IGLTA GLOBAL CONVENTION
OVERVIEW

The IGLTA Global Convention is the world's premier educational and networking event for LGBTQ+ tourism. This is the must-attend event 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 nearly US$4 trillion* annually. Through its website, digital marketing and social media channels, IGLTA reaches more than 4 million LGBTQ+ travelers worldwide on an annual basis.

IGLTA's Global Convention combines all 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 strong sense of global community and help participants solidify long-term working relationships.

Our 36th 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.

Despite the ongoing global pandemic, our 37th Global Convention held in Atlanta, Georgia, in September 2021, welcomed 400 attendees from 27 countries.

*Data from LGBT Capital, lgbt-capital.com

Interested in sponsoring the IGLTA Global Convention? Contact us: sponsorship@iglta.org
2021 IGLTA GLOBAL CONVENTION
8 – 11 SEPTEMBER 2022 • ATLANTA, GA

Top Reasons Our Members Attend

- Marketing My Business
- Networking
- Education

Find us on

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PARTICIPANT DEMOGRAPHICS:

Sixty-four percent of our convention delegates are executive decision makers within their organization, providing a meaningful networking experience and marketing opportunity for all sponsors.

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).

CHAMPION YOUR BRAND, BUILD LOYALTY & DRIVE REVENUE

SPONSORING THE IGLTA GLOBAL CONVENTION PROVIDES:

• Brand alignment with IGLTA, the world’s leading network of LGBTQ+ welcoming tourism businesses
• Increased visibility 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

PARTICIPANT PROFILE

Travel Agents/Tour Operators 33%
Destination Marketing Organizations 28%
Media 19%
Hotels/Resorts 14%
Other 6%

PARTICIPANTS

Executive Level 64%
Mid Level 28%
Other 8%

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<td>Convention Participant registrations included</td>
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<td>IGLTA Membership (or extension of existing membership)</td>
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<td>Logo recognition in Sponsorship Appreciation Video</td>
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<td>Shared recognition in Convention eBlast to members &amp; Convention participants</td>
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<td>Promotional item inserted in Delegate Welcome Bag</td>
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<td>Brochure distribution from shared table in registration area</td>
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<td>Dedicated article in IGLTA eNewsletter</td>
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<td>Dedicated eBlast to IGLTA members &amp; Convention participants</td>
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Interested in sponsoring the IGLTA Global Convention? Contact us: sponsorship@iglta.org
PRESENTING SPONSOR

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

Sponsorship of one of the following signature events:
Opening Reception* SOLD
Voyage – The IGLTA Foundation Benefit*
Closing Reception* SOLD

PROMOTIONAL & ON-SITE BENEFITS:

• Recognition as a Presenting Sponsor: Premier-tier logo visibility on convention-related web properties, event signage, print material & sponsor appreciation video
• Banner ad in Convention mobile app
• Opportunity to distribute promotional item during sponsored event¹
• Convention registrations for up to three participants
• Logo in Convention mobile app
• Shared recognition in the following convention-related communications:
  ◦ Convention press release (375 media outlets)
  ◦ Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  ◦ Convention eBlast to IGLTA Members & Registered Convention Participants

• 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 & Registered Convention Participants
• Promotional item inserted in Convention Delegate Welcome Bag¹
• Brochure distribution from shared table in registration area¹
• Participation in Buyer/Supplier Marketplace

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

¹Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
VOYAGE – THE IGLTA FOUNDATION FUNDRAISER

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.

Voyage sponsorship opportunities include the following:

- **Presenting Sponsor**: US$30,000 (includes Voyage admission for 3)
- **Official Sponsor**: US$15,000 (includes Voyage admission for 2)
- **Cocktail Sponsor**: US$10,000 (includes Voyage admission for 1)
- **Supporting Sponsor**: US$5,000 (Voyage admission not included)

Voyage, the IGLTA Foundation Fundraiser, is a separate ticketed event. Admission includes cocktail reception, appetizers and entertainment. Proceeds support the IGLTA Foundation.

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 as indicated
- Shared recognition in the following convention-related communications:
  - Convention press release (375 media outlets)
  - Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  - Convention eBlast to IGLTA Members & Registered Convention Participants

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IGLTA FOUNDATION THINK TANK

Promotional fee: US$25,000
Presenting sponsorship of the IGLTA Foundation’s Leadership Think Tank. This invitation-only roundtable discussion unites C-Suite thought leaders from LGBTQ+ welcoming travel businesses around the world to address key issues facing global tourism.

