

2018 ANNUAL CONVENTION

BARBADOS

September 23-27, 2018



SPONSORSHIP PROSPECTUS

About SATW and Our Members:

SATW is a professional association made up of 1,000 qualified* journalists, photographers, editors, public relations experts, destination representatives, broadcasters, bloggers and publishers, mostly from the United States and Canada, who make a living through creating and disseminating travel content.

Founded in 1955, SATW comprises Travel's Most Trusted Voices and focuses on its simple and worthy mission:

To Inspire Travel Through Responsible Journalism.

Our members represent, and are, many of the most influential content producers in the travel industry. Their work can be seen in the world's most prestigious and popular print, digital and broadcast channels including but not limited to:

Newspaper (print & digital): Chicago Tribune, LA Times, Miami Herald, NY Times, San Francisco Chronicle, The Toronto Sun, Vancouver Sun, The Washington Post, The Philadelphia Inquirer, Dallas Morning News, Boston Globe;

Magazines (print & digital): American Way, Travel + Leisure, British Columbia Magazine, Condé Nast Traveler, National Geographic Traveler, Southern Living, TravelLife Magazine, Westways, Wine Spectator, and regional and specialty magazines;

Online: USA Today 10Best.com, Robbreport.com, Bindutrrips.com, CruiseCritic.com, Ebony.com, fwtmagazine.com, Orbitz.com, WhereTraveler.com, Frommers.com, AARP.com, CAA.ca;

Blogs: everything-everywhere.com , blog.goway.com, JetSetSarah.com, johnnyjet.com, NomadicMatt.com, Orbitz, thetravelauthority.blogspot.com;

Broadcast: NY1, CJAD 800 Montreal, HLNTV, iHeart Radio, OnTravel.com, Travelvideo.tv, Travel Writers Radio, WDUN, NPR, and numerous morning TV shows throughout North America;

Travel Books (print & digital): 100 Best Places to Retire (as well as many others in the 100 Best series), Frommer's Guides, Fodor's Guides, Insider's Guides, Lonely Planet Guides, Rand McNally.

**All SATW members are required to qualify for initial membership and again every two years.*

Dear Friend of SATW,

We are excited to invite you to become a sponsor at SATW's 2018 Annual Convention, taking place on the beautiful island of Barbados from September 23-27, 2018. The five-day Annual event typically has more than 300 attendees, made up of travel media and PR professionals. Sponsors are able to develop valuable travel media contacts within our targeted audience.

This brochure outlines the many opportunities you have as a sponsor to reach this important media group including event sponsorship, branded items, advertising, and packages we can customize to help you meet your goals.



Sponsorship Opportunities

Becoming a sponsor or advertiser with SATW is the best way for you to get your brand in front of the most influential journalists, public relations experts and destination representatives in the travel industry. Here are the “not to miss” opportunities during our 2018 Barbados convention. Custom packages are also available. Contact Kelly Smykal at (630) 868-2323 or ksmykal@satw.org.

All sponsorships include:

- Company name/logo on all Convention communications including website, social channels, mobile app and on-site conference signage (electronic and/or print)
- Announcement of your participation in the Traveler and e-news newsletters
- Press release announcing our 2018 Sponsors
- Listing in the Convention Mobile App (if applicable)
- Sponsor ribbons for badges for those attending

Title Sponsor

~~US\$25,000~~ **Sold**

- Exclusive sponsorship
- Opportunity to address the Convention attendees during the Opening Ceremony and show a promo video (1-3 minutes max.)
- Full page 4-color ad in the Convention program (printed or electronic) – back cover or inside front cover position
- Stand-alone table top exhibit space at Media Marketplace
- Dedicated e-blast to Convention attendees prior to the Convention introducing your company as the 2017 SATW Title Sponsor. Must be distributed by SATW Convention chairs with copy and images provided by the title sponsor in html
- Logo recognition as 2018 Title Sponsor on the SATW website throughout the year
- Opportunity to place an approved item in the Convention bag
- Opportunity to room drop or hand out an approved item during the Opening Ceremony
- One complimentary Convention registration for all Core Convention activities
- Daily mentions in e-newsletter during Annual Convention

Awards Dinner Gala Sponsor

~~US\$15,000~~ **Sold**

- Menu Card with your company logo
- Opportunity to address attendees during the Awards Dinner Gala (1-3 minute max with video)
- Opportunity to place an approved item in the Convention bag
- Opportunity to room drop or give out an approved item during the Awards Dinner Gala
- Opportunity for four social channel postings about your company prior to Convention
- One complimentary Convention registration for all Core Convention activities
- Up to two seats at the Awards Dinner Gala head table
- Full page 4-color ad in the Convention program (printed or electronic)

Sponsored by:



Sponsored by: **CityPASS**

Sponsorship Opportunities

Conference Mobile App Sponsor

US\$12,500

- Exclusive branding on mobile app
- Logo on splash screen of mobile app
- Reserve seat at head table at Opening Ceremony with SATW executive board members
- Opportunity to place an approved item in the Convention bag
- Full page 4-color ad in the Convention program (printed or electronic)
- Two Pre-Convention emails to attendees about your company with mobile app instructions
- One complimentary registration for all Core Convention activities

Closing Gala Event Sponsor

US\$10,000

- Signage on site at the event (electronic and/or printed)
- Full page, 4 color ad in the Convention program (printed or electronic),
- Opportunity to address attendees during the Closing Gala Event (1 minute)
- Opportunity to drop approved item during the Closing Gala Event
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic)

Social Media Sponsor

US\$10,000

- Sponsor logo prominently displayed on the Social Media Screens or Wall -TBD
- Custom Hashtag in addition to #satwconvention for use during convention
- Opportunity for two social channel postings about your company prior to Convention
- Daily mentions in e-newsletter during Annual Convention
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic)

Charging Station Sponsor

US\$10,000

- Company logo displayed on Charging Station
- Opportunity to set up Charging Station
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic)



Sponsorship Opportunities



Wi-Fi Sponsor

US\$10,000

- Customized password for access to Wi-Fi given to all attendees
- Business card with logo and Wi-Fi password given to all attendees in registration packet
- One complimentary Convention registration for all Core Convention activities
- Full page 4-color ad in the Convention program (printed or electronic)

Media Marketplace Sponsor

US\$7,500 **Sold**

- Company logo on signage at Marketplace
- Opportunity to place an approved item in the Convention bag
- Logo on all related Media Marketplace communication
- Daily mentions in e-newsletter during Annual Convention
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic)

Sponsored by:  **JNTO** Japan National Tourism Organization

Awards Cocktail Reception Sponsor

US\$7,500 **Sold**

- Company logo on signage at Reception
- Company logo on beverage napkins, bars and on screen during reception
- Signature Drink at reception-You choose name
- One reserve VIP table at the awards dinner gala with attendee list for invitations
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic)

Sponsored by:



Media Work Room Sponsor

US\$7,500

- Company logo on signage in room
- Dedicated table for brochures, hand-outs, giveaways
- Company logo on beverage napkins
- Opportunity to provide branded beverages
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic)

Sponsorship Opportunities

Chapter Lunch Sponsor

US\$7,500 **Sold**

- Opportunity to address attendees (1-2 minutes) during the four chapter meetings escorted by SATW president, Barbara Ramsay Orr, and executive director, Marla Schrage
- Opportunity to distribute material or other handout at each meeting
- Opportunity to have a table and appointments at Media Marketplace
- One complimentary Convention registration for all Core Convention activities
- ½ page 4-color ad in the Convention program (printed or electronic)

Sponsored by: *Explore Charleston*

Daily Convention E-Newsletter Sponsor

US\$5,000

- Interview for editorial in the SATW newsletter, distributed electronically to all attendees and members during the Convention
- Opportunity to place an approved item in the Convention bag

Registration Site and Promotion Sponsor

US\$5,000

- Logo with link on the 2017 SATW Convention registration page
- Logo with link on all emails promoting registration for the 2017 Convention
- Opportunity to place an approved item in the Convention bag

Professional Development Breakout Session Sponsorship

US\$3,000

- Acknowledgement of sponsorship by session moderator at the start of the session
- Sponsor recognized for sponsored PD session in Convention program
- Opportunity to drop an approved item in the breakout session
- Signage (electronic and/or printed) at corresponding breakout session

Industry Partners

US\$1,500

- Table at check-in area with your representative to welcome attendees, display info about company, and distribute one of your logo branded items
- Company logo on signage at check-in as industry partner

Sponsors:



Sponsorship Opportunities

Branded Items

Put your brand or logo in the hands of our attendees at the Annual Convention by sponsoring one of these useful products.

- Convention Bag US\$7,000
- Name badge Holder US\$5,000 **Sold** Visit KC
- Key Cards US\$4,500
- Beach Towels US\$4,250
- Note Pad & Pen US\$4,000
- USB Drives US\$3,000
- Portable Chargers US\$2,500
- Mints US\$950

Room drops are available for the above items or an item of your choice for an additional \$5 per room.

All branded items will be produced and delivered by the sponsor to the meeting location.

SATW reserves the right for final approval prior to production.

Onsite Program Advertising

SATW offers 4-color print ads in the convention program given to every attendee at the Annual Convention. Ads must be at least 350 dpi high-resolution files. Deadline to receive ad materials is **July 31, 2018.**

- Back Cover US\$800 **Sold**
- Inside Front Cover US\$700 **Sold**
- Inside Back Cover US\$700
- Full Page US\$500
- Half Page US\$300

Media Insert in Convention Bag

US\$500

- SATW will place your brochure, pamphlet or flyer in the convention bag that is given to each attendee at the Annual Convention. Material must be pre-approved by SATW and sponsor is responsible for any shipping and handling charges.

