

Travel South USA

Domestic & International Showcase

Sponsorships

Sponsorship Levels and Benefits	
Silver Level Sponsorships include.....	2
Gold Level Sponsorships include.....	2
Platinum Level Sponsorships include.....	2
Marketing Opportunities	
Electronic Delegate List.....	2
Registration Bag Flyer.....	2
Official Showcase program Book Ad (B&W).....	2
Silver Sponsorships	
At-a-glance Schedule.....	3
Marketplace Supplies.....	3
In-room Gifts.....	3
Appointment Clock logo.....	3
Official Program Book Ad (Color).....	3
Showcase App Banner Ad.....	3
Marketplace Gold Beverage Sponsorships.....	4
Customized Silver Sponsorships.....	4
Gold Sponsorships	
Delegate Name Badges.....	5
Optional After-Hours Function.....	5
Marketplace Break Sponsorships.....	5
Marketplace Exclusive Beverage Sponsorships.....	6
Domestic Buyer/Journalist Binders.....	6
Delegate Registration Bags.....	7
Exhibit Hall Wi-Fi.....	7
Domestic Operator Shipping Station.....	7
Activation Station.....	7
Customized Gold Sponsorships.....	7
Platinum Sponsorships	
Exclusive Meal Function Package.....	8

SPONSORSHIP LEVELS

- Silver (\$1,000-\$4,999)
- Gold (\$5,000-\$9,999)
- Platinum (\$10,000 and over)

SPONSORSHIP BENEFITS

- **Silver Level Sponsorships include:**
One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates*
One Logo listing in the official Program & Appointment Book
One Logo listing on the Showcase Website
One Electronic list of delegate mailing addresses delivered post-event
- **Gold Level Sponsorships include:**
All Silver Level benefits
Full page Color Ad in the official Program & Appointment Book *
Additional benefits exclusive to individual sponsorship package
- **Platinum Level Sponsorships include:**
All Gold Level benefits
Additional benefits exclusive to individual sponsorship package

** Sponsor must provide all collateral and final artwork*

MARKETING OPPORTUNITIES

- **Electronic Delegate List (\$200)**
Excel spreadsheet of delegate contact info delivered after Showcase.
- **Registration Bag Flyer (\$500)**
One-sheet (8.5" x 5.5") collateral material, brochure or flyer distributed in registration packets for all delegates*
- **Official Showcase Program Book Ad - (\$500)**
Black and white interior full-page (8.5" x 5.5") ad in the Showcase program book*

** Sponsor must provide all collateral and final artwork*

SILVER SPONSORSHIPS

Silver Level Sponsorships include:

- One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates*
- One Logo listing in the official Program & Appointment Book
- One Logo listing on the Showcase Website
- One Electronic list of delegate mailing addresses delivered post-event

**Sponsor must provide all collateral and final artwork*

Silver Sponsorship Opportunities

- **At-a-Glance Schedule (\$1,000)**
Compact folded schedule placed in each delegate badge holder.
Sponsor logo printed on the at-a-glance schedule.
Includes all other silver level benefits
- **Marketplace Supplies (\$1,000 + cost of supplies)**
Marketplace supplies placed in the delegate registration bags.
Popular items include: Staplers, Pens, Sticky Notes, Glue Sticks, Hand Sanitizer
Limited to one item per sponsorship
Customized options available.
Sponsor is responsible for the purchase and delivery of supplies to Travel South USA
Includes all other silver level benefits
- **In-Room Gifts (\$1,000 + cost of gifts/delivery)**
In-room gift delivered to guest rooms
Exclusive opportunity limited to one sponsor per evening
Sponsor is responsible for the purchase and delivery of supplies to host hotel(s)
Sponsor is responsible hotel fees associated with the in-room delivery
Includes all other silver level benefits
- **Appointment Clock Logo (\$1,000) a maximum of 5 available**
Sponsor logo placed in rotation on the appointment clock during all four Marketplace sessions*
Includes all other silver level benefits
- **Official Program and Appointment Book Ads (\$1,000-\$2,500)**
Includes one full-page (8.5" x 5.5") color ad in the Showcase program book*
Back Cover Ad (\$2,500)
Inside Cover Ad (\$2,000)
Inside Tab Ad (\$1,500)
Inside Color Ad (\$1,000)
- **Showcase App Banner Ad (\$2,500) a maximum of 4 available**
Sponsor banner ad/logo placed in rotation on the official show app*
Includes all other silver level benefits

