



2020 ANNUAL GLOBAL
CONVENTION

MILAN, ITALY
6 – 9 May

TRAVEL • LEARN • CONNECT

Pre & Post FAM Trip Solicitation Letter

Milan, Italy is set to host IGLTA's 37th Annual Global Convention. This creates a rare opportunity for IGLTA member businesses in the region to coordinate FAM trips that target the global participants in the premier educational and networking event for the LGBTQ+ tourism industry.

The International LGBTQ+ Travel Association (IGLTA) was established in 1983 and has its global headquarters in Fort Lauderdale, Florida (USA). The organization is a not-for-profit trade association, 501c6 status with a 501c3 Foundation and members in 80+ countries. Members include a wide range of tourism/hospitality and media professionals, including tour operators, travel agents, destination offices, travel media, hoteliers, airlines, cruise lines, and LGBTQ+ marketing firms.

The convention will be held from 6-9 May 2020, with local events around the Milan area. Our convention is the world's largest and most comprehensive convention on LGBTQ+ tourism, providing an opportunity for you to learn about trends, network with global LGBTQ+ tourism leaders and media, and promote your destination. Expected attendance is 500 tourism and media professionals from more than 30 countries.

The convention includes educational seminars, general session speakers, a media networking event, a buyer/supplier appointment-driven marketplace, and networking events. We look forward to having your organization attend the convention as well, the best way to maximize participation in the FAM program.

IGLTA requests a marketing fee of \$500 to promote your destination FAM trip, or \$100 if you are an LGBTQ+ owned business with under 10 employees. This fee is due upon acceptance of your FAM submission. Although your FAM trip may have limited attendance, we will market your destination/business to approximately 5,000 tourism and media professionals in 80 countries through IGLTA channels in the months leading up to the convention. This opportunity is **only** available to IGLTA members.



Below are specific details if you would like to offer an optional pre/post FAM trip(s) to your destination.

- FAM Host (CVB/DMO/Hotel Host/Tour Operator) opportunities are available to IGLTA members only at a fee of \$500 or \$100 if you are an LGBTQ+ owned business with under 10 employees, for up to three FAMs. This fee covers marketing of your destination to our entire business network, over 5,000 tourism professionals worldwide. If your business is not a member, we refer you to our website to join at www.iglta.org/join.
- Itineraries must be submitted to IGLTA by 1 December 2019. Adjustments to itineraries are permissible; this deadline is for marketing the FAM option to the membership early. Send details to convention@iglta.org.
- IGLTA will market your FAM trip(s) to its global business network of more than 5,000 LGBTQ+ tourism/media contacts, regardless of which members actually attend the convention. This will help maximize exposure. Your FAM trip(s) will also be included on the convention website for members worldwide to view. IGLTA can also assist in securing press FAM participants, based on your markets of interest.
- Please note that each destination/business is responsible for creating its own itinerary, selecting FAM participants, and keeping them informed of FAM schedules. Each FAM offering must include a direct point of contact for our participants to reach you with questions and to book direct.

Available Pre/Post FAM trip options to offer:

- FAM for up to 6 press participants; covers all costs including transport to/from Milan area as well as to your location. Participants must be at IGLTA convention from 6-9 May 2020. Questions on press FAMs may be sent to IGLTA VP-Communications LoAnn Halden at: loann.halden@iglta.org
- FAM for up to 10 travel agents/tour operators/meeting planners, either complimentary or at a nominal fee. Pre-FAMs must be completed by 5 May 2020 and Post-FAMs must begin no earlier than 10 May 2020.
- FAM for all other participants that want to visit your destination. This can be a destination package offered at a discounted fee or local IGLTA member hotel properties could offer a reduced rate. Pre-FAMs must be completed by 5 May 2020 and Post-FAMs must begin no earlier than 10 May 2020.
- For other questions, please contact convention@iglta.org or +1 954.630.1637 x 707.

Thank you! We look forward to promoting your business to our global membership as soon as possible.



Please complete the following and return ASAP to convention@iglta.org.

Destination: _____

Address: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Secondary Contact Name: _____

Secondary Contact Email: _____

Secondary Contact Phone: _____

FAM trip(s) offered:

____ Press FAM (Pre, Post or Both?) ____ Available slots (max # participants)

____ Destination FAM (all other participants) (Pre, Post or Both?) ____ Available slots (max # participants)

____ Travel Agent/Tour Operator FAM (Pre, Post or Both?) ____ Available slots (max # participants)

Your destination agrees to the \$500 marketing fee or \$100 marketing fee if you are an LGBTQ+ owned business with less than 10 employees, for up to three FAM options.

NAME (print): _____

SIGNATURE: _____

DATE: _____