2020 ANNUAL GLOBAL CONVENTION
MILAN, ITALY
6 - 9 May
TRAVEL • LEARN • CONNECT

6-9 MAY, 2020 • MILAN, ITALY
SPONSORSHIP OPPORTUNITIES

WWW.IGLTACONVENTION.ORG

Photo Credit: Sonders and Beach
The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBTQ+ tourism. This is the must-attend event of the year if you are committed to welcoming Travel for all, want to Learn best practices and marketing strategies from global experts, and seek to Connect with influential members of our community that will help your business tap into a global spending power estimated at more than US$3.6 trillion* annually. Through its website, digital marketing and social media channels, IGLTA reaches nearly 2 million LGBTQ+ travelers worldwide annually.

IGLTA’s Annual Global Convention combines all of the elements required for successful business development: an appointment-driven Buyer/Supplier Marketplace on the first day of the conference to create connections, educational sessions and group discussion forums to promote the exchange of ideas and numerous networking events to build a sense of global community and help participants solidify long-term working relationships. Our 36th Anniversary Global Convention held in New York City in April 2019 was our most successful and globally diverse convention ever, welcoming nearly 700 tourism professionals from 49 countries, generating an economic impact of just over US$2.1 million for the host city.

*Data from LGBT Capital, lgbt-capital.com
SPONSORING THE IGLTA ANNUAL GLOBAL COVENTION PROVIDES:

• Increased visibility and enhanced brand reputation within the lucrative LGBTQ+ tourism market worldwide
• Connections with LGBTQ+ tourism decision makers from around the globe
• Concrete demonstration of your company's commitment to LGBTQ+ tourism
• Brand association with IGLTA, the global leader in advancing LGBTQ+ travel.

DEMOGRAPHICS OF THE ANNUAL GLOBAL CONVENTION:

Convention participants include travel agents, tour operators, media outlets, travel influencers, marketing firms, accommodations, destination tourist boards, transportation providers, and leading global organizations such as the World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA) and European Travel Commission (ETC). Sixty-four percent of our convention delegates are executive decision makers within their organization, providing a meaningful networking experience and marketing opportunity to all sponsors.

PARTICIPANT PROFILE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agents/Tour Operators</td>
<td>33%</td>
</tr>
<tr>
<td>Destination Marketing Organizations</td>
<td>28%</td>
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<tr>
<td>Media</td>
<td>19%</td>
</tr>
<tr>
<td>Hotels/Resorts</td>
<td>14%</td>
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<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

PARTICIPANTS

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Level</td>
<td>64%</td>
</tr>
<tr>
<td>Mid Level</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

Interested in sponsoring the IGLTA Annual Global Convention? Contact us: sponsorship@iglta.org
## Sponsorship Benefits

### SPONSORSHIP LEVELS (all prices in US Dollar)

<table>
<thead>
<tr>
<th>Tier</th>
<th>Presenting Sponsor</th>
<th>Official Sponsor</th>
<th>Conference Sponsor</th>
<th>Promotional Opportunities</th>
<th>Breakout Educational Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000 and over</td>
<td></td>
<td></td>
<td></td>
<td>$7,000 each</td>
<td>$1,500 each</td>
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<tr>
<td>$15,000 - $29,999</td>
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<tr>
<td>$7,500 - $14,999</td>
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</tr>
</tbody>
</table>

### Promotion Opportunities
- **Presenting Sponsor**
  - Sponsor logo and IGLTA logo displayed jointly on promotional item
  - Sponsor logo on signage outside of breakout session room

### Educational Opportunities
- **Presenting Sponsor**
  - Logo visibility & placement
  - Banner ad in mobile app
  - Recognition at General Sessions
  - Recognition from the podium at sponsored event
  - Opportunity to distribute promotional item during sponsored event
  - Opportunity to address delegates from podium during sponsored event
  - Convention Participant registrations included
  - IGLTA Membership (or extension of existing membership)
  - Logo recognition in Sponsorship Appreciation Video
  - Advertisement in Convention Journal
  - Logo in Convention Program mobile app
  - Shared recognition in Convention press releases
  - Shared recognition in IGLTA eNewsletter
  - Shared recognition in Convention eBlast to members & Convention participants
  - Promotional item inserted in Participant Welcome Bag
  - Brochure distribution from table in registration area
  - Dedicated article in IGLTA eNewsletter
  - Dedicated eBlast to IGLTA members & Convention participants

