENT FLOOR CHAIRBACK COVERS | SOLD ✓

Command attention in every row. Your logo will be featured on chairbacks across the entire marketplace floor.

REGISTRATION PORTAL | \$5,000

Secure the very first digital touchpoint as attendees log in to confirm their participation.

APP SPLASH PAGE | \$5,000

Gain immediate “screen-share” with a logo that dominates the screen every time the app is opened.



HIGH IMPACT ACTIVATIONS

CONNECTION CORNER | \$5,000

Provide the ultimate “unofficial” home base on the marketplace floor. The Connection Corner is a comfortable, branded lounge where suppliers and buyers can duck out of the aisle to review their schedules, take a quick meeting, or recharge between appointments. This sponsorship associates your brand with hospitality and convenience in the busiest zone of the conference.



SYTA ANNUAL CONFERENCE

FOUNDER SPONSORSHIPS

\$2,500 – \$4,999

Support the community. The Founder tier offers an accessible entry point for consistent brand recognition. These sponsorships are ideal for partners looking to support the annual conference while ensuring their name stays top-of-mind. It is the perfect way to get your foot in the door and build your brand presence within the SYTA membership.

ATTENDEE ENGAGEMENT

BRANDED REGISTRATION TOTE BAGS | SOLD

Make an immediate impression as the official provider of the conference welcome bags. Your branding will be the first thing every attendee carries as they navigate the event.

APPOINTMENT TABLE OPERATOR GIFTS | 3 AVAILABLE | \$3,500

Saturday (Available) / Sunday (Available) / Monday (Available)

Show your appreciation for the buyers. This sponsorship allows you to place a branded gift or "survival item" at every operator's appointment table to start their business day.

CSTO/CSTP CERTIFICATIONS | \$3,000

Support professional excellence. Your brand will be associated with the prestigious CSTO/CSTP certification plaques awarded to industry leaders. *Additional Costs: Plaques*

VOLUNTEER OF THE DAY AWARD | 3 AVAILABLE | \$2,500 (per day)

Saturday (Available) / Sunday (Available) / Monday (Available)

Align your brand with leadership and service. Sponsor the daily recognition of our hardworking volunteers, including on-stage mention and branding during the award presentation.



HIGH VISIBILITY BRANDING

BATHROOM BRANDING | \$4,500

Capture a captive audience with creative "mirror cling" or digital signage branding in high-traffic restrooms throughout the convention center.

APPOINTMENT CLOCK LOGO PLACEMENT | \$4,500

Own the most-watched screen in the room. Your logo will be featured on the official digital countdown clock used to manage every business appointment session.

MOBILE APP LOGO PLACEMENT | \$4,000

Secure premier placement on the official conference app. Your logo will be featured prominently on the home screen, ensuring high-frequency digital impressions.

OPERATOR BINDERS & DIVIDERS | \$4,000

Gain long-term visibility by sponsoring the essential organizational tools used by tour operators to manage their appointment schedules and notes.

HIGH IMPACT ACTIVATIONS

RECOVERY AND TRAVEL STATION | \$3,000

Be the hero of the morning after. Host a station filled with travel essentials, hydration, and "recovery" snacks to help attendees stay energized throughout the week.



[View Sponsorship Benefits on page 14.](#)



SYTA ANNUAL CONFERENCE

SPONSORSHIP BENEFITS

	IMPACT	MOMENTUM	BUILDER	FOUNDER
PRE-CONFERENCE	\$20,000+	\$10,000+	\$5,000+	\$2,500+
Access to one-time use of pre or post-conference mailing list	X			
Company sponsorship pre-conference email blast	X			
Company sponsored content in eSYTA News	X	X		
Company sponsored social post	X	X		
Company sponsors logo recognition on conference website sponsorship page	X	X	X	X
15% off rate card pricing for one ad in Teach & Travel Magazine	X	X	X	X
Company description/photo/logo in conference schedule on conference website	Event Partner			
ONSITE	\$20,000+	\$10,000+	\$5,000+	\$2,500+
Company Speaking Opportunity (depending on sponsorship)	X	X		
Invitation to Leadership Reception (when held)	X	X		
Company logo recognition in digital signage	X	X	X	X
Company description/photo/logo in conference schedule on conference website	X	X	X	X
Company sponsorship logo recognition on conference signage	X	X	X	X
Scrolling company logo recognition in General Session, SYTA Central and Registration Slides	X	X	X	X
Sponsorship ribbon for all attendees	X	X	X	X
POST-CONFERENCE	\$20,000+	\$10,000+	\$5,000+	\$2,500+
Access to one-time use of pre or post-conference mailing list	X			
Company sponsorship post-conference social post	X	X		
Company logo as sponsorship thank you in 2026 Educators Buyer Guide (print & digital)	X	X	X	X
Company logo as sponsorship thank you in Teach & Travel (print & digital)	X	X	X	X
First-right-of-refusal on 2027 Annual Conference sponsorship. Rights expire January 31st, 2027 (unless discontinued by SYTA)	X	X	X	X
BOOTH SPACE	\$20,000+	\$10,000+	\$5,000+	\$2,500+
Choice of discounted premium booth space selection on showcase floor (limited number available) *Placement based on contract receipt date.	X			

INTERESTED? Contact Reed Warner at rwarner@syta.org

All marketing benefits operate on a first come first serve basis. Two weeks notice is needed to take to be included in communications and posts.

MARKETPLACE BOOTH OPPORTUNITIES

SYTA offers a professional, turnkey booth experience designed to maximize your brand's impact while simplifying your conference logistics. To ensure a high-quality and uniform appearance across the Marketplace floor, these booths are constructed in-house by our official decorator, CSI Worldwide.

For the majority of our exhibitors, we handle the construction and assembly of the space for you. You simply provide high-resolution graphics through the CSI Exhibitor Storefront, and our team manages the production and installation. This streamlined process allows you to focus entirely on your appointments and networking the moment you arrive.

REGULAR BOOTH

\$4,700



A standard turnkey exhibit space constructed with full-color custom graphics.

PREMIUM BOOTH

\$6,700



An enhanced exhibit space featuring a larger footprint or upgraded positioning on the floor.

STRATEGIC PARTNER DISCOUNT: Strategic partners receive a **\$700 discount** on both booth styles.

Upgrade Options Available: Through the Exhibitor Storefront you can add on components to enhance your booth. The main enhancement is the addition of a built-in display screen. You can add other accessories like a collateral rack.

AVAILABILITY & PRIORITY PLACEMENT | The SYTA Marketplace is designed to maintain a streamlined, professional, and vibrant atmosphere for all participants. To ensure the best possible experience for our members, booth assignments and sales are managed at the sole discretion of SYTA, and we reserve the right to manage booth quantities and placement accordingly. Priority access is given to our conference sponsors, ensuring their organizations are positioned at the heart of the Marketplace. For all other requests, space is allocated based on remaining availability, with a waitlist established once the floor reaches capacity. We appreciate your partnership in helping us curate a high-quality environment for the student travel community.

READY TO SECURE YOUR BOOTH? | To discuss booth availability and lock in your floor presence, please contact Reed Warner, Director of Business Development, at rwarner@syta.org.

For full details, you can access the CSI Exhibitor Storefront by clicking [here](#) starting May 1, 2026. The storefront serves as your primary resource for all technical details, including graphic spec sheet, deadline schedules, and electricity ordering, and much more ensuring you have everything needed for a successful event.

INTERESTED IN A SPONSORSHIP OPPORTUNITY?

Reed Warner | rwarner@syta.org

