



## 2017 Travel South International Showcase Sponsorship Program

*Updated: Thursday, May 4, 2017*

If you are interested in making sure your organization is highly visible at International Showcase, Sponsorships and Advertising are available with terrific benefits, consider an International Showcase Sponsorship or Advertising Opportunity. For more information or to create your own custom sponsorship, contact David Kemp, Angelica De Stefano or Judy Renfroe at 404-231-1790.

***Hurry, good opportunities are the first to go!***

- **Silver Sponsorships (Beginning at \$500)**
- **Gold Sponsorships (Beginning at \$5,000)**
- **Platinum Sponsorships (Beginning at \$10,000)**

### **Platinum Level Sponsorships (Beginning at \$10,000)**

- **Opening Breakfast - Tuesday Morning – SOLD**
- **Networking Breakfast - Wednesday Morning**
- **Opening Night Celebration – SCPRT, and Charleston Area CVB – SOLD**
- **Tuesday Luncheon – Rhythms of the South – Atlanta, Nashville, and New Orleans – SOLD**
- **Wednesday Luncheon – Missouri Tourism – SOLD**
- **Annual Black and White “Y’ALL BALL” – Tennessee Department of Tourism and Nashville CVC - SOLD**
- **Airline Partner Sponsorships**
- **Industry Partner Sponsorship – Brand USA, Miles Media – Open to others**

### ***Platinum Sponsorships Benefits:***

- Platinum Industry Partners Sponsorships are custom made by sponsor and include all the benefits of Gold
- Promotion in daily event schedule sent via International Showcase App
- Sponsor signage during the sponsored event
- Sponsorship recognition from the stage
- One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates\*
- One Logo listing on the International Showcase Website\*
- One Logo listing and 4 color ad on tab in the Official Program & Appointment Book and onsite sponsorship recognition signage \*
- Electronic list of delegate mailing addresses

*Platinum Sponsorships are custom-made by sponsor and include all the Gold Sponsorship benefits. Please contact Travel South USA directly to customize your benefit package. You may email David Kemp at [david@travelsouthusa.com](mailto:david@travelsouthusa.com) or call us at 404-231-1790.*

*\* Sponsor must provide all collateral and final artwork*

### **Gold Level Sponsorships (Beginning at \$5,000)**

- **Delegate Registration Bags - SOLD**
- **Delegate Name Badges (\$5,000)**
- **Branded Coffee and Team Station (\$5,000 Gold Sponsorship – 2 days. \$2,500 Silver Sponsorship for 1 day)**



## 2017 International Showcase Sponsorship and Advertising Opportunities

### Gold Level Sponsorships Benefits:

- Sponsor signage during the sponsored event
- One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates\*
- One Logo listing on the Showcase Website\*
- One Logo listing in the Official Program & Appointment Book and onsite sponsorship recognition signage \*
- Electronic list of delegate mailing addresses
- Electronic message sent to all registered Buyer delegates via email during the critical appointment request season
- promoting the sponsor organization of alliance\*

### Silver Level Sponsorships (Beginning at \$500)

- **“Really Cool” Branded Morning and Afternoon Breaks (\$3,000)**

Choose one – Destinations showcased with local branded foods, drinks, signage, napkins, hosted staff wearing your logoed apparel (hats, shirts, aprons, etc.) and social media wall for capturing pictures of you and your clients to share back home

- Wednesday Morning Breaks
  - Healthy Granola Bars, Fruit & Yogurt
  - Cereal Bar Break
  - Bloody Mary and/or Mimosa Bar
- Tuesday or Wednesday Afternoon Breaks
  - Ice Cream and King of Pops
  - Sweet and Salty Snacks
  - Power Break – Red Bull, Juice Bar & 5 Hour Energy
  - Bicycle and Beer

- **Program and International Showcase App (\$2,500)**

- Includes;
- Social Media Sponsorship (\$500)
- Post your International Showcase message and photo/video on Travel South USA Facebook, Twitter, YouTube and Instagram sites
- All pre-showcase promotions
- Daily update briefings

- **Branded Fruited Water Station (\$2,000)**

- **At-a-Glance Schedule (\$1,500)**

- **Appointment Clock Sponsor (\$1,000)**

- **Registration Bag Brochure Insert (\$500)**

- **International Buyer In-Room Gift - Tuesday and Wednesday (\$500 plus cost of gift and delivery)**

### Official Program & Appointment Book Advertising (Silver Sponsorship)

- **Back Cover\* (\$2,000) - SOLD**
- **Inside Front Cover AD\* (\$1,500) - SOLD**
- **Inside Back Cover AD\* (\$1,500)**
- **Inside Color Tab AD\* (\$1,500)**
- **Inside B&W AD\* (\$500)**

### Silver Level Sponsorships Benefits:

- One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates\*
- One Logo listing on the Showcase Website\*
- One Logo listing in the Official Program & Appointment Book and onsite sponsorship recognition signage\*
- Electronic list of delegate mailing addresses

*\*Sponsor is responsible for cost of materials*

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