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PRESENTING SPONSOR
Promotional fee: US$30,000 each (does not include F&B*)

PROMOTIONAL & ON-SITE BENEFITS:

- Premier tier logo visibility on convention-related web properties, event signage, print material & sponsor appreciation video
- Banner ad in Convention Program mobile app
- Opportunity to distribute promotional item during sponsored event
- Convention registrations for up to three participants
- Logo in Convention Program mobile app
- Shared recognition in the following convention-related communications:
  - Convention press release (350 media outlets)
  - Convention article in IGLTA eNewsletter (5,000 subscribers)
  - Convention eBlast to IGLTA Members & Convention Participants

Sponsorship of one of the following signature events:

- Welcome Reception* SOLD
- Voyage – The IGLTA Foundation Benefit*
- Closing Reception* SOLD

- IGLTA Membership (or extension of existing membership)
- Opportunity to address participants during sponsored event (5-7 minutes)
- Recognition at sponsored event
- Dedicated eBlast to IGLTA Members & Convention Participants
- Promotional item inserted in Convention Participant Welcome Bag
- Brochure distribution from table in registration area
- Participation in Buyer/Supplier Marketplace
- Full Page advertisement in Convention Journal

*Catering/food & beverage costs are not included in the above promotional fee, are the responsibility of sponsor and will be direct-billed by the venue. Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
Voyage – THE IGLTA FOUNDATION BENEFIT

Our annual IGLTA Foundation fundraising event soars to new heights as Voyage, a cocktail reception and networking event. Promote your brand to tourism professionals from around the globe and embark on an inspiring journey to support LGBTQ+ tourism education, research and the next generation of industry leaders. This is a ticketed event and admission includes open bar, hors d’oeuvres and entertainment.

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PROMOTIONAL & ON-SITE BENEFITS:

• Logo visibility at Voyage, on related web properties, event signage, in mobile app & sponsor appreciation video
• Opportunity to distribute promotional item at Voyage
• Admission to Voyage
• Shared recognition in the following convention-related communications:
  o Convention press release (350 media outlets)
  o Convention article in IGLTA eNewsletter (5,000 subscribers)
  o Convention eBlast to IGLTA Members & Convention Participants

A limited number of sponsorship opportunities are available in conjunction with Voyage:

• Presenting Sponsor: US$30,000
• Official Sponsor: US$15,000
• Cocktail Sponsor: US$10,000
• Supporting Sponsor: US$5,000

Photo Credit: Rachel Covello, OUTCOAST Photography
BUYER/SUPPLIER MARKETPLACE - HEADLINE SPONSOR

Promotional fee: US$25,000

Headline sponsor of our re-imagined Buyer/Supplier Marketplace, in collaboration with Travel Weekly's parent company, Jacobs Media Group. Pre-qualified buyers will meet with participating suppliers in pre-scheduled, one-on-one appointments.

PROMOTIONAL & ON-SITE BENEFITS:

- Recognition as an IGLTA Convention Sponsor
- Logo visibility on convention-related web properties, event signage, print material & sponsor appreciation video
- Banner ad and logo in Convention Mobile App
- Recognition and branding opportunities at the Buyer/Supplier Marketplace
- Opportunity to distribute promotional item during the Buyer/Supplier Marketplace
- Opportunity to address participants of the Buyer/Supplier Marketplace (5-7 minutes)
- Convention registrations for up to two participants
- Shared recognition in the following convention-related communications:
  - Convention press release (350 media outlets)
  - Convention article in IGLTA eNewsletter (5,000 subscribers)
  - Convention eBlast to IGLTA Members & Convention Participants
  - Dedicated eBlast to Buyer/Supplier Marketplace Participants
  - Promotional item inserted in Convention Delegate Welcome Bag
  - Brochure distribution from table in registration area
  - Participation in Buyer/Supplier Marketplace
  - Half-page advertisement in Convention Journal

Additional Sponsorship Opportunities Available (includes F&B):

- Morning or Afternoon Coffee Break: US$7,500
- Lunch: US$15,000
- Buyer’s Reception: US$10,000
- Logo/Branded Pastries served with any coffee break: US$2,000

Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
MEDIA SPONSOR

Promotional fee: US$20,000 USD (does not include F&B*)

Exclusive media sponsor for the convention Media Networking Event and official Media Reception.