**Sponsor must provide all collateral and final artwork*

Silver Sponsorship Opportunities

- **Silver Beverage Sponsor – Water Station (\$3,000 per day)**

Beverage station for one full day of Marketplace sessions (*first come-first serve basis*)
All Silver Level Sponsorship Benefits
A maximum of 4 non-appointment guest badges available for \$500 per person
The sponsorship includes the cost of water and supplies
The water, cups and napkins will be presented in a professional display
Travel South USA will provide sponsor signage at the event
Sponsor may provide cups, napkins and décor that is suitable to a business environment
Customized cups should not exceed 10 ounces
Beverage/Cocktail napkins should not exceed 5” in either direction
Customized signage should not exceed a maximum of 11” x 14”
Custom décor is limited to the table or bar top specific to the sponsored beverage station
No free-standing décor or pop-up displays
Customized décor is not included in the sponsorship and must be provided by the sponsor
Plans for custom decor items must be submitted to Travel South USA 30 days in advance and are subject to space availability and TSUSA approval
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor
- **Silver Beverage Sponsor – Coffee Station (\$3,000 per day)**

Beverage station for one full day of Marketplace sessions (*first come-first serve basis*)
All Silver Level Sponsorship Benefits
A maximum of 4 non-appointment guest badges available for \$500 per person
The sponsorship includes the cost of coffee and supplies
The coffee, cups, napkins and condiments will be presented in a professional display
Travel South USA will provide sponsor signage at the event
Sponsor may provide cups, napkins and décor that is suitable to a business environment
Customized cups should not exceed 10 ounces
Beverage/Cocktail napkins should not exceed 5” in either direction
Customized signage should not exceed a maximum of 11” x 14”
Custom décor is limited to the table or bar top specific to the sponsored beverage station
No free-standing décor or pop-up displays
Customized décor is not included in the sponsorship and must be provided by the sponsor
Plans for custom decor items must be submitted to Travel South USA 30 days in advance and are subject to space availability and TSUSA approval
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor
- **Customized Silver Supplier Sponsors Available**

Contact Travel South USA

GOLD SPONSORSHIPS

Gold Level Sponsorships include:

- Sponsorship recognition from the stage
- One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates*
- One Logo listing in the official Program & Appointment Book
- One Logo listing on the Showcase Website
- One Electronic list of delegate mailing addresses delivered post-event
- Full page Color Ad in the official Program & Appointment Book*
- Additional benefits exclusive to individual sponsorship package

**Sponsor must provide all collateral and final artwork*

Gold Sponsorship Opportunities

- **Delegate Name Badges (\$5,000)**
Badge Sponsorship includes both International and Domestic Showcases
Badges are included in the cost of the sponsorship
Sponsor logo is imprinted on the badge or lanyard
Includes all other gold level benefits
- **Optional After-Hours Function (\$5,000)**
Sponsorship is subject to availability based on the Showcase schedule
F&B, Décor and venue are not included in the cost of the sponsorship
Includes all other gold level benefits
- **Gold Food & Beverage Sponsor – Marketplace Break (\$5,000)**
All Gold Level Sponsorship Benefits
The sponsorship includes the cost of F&B (*excludes alcohol*) and one complimentary non-appointment guest registration. (*Up to three additional badges available at \$500 per person*)
The F&B will be selected by TSUSA and presented in a professionally catered display
Travel South USA will provide a decorative centerpiece and sponsor signage at the event
Sponsor may supplement the break with customized food, cups, napkins and décor suitable to a business environment
Customized décor/food is not included in the cost of the sponsorship and must be provided by the sponsor (*Sponsor is responsible for any drayage or additional fees associated.*)
Custom décor may include a limited number of pop-up displays or other free-standing pieces that complement the theme.
Plans for custom decor items must be submitted to Travel South USA 30 days in advance and are subject to space availability and TSUSA approval
Custom décor is limited to the designated Marketplace lounge area during the appointment session specific to the sponsored break
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor

Gold Sponsorship Opportunities

- **Gold Exclusive Beverage Sponsor – Water Station (\$5,000)**

Beverage station sponsor for all four Marketplace sessions
All Gold Level Sponsorship Benefits
A maximum of 4 non-appointment guest badges available for \$500 per person
The sponsorship includes the cost of water and supplies
The water, cups and napkins will be presented in a professionally catered display
Travel South USA will provide sponsor signage at the event
Sponsor may provide cups, napkins and décor that is suitable to a business environment
Customized cups should not exceed 10 ounces
Beverage/Cocktail napkins should not exceed 5” in either direction
Customized signage should not exceed a maximum of 11” x 14”
Custom décor is limited to the table or bar top specific to the sponsored beverage station
No free-standing décor or pop-up displays
Customized décor is not included in the sponsorship and must be provided by the sponsor
Plans for custom decor items must be submitted to Travel South USA 30 days in advance and are subject to space availability and TSUSA approval
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor
- **Gold Exclusive Beverage Sponsor – Coffee Station (\$5,000)**

