



2009-2010 Sponsorship Opportunities

- **Executive Forums/Events/Education**
- **Online Advertising – e-Publications and Banners**
- **Major Program Branding Opportunities**
- **Annual Convention & Business Exchange trade show**

Questions? Contact Lauren Yanusas, Manager of Business Development & Membership, at +1 (202) 835-4212 or Lyanusas@destinationmarketing.org

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Executive Forums, Events, Education

Through sponsoring one of the executive forums or educational events listed below, you can deliver your organization's message to an intimate, targeted audience.

DMAI Event Sponsor Benefits:

- Five (5) Minutes for remarks/presentation to the group (unless otherwise noted)
- **Networking** time with attendees at ALL **Receptions, Breaks, and Meal Functions**
- **Collateral** distributed throughout the event
- Attendance throughout the meeting for two (2) sponsor representatives (excluding shirtsleeves component).
- **Recognition** as sponsor on the DMAI Web site program page

Technology Forum & COO/CFO Forum

US \$7,500

About: Highly acclaimed by the international destination marketing industry, DMAI's DMO Technology Professionals Forum and the COO/CFO Forum bring together key-decision makers to discuss and study industry trends. The consecutive Forums include dedicated separate programming as well as one day of joint education and networking events.

Sponsorships available for a maximum of three (3) companies
Expected attendance: 75-100

UPCOMING DATES

2009 - 11-14 October - Bonita Springs, Florida
2010 – Fall (Date/Location TBD)

Leadership Forum – Europe

US \$7,500

About: The DMAI Leadership Forum–Europe brings together influential CEOs, presidents, and executive/managing directors of DMOs and key decision makers around Europe to exchange strategic views and ideas on today's challenges in the meetings industry, as well as discover practical solutions for attracting new business to destinations

Sponsorships available for a maximum of three (3) companies
Expected attendance: 35

Upcoming Dates:

2009 – 14-16 October – Glasgow, Scotland
2010 – Fall (Date/Location TBD)

Executive Forums, Events, Education (continued)

Destination Management & Marketing Institute (DMMI)

US \$7,500

About: DMMI prepares DMO professionals for their roles as next generation leaders in the industry. The conference features three days of instruction and training for entry, mid and senior level managers with 5-years experience or less in the DMO business. Featuring an innovative e-marketing educational track, DMMI includes numerous sessions on internet marketing, online travel trends and Web 2.0.

DMMI is designed specifically for travel and tourism industry professionals involved in e-marketing programs and strategy. ***Get in front of the future leaders and key influencers of destination marketing organizations!***

Sponsorships available for a maximum of three (3) companies
Expected attendance: 150

Upcoming Dates:

2009 - 11-13 November - Indianapolis, Indiana

2010 – Fall (Date/Location TBD)

2010 CEO Forum

US \$10,000

About: Gain direct access and visibility to influential leaders within the destination marketing industry. Designed especially for DMO Presidents and Executive Directors, this three-day forum is considered the foremost gathering for industry decision makers and packed with facilitated peer-to-peer exchanges of ideas and solutions to the biggest industry challenges.

Sponsorships available for a maximum of three (3) companies
Expected attendance: 75

Note: Attendance during the meeting sessions is restricted. No formal presentations.

Upcoming Dates:

Spring 2010 - Location/Venue TBD

DMAI Annual Convention & Business Exchange

About: As the single most important event of the year for DMO professionals, DMAI's Annual Convention & Business Exchange, provides Allied Member companies with numerous opportunities to showcase products and services, network with hundreds of key DMO decision makers, and learn about the hottest trends, challenges and issues within the hospitality and tourism industry. Choose from four different levels of participation and numerous sponsorship opportunities. Create the package that best fits your marketing needs to realize your business goals!

Sponsorship/Exhibitor Opportunities – see pages 6-11 for details

Expected Attendance: 650-700 DMO executives from nearly 300 destinations

Note: Exhibitor/Sponsor registrations include access at all keynote presentations, education sessions, social networking events and the Business Exchange trade show. Only the shirtsleeve components are restricted.

Upcoming Dates:

96th Annual Convention – 21-23 July 2010 – Hollywood, Florida (Westin Diplomat)

97th Annual Convention – 20-22 July 2011 - New Orleans, Louisiana

98th Annual Convention - 16-18 July 2012 - Seattle, Washington

Online Advertising

E-Newsletter Sponsorships

Consider “owning” one of DMAI’s two **e-news communication** vehicles. Envision your company as DMAI’s publication partner – work with our publisher to give your organization maximum exposure.