PROMOTIONAL & ON-SITE BENEFITS:

• Recognition as an Official Sponsor
• Second tier logo visibility on convention-related web properties, event signage, print material & sponsor appreciation video
• Recognition for the Media Networking Event and at the Media Reception
• Opportunity to distribute promotional item during the Media Reception
• Convention registrations for up to **two** participants
• Logo in Convention Program mobile app
• Shared recognition in the following convention-related communications:
  - Convention press release (350 media outlets)
  - Convention article in IGLTA eNewsletter (5,000 subscribers)
  - Convention eBlast to IGLTA Members & Convention Participants
• Promotional item inserted in Convention Participant Welcome Bag
• Double table at the Media Networking Event
• Half-page advertisement in Convention Journal

* Catering/food & beverage costs are not included in the above promotional fee, are the responsibility of sponsor and will be direct-billed by the venue.

Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.

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Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.

MOBILE APP SPONSOR **SOLD**
Promotional fee: US$15,000
Exclusive sponsor of the IGLTA Convention Mobile App

PROMOTIONAL & ON-SITE BENEFITS:
• Recognition as an Official Sponsor
• Second-tier logo recognition on convention-related web properties, event signage, print material & sponsorship appreciation video
• Logo recognition on home screen of mobile app
• Logo recognition on mobile app promo page in printed convention journal
• Convention registration for up to **two** participants
• Logo recognition + hyperlink in sponsor section of mobile app
• Shared recognition in the following convention-related communications:
  o Convention press release (350 media outlets)
  o Convention article in IGLTA eNewsletter (5,000 subscribers)
  o Convention eBlast to IGLTA Members & Convention Participants
• Promotional item inserted into Delegate Welcome Bag\(^1\)
• Brochure distribution from table in registration area\(^4\)
• Half-page advertisement in Convention Journal

\(^1\)Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
ILGLTA HONORS SPONSORSHIP **SOLD**

Promotional fee: US$15,000 per year, minimum three-year commitment

Exclusive sponsorship of the IGLTA Honors® Awards which celebrate the individuals and businesses that have improved the landscape of LGBTQ+ travel. Annual award recipients are selected by the IGLTA Board of Directors from the association’s membership of businesses in more than 80 countries.

**PROMOTIONAL & ON-SITE BENEFITS:**

- Recognition as an Official Sponsor
- Second tier logo visibility on all convention-related web properties, event signage, print material & sponsor appreciation video
- Naming rights of IGLTA Honors® Awards (ie: The IGLTA Honors Awards presented by _____.)
- Opportunity for sponsor to present one of the IGLTA Honors® Awards onstage
- Opportunity for sponsor to produce branded step-and-repeat backdrop for IGLTA Honors photo opportunities
- Recognition at each IGLTA Honors® Award presentation (up to five per convention)
- Convention registrations for up to **two** participants
- Logo in Convention Program mobile app

- Recognition in IGLTA Honors® Award press release
- Shared recognition in the following convention-related communications:
  - Convention press release (350 media outlets)
  - Convention article in IGLTA eNewsletter (5,000 subscribers)
  - Convention eBlast to IGLTA Members & Convention Participants
- Dedicated eBlast to IGLTA Members & Convention Participants
- Promotional item inserted in Convention Participant Welcome Bag
- Brochure distribution from table in registration area
- Half-page advertisement in Convention Journal

Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.