Beverage station sponsor for all four Marketplace sessions
All Gold Level Sponsorship Benefits
A maximum of 4 non-appointment guest badges available for \$500 per person
The sponsorship includes the cost of coffee and supplies
The coffee, cups, napkins and condiments will be presented in a professional display
Travel South USA will provide sponsor signage at the event
Sponsor may provide cups, napkins and décor that is suitable to a business environment
Customized cups should not exceed 10 ounces
Beverage/Cocktail napkins should not exceed 5” in either direction
Customized signage should not exceed a maximum of 11” x 14”
Custom décor is limited to the table or bar top specific to the sponsored beverage station
No free-standing décor or pop-up displays
Customized décor is not included in the sponsorship and must be provided by the sponsor
Plans for custom decor items must be submitted to Travel South USA 30 days in advance and are subject to space availability and TSUSA approval
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor
- **Buyer & Journalist Marketplace Binders (\$5,000)**

Domestic Showcase Only
Marketplace Binders are included in the cost of the sponsorship
Sponsor logo and creative is featured prominently on the binder
Includes all other gold level benefits

Gold Sponsorship Opportunities

- **Delegate Registration Bags (\$5,000)**
Delegate bags are included in the cost of the sponsorship
Sponsor logo is featured prominently over the Travel South USA logo on the registration bag
Includes all other gold level benefits
- **Exhibit Hall Wi-Fi (\$5,000)**
Sponsorship provides complimentary Wi-Fi to all delegates in Marketplace
Wi-Fi Sponsor acknowledged in the official Program & Appointment Book
(In addition to program ad included with the gold level sponsorship)
Marketplace signage featuring the sponsor logo
Includes all other gold level benefits
- **Operator Shipping Station (\$5,000)**
Domestic Showcase Only
Boxes, shipping fees and packing accessories are included in the cost of the sponsorship
Includes a Marketplace Travel Service Provider booth with up to three delegates
Sponsor may provide customized stickers to be placed on all boxes prior to shipping
Includes all other gold level benefits
- **Gold Marketplace Activation Station (\$5,000)**
All Gold Level Sponsorship Benefits
Includes a Marketplace 10' x 10' booth with up to three delegates
Refreshments may be severed from the activation station
Customized décor/food is not included in the cost of the sponsorship and must be provided by the sponsor *(Sponsor is responsible for any drayage or fees associated.)*
Custom décor may include pop-up displays or free-standing pieces that complement the theme.
Custom décor is limited to the designated Marketplace 10' x 10' booth
Plans for custom decor items must be submitted to Travel South USA 30 days in advance and are subject to space availability and TSUSA approval
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor
- **Customized Gold Supplier Sponsors Available**
Contact Travel South USA

PLATINUM SPONSORSHIPS

Platinum Level Sponsorships include:

- Sponsorship recognition from the stage
- One-sheet collateral material, brochure or flyer will be distributed in registration packets to all delegates*
- One Logo listing in the official Program & Appointment Book
- One Logo listing on the Showcase Website
- One Electronic list of delegate mailing addresses delivered post-event
- All Platinum Level benefits
- Event promoted to all registered delegates onsite via e-mail and the Showcase App
- Full page Color Ad in the official Program & Appointment Book *
- Additional benefits exclusive to individual sponsorship package

**Sponsor must provide all collateral and final artwork*

Platinum Sponsorship Opportunities

- **Platinum Sponsor Exclusive Meal Function Package (\$25,000)**
Exclusive Showcase Meal Function Sponsor
All Platinum Level Sponsorship Benefits
The sponsorship includes the cost of F&B (*excludes alcohol*)
The F&B will be selected by TSUSA and professionally presented
Travel South USA will provide basic decorative centerpieces and sponsor signage at the event
Customized décor/food is not included in the cost of the sponsorship and must be provided by the sponsor (*Sponsor is responsible for any drayage or additional fees associated.*)
Custom décor may include table centerpieces and other free-standing display pieces that complement the theme.
Plans for custom decor items must be submitted in advance and are subject to space availability and fire marshal approval.
Custom décor is limited to the designated ballroom area specific to the sponsored meal function.
If requested, the official Showcase florist/decorator is available to assist the sponsor with customized décor
All programming is exclusive to the sponsor.
A total of 30 minutes is dedicated to a combination of speakers, presentations or entertainers
Sponsor may provide appropriate musical entertainment prior to and during the meal portion of the event (*in addition to the 30 minutes of dedicated programming*)
Sponsor may provide a video or picture presentation to loop during the meal
Sponsorship includes a Supplier Marketplace appointment booth with up to two delegates**
Electronic event invitation sent to all registered delegates via email prior to Showcase promoting the sponsored event*

**Sponsor must provide all collateral and final artwork*

*** Registrations for additional delegates available for \$500 per person*

If you are interested in making sure your organization is highly visible at Showcase, contact Travel South USA.

David Kemp,
Vice President of Global Programs
Travel South USA
David@TravelSouthUSA.com
404.231.1790