Benefits:

- Masthead includes a by-line recognizing the sponsor.
- Recognition in footer includes statement of the partnership along with a 50-word description about the sponsor organization, sponsor logo and a link to its web site.
- Exclusive opportunity to include advertisement in the vertical sidebar of the newsletter.
- Opportunity to write one full article (typically in the first issue of sponsorship) about and by the sponsor company, with editing rights by DMAI.
- Recognition as sponsor wherever the publication is mentioned.

DMAI Connections

US \$18,000

Year-round sponsorship opportunity (sold through 2009).

Twenty-four (24) issues published annually

Distribution: 3500+ industry professionals

About: Published bi-weekly, *DMAI Connections* is available to members, non-members and the general public, informing the destination marketing community of news, events and trends in the association and across the industry.

Destination Marketing Monthly

US \$12,000

Year-Round sponsorship sold through 2009.

Twelve (12) issues published annually.

Distribution: 2800 member professionals

About: *Destination Marketing Monthly* is a **members-only** e-publication offering in-depth articles including columns from DMO professionals, Q&A sections, articles by industry experts, expanded industry news items and highlights from myDMAI discussions and forums.

myDMAI Banner Advertisements

Looking to broadcast a specific message over a particular timeframe?

Interact, engage and advertise within **myDMAI** – Destination Marketing Association International’s official web 2.0 social networking resource for members!

Place your company’s message in front of DMO professionals as they search for business solutions and network with fellow destination marketing professionals. Sidebar advertisements are **visible on every page 24/7** and rotate with no more than nine (9) other banners at any time.

Site Traffic	Rate Structure
<ul style="list-style-type: none">• Page Views/Month*: 193,000• Visits per Month*: 1,900• Files Download to Date: 1700• Total Users: 1050	<ul style="list-style-type: none">• 1 month/US \$1,000 gross• 3 months/US \$2,700 gross• 6 months/US \$4,800 gross

**averages for data from July 2008-August 2009*

Major Program Branding

Significant branding opportunities are also available to companies interested in partnering with DMAI on a year long basis. DMAI offers its highly respected and popular signature program as sponsorships for serious supporting companies. Show your company's ongoing dedication to the betterment of the industry it serves. **DMAI will work with you to custom brand these programs with the highest level of visibility and potential ROI.**

Certified Destination Management Executive Program

US \$25,000

Recognized by the DMO industry as its highest education achievement, CDME is an advanced educational program for approximately 50 veteran and career-minded DMO executives looking for senior-level professional development courses. The focus of the program is on vision, leadership, productivity and the implementation of business strategies through core and elective courses offered 4 times per year. Sponsor's representative may be present at the courses. To review the schedule of upcoming sessions and learn additional information about the program, go to www.destinationmarketing.org, keyword search: **CDME**.

Sales Academy Program

US \$20,000

Presented 4 times yearly, the Sales Academy Program is targeted to improve the effectiveness, skills and understanding of entry level to the most seasoned sales professionals. The consecutive three day program including both Sales Academy I and Sales Academy II courses is traditionally sold out with 25 attendees per course. Sponsor representatives may be present at the courses. To review the schedule of upcoming sessions and learn additional information about the program, go to www.destinationmarketing.org, keyword search: **sales academy**.

DMAI Resource Center

Call for information

This online Resource Center houses valuable information for destination marketing professionals by providing sample bureau operations documents and bureau research statistics. The bookstore houses such frequently referenced publications as *The DMO Compensation & Benefits Report*, *The DMO Organization & Finance Report*, and *The Fundamentals of Destination Management and Marketing* textbook. The Resource Center also acts as a referral source of other industry-related information. Your company will make an impression with every electronic visit to the Resource Center.

Students & Educators Program

US \$10,000

Developed to ensure the future strength and leadership of the destination marketing industry, in the fall of 2006, DMAI launched its Students and Educators Membership category. This includes a dedicated web section, intern job bank program and educational programming for students and teachers at over 300 colleges and universities with hospitality schools. Sponsoring the Students and Educators program positions your company as a knowledge-provider and gives you first access to the CEOs of the future!