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OFFICIAL SPONSOR
Promotional fee: US$15,000 each (does not include F&B*)

PROMOTIONAL & ON-SITE BENEFITS:
- Second tier logo visibility on convention-related web properties, event signage, print material & sponsor appreciation video
- Recognition from the podium and presentation of a short promotional video during sponsored plenary session or event
- Opportunity to distribute promotional item during sponsored event
- Convention registrations for up to two participants
- Logo in Convention Program mobile app
- Shared recognition in the following convention-related communications:
  - Convention press release (350 media outlets)
  - Convention article in IGLTA eNewsletter (5,000 subscribers)
  - Convention eBlast to IGLTA Members & Convention Participants
- Promotional item inserted in Convention Participant Welcome Bag
- Brochure distribution from table in registration area
- Half-page advertisement in Convention Journal

Host of one of the following key events:
- Plenary Session
- Networking Breakfast*
- Networking Lunch*
- Sponsor Reception*

* Catering/food & beverage costs are not included in the above promotional fee, are the responsibility of sponsor and will be direct-billed by the venue. **Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
CONFERENCE SPONSOR
Promotional fee: US$7,500 each (does not include F&B*)
Exclusive host of one of the following:
- Coffee Break*
- IGLTA Foundation Volunteer Box Lunch*
- Social Media Sponsor: Social Media Lounge & live Social Media feed
- Wifi Sponsor
- Professional Headshot Photo Lounge²
- Board of Director’s Meeting*
- IGLTA Foundation Volunteer Event
- Women in Business Event* SOLD

PROMOTIONAL & ON-SITE BENEFITS:
- Third tier logo visibility on convention-related web properties, event signage, print material & sponsor appreciation video
- Recognition from the podium at sponsored event
- Opportunity to distribute promotional item during sponsored event³
- Convention registration for one participant
- Logo in Convention Program mobile app
- Shared recognition in the following convention-related communications:
  - Convention press release (350 media outlets)
  - Convention article in IGLTA eNewsletter (5,000 subscribers)
  - Convention eBlast to IGLTA Members & Convention Participants
- Social Media Sponsor: possibility to brand the lounge with your logo, pull-up banners, promotional items, etc.

*Catering/food & beverage costs are not included in the above promotional fee, are the responsibility of sponsor and will be direct-billed by the venue.
³Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
²Promotional fee does not include cost of photo booth rental, set-up/tear-down and on-site maintenance.

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Photo Credit: Rachel Covello, OUTCOAST Photography
TLC SHOWCASE NETWORKING LUNCH

Friday, 8 May, 2020 - UNAHOTELS Expo Fiera Milano

Network with travel industry leaders and decision makers from around the globe during our TLC Showcase networking lunch.

NETWORKING OPPORTUNITY
Showcase your destination or tourism business at our TLC Showcase Networking Lunch

Premium Package............................................................................................................................................US$15,000/package
Includes premium placement at Marketplace Luncheon, opportunity to create a mini-experience for Marketplace Luncheon attendees, possibility to brand buffet/dining tables, premium expo table at Marketplace Luncheon + IGLTA convention registration for two people.

Standard Package...........................................................................................................................................US$10,000/package
Includes opportunity to create a mini-experience for Marketplace Luncheon attendees, standard expo table at Marketplace Luncheon + IGLTA convention registration for one person.

Basic Package..................................................................................................................................................US$5,000/package
Includes dedicated hi-top expo table at Marketplace Luncheon. IGLTA convention registration additional.

Also available: add-on participation in the Buyer/Supplier Marketplace to any of the above packages.
All exhibitors may display a roll-up banner and distribute promotional items from their expo table.
Exhibitors are invited to contribute a prize for a drawing to be held at the end of the Marketplace Luncheon.

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PROMOTIONAL OPPORTUNITIES
Promotional fee: US$7,000 each (does not include production charges)
Let convention participants and volunteers promote your company. Like walking billboards, your logo will be displayed on branded promotional items and seen by all attendees throughout the Convention!
You supply the promotional item, so be creative with your design!

PROMOTIONAL & ON-SITE BENEFITS:
• Sponsor logo and IGLTA logo displayed on promotional item you supply
• Brochure distribution from table in registration area
• Opportunity to insert promotional item in Convention Participant Welcome Bag

Badge Lanyards sold
Brand each delegate badge lanyard and maximize exposure for your company throughout the duration of the convention.
Qty: 400

Room Keys
Let convention participants wake up with and say good night to your company with branded key cards.
Qty: 400

Delegate Welcome Bags sold
Convention participants will help you market your company and services with branding on each Delegate Welcome bag. These bags, which will be used long after the convention, help maintain awareness of your brand for years to come.
Qty: 400

Volunteer Polos
Highlight your brand on designer Polos (supplied by you) at the Convention. Volunteers will get to keep their polos, thus providing your brand with continued visibility for several years following the convention.
Qty: 75-125

Please note: Promotional fee does not include production or shipping charges. Promotional items should include sponsor’s logo and IGLTA logo. Artwork is subject to approval by IGLTA in advance. Production and delivery deadlines apply.

1Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
DISTRIBUTION OPPORTUNITIES
Put your product sample, promotional item or brochure directly in the hands of convention participants!₁

ROOM DROP ²
Have your product sample, promotional item or brochure delivered directly to participants’ rooms at a selected time during the convention.

Price per item:
US$1,995 solo drop (plus hotel service charge)
US$ 995 shared drop (plus hotel service charge)

TABLE IN CONVENTION REGISTRATION AREA ³
Display your brand, product or service from a dedicated table in the Convention Registration area throughout the duration of the convention.

Price per item:
US$695 small businesses (less than 10 employees)
US$1,495 large businesses (10 employees or more)

WELCOME BAG INSERTS ⁴
Insert your product sample, promotional item or brochure in the Welcome Bags that will be distributed to all participants at Registration.

US$495 small businesses (less than 10 employees)
US$795 large businesses (10 employees or more)

BROCHURE DISTRIBUTION FROM SHARED TABLE IN CONVENTION REGISTRATION AREA ⁵
Your brochure or flyer will be available to all Convention Participants from a shared table in the convention Registration area throughout the duration of the convention.

US$395 small businesses (less than 10 employees)
US$695 large businesses (10 employees or more)

Customized promotional opportunities are available and we welcome your creative ideas. Contact us today to discuss your specific marketing objectives!

¹Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
²Additional hotel-imposed service charge applies. Hotel service charge is the responsibility of the sponsor and will be direct-billed to sponsor by the hotel.
BREAKOUT EDUCATIONAL SESSIONS
US$1,500 each (ONLY ONE REMAINING)
Be a part of the IGLTA Convention Educational Series by sponsoring a Breakout Session.

PROMOTIONAL & ON-SITE BENEFITS INCLUDE:
• Logo on signage outside of breakout session room
• Recognition at beginning of breakout session
• Opportunity to distribute promotional item to session attendees
• Text recognition in Convention Program mobile app

CONVENTION JOURNAL ADVERTISING
Your advertising will appear in 500+ print editions, distributed to convention participants as the official Convention Journal. Additional copies will be distributed to LGBTQ+ meeting planners and associations.

Advertising rates:
• Inside Front Cover or Back Cover: US$1,995
• Inside Back Cover: US$1,695
• Full Page Ad: US$795
• Half Page Ad: US$495

Material & payment deadline for Convention Journal Advertising: April 1, 2020

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Please note:
Conference Dates: 6-9 May, 2020
Location: UNAHOTELS Expo Fiera Milano, Via Giovanni Keplero 12, 20016 Pero, Lombardia, Italy

About IGLTA & The IGLTA Foundation
The International LGBTQ+ Travel Association is the global leader in advancing LGBTQ+ travel and a proud Affiliate Member of the United Nations World Tourism Organization. In 2013, the association signed on to ECPAT’s Tourism Child Protection Code of Conduct to prevent child exploitation. The association’s membership includes LGBTQ+ and LGBTQ+ friendly accommodations, destinations, service providers, travel agents, tour operators, events and travel media in more than 80 countries. The IGLTA Foundation supports the mission of IGLTA and its membership with a focus on education, research and developing future leaders in LGBTQ+ tourism. For more information: iglta.org or iglta.org/foundation and follow us on Facebook, Twitter and Instagram @iglta.

All prices are in US Dollars. Payment in full of the promotional fee is due prior to the start of the Convention.
Customized sponsorship, hosting or promotional packages are available and we welcome your creative ideas! Prices reflect promotional fees only and do not include catering, food & beverage or other supplemental charges. Where applicable, catering costs are the responsibility of sponsor and will be direct-billed to the sponsor by the venue. Production costs of sponsored promotional items are the responsibility of the sponsor and all designs are subject to prior approval from IGLTA. Any shipping/handling or storage fees are the responsibility of the sponsor and will be direct-billed to the sponsor by the venue. Convention Program is subject to change. Contact IGLTA for final Convention Program confirmations.