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
- Naming rights of the IGLTA Foundation Think Tank sponsorship (ie: The IGLTA Foundation Think Tank, Presented with support from ____ .)
- Recognition from the podium at the Think Tank, and opportunity to make brief Executive Opening Remarks or show a short promotional video (3-5 minutes total)
- On-site logo recognition at Think Tank
- Opportunity to distribute promotional material during Think Tank¹
- Convention registrations for up to two participants
- Logo in Convention mobile app
- Brand recognition & opportunity to distribute Industry Report presenting the findings from the Think Tank
- Shared recognition in the following convention-related communications:
  - Convention press release (375 media outlets)
  - Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  - Convention eBlast to IGLTA Members & Registered Convention Participants
- Promotional item inserted in Convention Participant Welcome Bag¹
- Brochure distribution from shared table in convention registration area¹

¹Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
BUYER/SUPPLIER MARKETPLACE - HEADLINE SPONSOR

Promotional fee: US$25,000  SOLD
Headline sponsor of the IGLTA Buyer/Supplier Marketplace. Pre-qualified buyers will meet with participating suppliers in pre-scheduled, one-on-one appointments. The 2019 Buyer/Supplier Marketplace generated more than 1,000 appointments with buyers that sell US$91.7 million in LGBTQ+ travel annually.

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
- Logo in Convention mobile app
- Recognition and branding opportunities at the Buyer/Supplier Marketplace¹
- Opportunity to distribute promotional item during the Buyer/Supplier Marketplace¹
- 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 (375 media outlets)
  - Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  - Convention eBlast to IGLTA Members & Registered Convention Participants
- Dedicated eBlast to Buyer/Supplier Marketplace Participants
- Promotional item inserted in Convention Delegate Welcome Bag¹
- Brochure distribution from shared table in registration area¹
- Participation in Buyer/Supplier Marketplace

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 lunch or coffee break: US$2,000

¹Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.

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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 (375 media outlets)
  ○ Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  ○ Convention eBlast to IGLTA Members & Registered Convention Participants
• Promotional item inserted in Convention Delegate Welcome Bag
• Double table at the Media Networking Event

*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.

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

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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 promo signage for mobile app in registration area
- Convention registration for up to **two** participants
- Logo recognition + hyperlink in sponsor section of mobile app
- Shared recognition in the following convention-related communications:
  - Convention press release (375 media outlets)
  - Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  - Convention eBlast to IGLTA Members & Registered Convention Participants
- Promotional item inserted into Convention Delegate Welcome Bag¹
- Brochure distribution from shared table in registration area¹
- Full-screen advertisement in mobile app
- Promotional video in mobile app
- Promotional campaign on IGLTA Social Media Channels to encourage attendees to download & use mobile app

¹ Product samples, promotional items and brochures are the responsibility of sponsor. Shipping, handling & storage charges not included.
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 and provide a branded step-and-repeat backdrop for photos of award recipients
• Recognition at each IGLTA Honors® Award presentation (up to five per convention)
• Convention registrations for up to **two** participants
• Logo in Convention mobile app
• Recognition in IGLTA Honors® Awards press release
• Shared recognition in the following convention-related communications:
  ◦ Convention press release (375 media outlets)
  ◦ Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  ◦ Convention eBlast to IGLTA Members & Registered Convention Participants
• Dedicated eBlast to IGLTA Members & Convention Participants
• Promotional item inserted in Convention Delegate Welcome Bag
• Brochure distribution from shared table in registration area

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

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

Host of one of the following premium visibility events:
- Plenary Session
- Networking Breakfast*
- Networking Lunch*
- Sponsor 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 from the podium and presentation by IGLTA of your 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 mobile app
- Promotional item inserted in Convention Delegate Welcome Bag\(^1\)
- Brochure distribution from shared table in registration area\(^1\)
- Shared recognition in the following convention-related communications:
  - Convention press release (375 media outlets)
  - Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  - Convention eBlast to IGLTA Members & Registered Convention Participants

\(^*\)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.

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

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CONFERENCE SPONSOR
Promotional fee: US$7,500 each (does not include F&B*)

HOST OF ONE OF THE FOLLOWING:
• Coffee Break*
• Hosted Hospitality Suite* 1 SOLD; 1 AVAILABLE
• Wi-Fi Sponsor
• Social Media Lounge & live Social Media feed SOLD
• Women in Business Event*
• Professional Headshot Photo Lounge²
• Board of Directors Meeting*
• IGLTA Foundation Volunteer Box Lunch*
• IGLTA Foundation Volunteer Event

PROMOTIONAL & ON-SITE BENEFITS:
• Recognition as a Conference Sponsor: 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 event¹
• Convention registration for one participant
• Logo in Convention mobile app
• Shared recognition in the following convention-related communications:
  ◦ Convention press release (375 media outlets)
  ◦ Convention article in IGLTA eNewsletter (11,000 opt-in subscribers)
  ◦ Convention eBlast to IGLTA Members & Registered 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 may be direct-billed by the venue.
¹Product 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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TRAVEL • LEARN • CONNECT

Network with travel industry leaders and decision makers from around the globe during our LGBTQ+ Tourism Expo networking lunches.

Showcase your destination or tourism business at the LGBTQ+ Tourism Expo networking lunches on Thursday & Friday. The LGBTQ+ Tourism Expo networking lunches will bring together all IGLTA convention attendees for networking, giving you prime access to meet with travel industry leaders and decision makers from around the globe. Exhibitors will include IGLTA Unique Destinations, local businesses & Pride Organizations in addition to IGLTA Member businesses.