**DMAI 96th Annual Convention & Business Exchange trade show
21 – 23 July 2010
Hollywood, Florida – Westin Diplomat**

Sponsorship and Exhibitor Opportunities for 2010

Annual Convention Packages	2010 Pricing
Platinum Sponsor Packages	Greater than US \$10,000
Gold Sponsor Packages	US \$7,500 -\$10,000
Silver Exhibitor Package	US \$5,775
Exhibitor Package	US \$3,675
Additional Exhibitor Badges	US \$730

Platinum Sponsorships*

Closing Night Gala Event	US \$25,000.00
Leadership Reception	20,000.00
Opening General Session	18,000.00
General Session (Day Two)	15,000.00
Closing General Session (Day Three)	15,000.00
Signature Golf Sponsor	15,000.00
Former Chairs Dinner	13,000.00
Global Lounge	12,000.00

**All Platinum Sponsorship Opportunities include the general benefits described for the Platinum Level as well as the additional benefits tailored for each item.*

Gold Sponsorships*

Preliminary Brochure & Onsite Guide	US \$10,000.00
Transportation	10,000.00
Hotel Key Cards	10,000.00
Registration/Welcome Area	10,000.00
Registration Bags	10,000.00
Logoed Aisle Banners	10,000.00
Cyber Cafés	10,000.00
Badge Holders	8,000.00
Water Bottles & Stations	8,000.00
CDME Program (Courses)	8,000.00
Education/Knowledge Sessions	7,500.00
Fun & Fitness Sponsor	7,500.00
Turn Down Service - <i>Three (3) Available</i>	7,500.00
Buffet Lunch – <i>Two (2) Available</i>	8,000.00
Refreshment Break – <i>Two (2) Available</i>	7,500.00
Continental Breakfast – <i>Two (2) Available</i>	7,500.00

**All Gold Sponsorship Opportunities include the general benefits described for the Gold Level as well as the additional benefits tailored for each item.*

Additional sponsorship opportunities will be considered upon request.

Please Note: DMAI offers First-Right of Refusal to the previous year's sponsor on the same opportunity for the following year. Available sponsorships opportunities will be released after October 31st, 2009. DMAI will begin accepting exhibitor commitments in the Late Summer/Fall of 2009.

Convention Sponsorship and Exhibitor Benefits

Platinum Sponsor (Greater than \$10,000)

- Exhibit booth
- 4 convention registrations*
- Pre- and post-convention attendee lists
- Onsite Convention Directory listing with 100 word company description
- Listing on Website as exhibitor
- Recognition on the DMAI Annual Convention Web site - noting Platinum sponsor designation, including company logo and hyperlink to company Web site
- Recognition in the DMAI Connections e-newsletter prior to and following the convention
- Special Platinum Sponsor booth signage and badge ribbons
- Special recognition in the convention program
- Acknowledgement in pre-general session video scrolls
- Recognition in signage throughout public areas of the convention
- Inclusion in the sponsor flyer inserted in the delegate bags

Gold Sponsor (\$7,500-\$10,000)

- Exhibit booth
- 3 convention registrations*
- Pre- and post-convention attendee lists
- Onsite Convention Directory listing with 100 word company description
- Listing on Website as exhibitor
- Recognition on the DMAI Annual Convention Web site - noting Gold sponsor designation, including company logo and hyperlink to company Web site
- Recognition in the DMAI Connections e-newsletter prior to and following the convention
- Special Gold Sponsor booth signage and badge ribbons
- Special recognition in the convention program
- Acknowledgement in pre-general session video scrolls
- Recognition in signage throughout public areas of the convention
- Inclusion in the sponsor flyer inserted in the delegate bags

Silver Exhibitor (\$5,775)

- Exhibit booth
- 2 convention registrations*
- Pre- and post-convention attendee lists
- Onsite Convention Directory listing with 80 word company description
- Listing on Website as exhibitor
- Recognition on the DMAI Annual Convention Web site - noting Silver sponsor designation, including company logo and hyperlink to company Web site
- Recognition in the DMAI Connections e-newsletter prior to and following the convention
- Special Silver Sponsor booth signage and badge ribbons
- Special recognition in the convention program
- Acknowledgement in pre-general session video scrolls
- Recognition in signage throughout public areas of the convention
- Inclusion in the sponsor flyer inserted in the delegate bags

Basic (\$3,675)

- Exhibit booth
- 1 convention registration*
- Pre- and post-convention attendee lists
- Onsite Convention Directory listing with 60 word company description
- Listing on Website as exhibitor

****Note: Additional registrations are available in each category for US \$730 each.***

PLATINUM SPONSORSHIP OPPORTUNITIES

Closing Night Gala - US \$25,000

This fun off-property event is a celebration for all attendees and will position your organization as a major DMAI supporter. Approximately 800 people attend this closing event. Additional benefits include:

- Five (5) minutes on stage to welcome the crowd.
- Signage throughout the event
- Sponsor recognition and display of company logo during walk-in/walk-out segment of that day's general session program
- Opportunity to enhance the evening's theme – give us your ideas!
- Includes all Platinum Sponsor level benefits

Leadership Reception - US \$20,000

This private reception, typically held off-property, is for the association's influential leadership, including the current Board of Directors, Foundation Board of Trustees, and Committee Chairs. Additional benefits include:

- Welcome/promotional remarks
- Opportunity to network with approximately 75 top DMO leaders
- Includes all Platinum Sponsor level benefits

Opening General Session - Day One – US \$18,000

Benefits include:

- Welcome remarks, including 2-minute product/company promotion
- Introduction of speaker
- Recognition through signage and display of company logo in pre-program video
- Literature distribution in the general session room
- Includes all Platinum Sponsor benefits

General Session – Day Two – US \$15,000

Benefits include:

- Welcome remarks, including 2-minute product/company promotion
- Introduction of speaker
- Recognition through signage and display of company logo in pre-program video
- Literature distribution in the general session room
- Includes all Platinum Sponsor benefits

General Session – Day Three - US \$15,000

Benefits include:

- Welcome remarks, including 2-minute product/company promotion
- Introduction of speaker
- Recognition through signage and display of company logo in pre-program video
- Literature distribution in the general session room
- Includes all Platinum Sponsor level benefits

Signature Golf Tournament – US \$15,000

Benefits include:

- Golf cart with refreshments
- One (1) tee time including four players (additional golfers \$275)
- 2 non-golfing representatives
- Opportunity to choose foursome
- Opportunity for senior executive to speak at the awards ceremony
- Company recognition on golf course hole
- Recognition on tournament banner
- Opportunity for giveaways with company logo to all golfers (prizes supplied and shipped by sponsor)
- Includes all Platinum Sponsor level benefits

PLATINUM SPONSORSHIPS continued

Former Chairs Dinner – US \$13,000

This exclusive affair, hosted by the Board of Directors' Executive Committee, is held in honor of DMAI's distinguished former chairs. Additional benefits include:

- Welcome/promotional remarks
- Opportunity to network with approximately 40 DMO leaders
- Includes all Platinum Sponsor level benefits

Global Lounge – US \$12,000

Add your company brand to this special area! Located on the Business Exchange floor, the Global Lounge is the place for international (as well as domestic) attendees to meet and greet, touch base and socialize throughout the convention. Additional benefits include:

- Logo and signage within the Lounge
- Opportunity to provide collateral and/or give-aways
- Includes all Platinum Sponsor level benefits

GOLD SPONSORSHIP OPPORTUNITIES

Preliminary Registration Program & Onsite Guide – US \$10,000

Benefits include:

- Placement of logo on mailed advanced registration program that reaches 3,500+ industry professionals
- Placement of logo on the on-site guide distributed to all attendees
- Company advertisement on back cover (sponsor supplies art)
- Includes all Gold Sponsor level benefits

Transportation – US \$10,000

Provide transportation to all off-site events, including the Foundation Golf Tournament, the Leadership Dinner and the closing night Gala (if off-site), as well as VIP airport transfers. Additional benefits include:

- Signage in all buses/limos for official off-property events throughout the convention
- Sponsor's staff on vehicles to meet and greet if desired
- Includes all Gold Sponsor level benefits

Hotel Key Cards – US \$10,000 - SOLD

Display your company's advertisement/message on one full side of the hotel room key card for all convention attendees. Includes all Gold Sponsor level benefits.