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**LGBTQ+ TOURISM EXPO - THURSDAY & FRIDAY**

Network with travel industry leaders and decision makers from around the globe during our LGBTQ+ Tourism Expo networking lunches.

Showcase your destination or tourism business at the LGBTQ+ Tourism Expo networking lunches on Thursday & Friday. The LGBTQ+ Tourism Expo networking lunches will bring together all IGLTA convention attendees for networking, giving you prime access to meet with travel industry leaders and decision makers from around the globe. Exhibitors will include IGLTA Unique Destinations, local businesses & Pride Organizations in addition to IGLTA Member businesses.

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**Headline Sponsors:**

US$10,000 (only three available)

Promotional fee includes:

- recognition as a Conference (third-tier) sponsor
- one six-foot expo table with premium placement on both Thursday & Friday
- opportunity to show one promotional video (silent, continuous loop in rotation with other headline sponsor videos)
- one insert in convention delegate welcome bag
- full two-day IGLTA convention registration for two people.

**Premium Expo Package:**

US$5,000

Promotional fee includes:

- one six-foot expo table (Thursday & Friday)
- one insert in convention delegate welcome bag
- full two-day IGLTA convention registration for one person.

**Standard Expo Package:**

US$2,250

Promotional fee includes:

- one cocktail expo table (Thursday & Friday)
- full two-day IGLTA convention registration for one person.

All Expo packages are valid for exhibiting during the networking lunches on both Thursday & Friday.

All exhibitors may display a roll-up banner and distribute promotional items from their expo table. Expo will be closed during General Sessions.

Also available:

add-on participation in the Buyer/Supplier Marketplace to any of the Expo packages at an additional registration cost.

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Interested in sponsoring the IGLTA Global Convention? Contact us: sponsorship@iglta.org
PROMOTIONAL OPPORTUNITIES

Promotional fee: US$7,000 each (does not include production charges)

Let convention participants and volunteers promote your company. Your company’s 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 shared table in registration area
• Opportunity to insert promotional item in Convention Participant Welcome Bag

Personal Protection Equipment: Face Masks & Hand Sanitizer
Provide PPE kits including branded face masks and hand sanitizer to all convention attendees.
Qty: 400 PPE kits

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

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

Delegate Welcome Bags
Convention participants will help you market your company and services with your 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 & handling charges. If possible, promotional items should include sponsor’s logo and IGLTA logo. Artwork is subject to approval by IGLTA in advance. Production and delivery deadlines apply.

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

Interested in sponsoring the IGLTA Global Convention? Contact us: sponsorship@iglta.org
PROMOTIONAL ITEMS & BROCHURE DISTRIBUTION OPPORTUNITIES

Put your product sample, promotional item or brochure directly in the hands of convention participants!

ROOM DROP²
Have your product sample, promotional item or brochure delivered directly to participants’ rooms at a selected time during the convention.

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

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

DELEGATE WELCOME BAG INSERTS¹
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 AREA¹
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)

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.

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BREAKOUT SESSIONS
US$1,500 each
Be a part of the IGLTA Convention Educational Series by sponsoring a Breakout Session.

PROMOTIONAL & ON-SITE BENEFITS:
• Logo on session signage outside of breakout room
• Recognition at beginning of breakout session
• Opportunity to distribute promotional item to session attendees\(^1\)
• Text recognition in Convention Program mobile app

\(^1\)Product samples, promotional items and brochures are the responsibility of the sponsor. Shipping, handling & storage charges not included.
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 advisors, tour operators, events and travel media in approximately 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 visit iglta.org or iglta.org/foundation and follow us on Facebook, Twitter and Instagram @iglta

ALL PRICES ARE EXPRESSED 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 service charges. Where applicable, catering costs are the responsibility of sponsor and may be direct-billed to the sponsor by the host venue. Production costs of sponsored promotional items are the responsibility of the sponsor and all designs are subject to prior approval from IGLTA. All 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. Visit igltaconvention.org or contact IGLTA for final Convention Program. Photos by @MARKMORINII / markmorinii.com/iglta (unless otherwise indicated).

NO CONFLICTING EVENTS POLICY
Businesses and individuals associated with IGLTA, the IGLTA Foundation and/or the IGLTA Global Convention, including but not limited to Members, Partners, Board Members, Convention Sponsors and Convention Participants, may not organize or sponsor any activities that conflict with the official IGLTA Global Convention program or sponsored events during official convention hours. IGLTA Convention Sponsors have made significant investments in specific portions of the program, and we want all registered delegates and convention participants to be able to enjoy this one-of-a-kind experience without distraction. Despite the ongoing global pandemic, our 37th Global Convention held in Atlanta, Georgia, in September 2021, welcomed 400 attendees from 27 countries.

DATES & HOST HOTEL INFORMATION
Conference Dates: 26 - 29 October 2022.
Location: UNAHOTELS Expo Fiera Milano • Via Giovanni Keplero, 12 • 20016 Pero MI, Italy https://www.gruppouna.it/unahotels/unahotels-expo-fiera-milano
CONTACT OUR SPONSORSHIP TEAM:

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