Registration/Welcome Area – US \$10,000

Located in a central, highly trafficked area, this is the main gathering location for registration and general convention information. Greet attendees upon their arrival to DMAI's Annual Convention, and capture their attention throughout the conference as they gravitate to the lounge to grab refreshments, and socialize between programmed events. Additional benefits include:

- Table provided in welcome area for collateral/company representative
- Display of approved banner with Annual Convention logo (supplied by sponsor)
- Opportunity to distribute gifts (supplied and shipped by sponsor) and/or include collateral in registration packet
- Includes all Gold Sponsor level benefits

GOLD SPONSORSHIPS continued

Registration/Delegate Bags - US \$10,000

Approximately 1,000 bags for attendees with sponsor logo, DMAI logo, and convention logo. Great advertisement throughout the convention! Additional benefits include:

- Opportunity to include promotional insert within delegate carry bags
- Includes all Gold Sponsor level benefits

Logoed Aisle Banners - US \$10,000

Picture your company logo and name boldly displayed on each and every aisle banner within the Business Exchange! Gain tremendous visual impact and brand reinforcement throughout the convention. Includes all Gold Sponsor level benefits.

Cyber Cafés - US\$10,000

Located in a high-traffic area, the pods give attendees Internet access during the convention. Additional benefits include:

- Screensaver display of company name and logo on all the monitors in the cafe
- Sponsor's Web site homepage as the browser's default
- Display of approved banner with Annual Convention logo (supplied by sponsor)
- Opportunity to provide collateral and accessories (pens/notepads/mouse pads) – to be supplied & shipped by sponsor.
- Includes all Gold Sponsor level benefits

Attendee Badge Holders – US \$8,000*

Approximately 1,200 tags and accessories with sponsor logo on the badge holder.

*Year-round sponsorship of badges for all DMAI events available for US\$10,500. Includes all Gold Sponsor level benefits.

Water Bottles and Stations – US \$8,000

Your company's advertisement/message on bottled water, with customized labels, distributed to attendees at registration, the Foundation Golf Tournament and throughout the convention. Includes all Gold Sponsor level benefits.

CDME Courses – US \$8,000

The Certified Destination Management Executive designation is recognized by the DMO industry as the highest educational achievement. Attended by approximately 50 senior DMO executives pursuing certification, the CDME core courses take place prior to and during the Annual Convention. Additional benefits include:

- Welcome remarks at the opening of the core courses, during the elective courses.
- Recognition in all CDME signage, printed materials and convention program
- Recognition at the CDME Graduation Ceremony at the convention
- Literature distribution to course attendees
- Includes all Gold Sponsor level benefits

GOLD SPONSORSHIPS continued

Education Sessions - US \$7,500

Increase visibility and build presence with a specific group of DMO professionals through sponsorship of DMAI's educational programming! Align your company with the topics, trends and insights presented at one of the knowledge sessions (preferences based on a first-come, first-served basis). Education sponsors receive the following benefits:

- Opportunity to choose session for sponsorship.
- Welcome remarks, including 2-minute product/company promotion
- Introduction of speaker
- Recognition through signage at the session
- Literature/Collateral distribution in the session room
- Logo projected on screen before and after session
- Includes all Gold Sponsor level benefits

Fun & Fitness Sponsor – US \$7,500

Sponsor the daily exercise activities held early on each morning during the convention.

Includes:

- Recognition in convention program
- Opportunity for giveaways with logo
- Fun bonding opportunity with 50 members
- Add your own fun ideas!

Nightly Turn-Down Service (3 Available) – US \$7,500

Relay a personalized company message to convention attendees at the end of their busy day! DMAI will work with you to create just the right thought and presentation. Sponsors have the opportunity to provide a gift or memento to be delivered during nightly turn-down services of the hotel.

Buffet Lunch – Two (2) Available - US \$8,000

Served within the exhibit hall during the open hours of the Business Exchange. Additional benefits include:

- Promotional signs in the lunch area
- Opportunity to place collateral at each table
- Includes all Gold Sponsor level benefits

Refreshment Break – Two (2) Available – US \$7,500

30 minute late-morning or mid afternoon break. Additional benefits include:

- Promotional signs in the break area
- Opportunity to place collateral in the break area
- Includes all Gold Sponsor level benefits

Continental Breakfast –US \$7,500

Served outside of the General Session Foyer. Additional benefits include:

- Promotional signs in the breakfast area
- Opportunity to place collateral in the breakfast area
- Includes all Gold Sponsor level benefits

Questions?

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