

# eTourism Summit

## 2026

April 14-16, 2026 | Louisville, KY

## SPONSORSHIP PACKAGES

SHAPING  
THE FUTURE OF TOURISM MARKETING  
TOGETHER

# BY THE NUMBERS



450 Travel Industry Pros  
350 DMOs/Hoteliers + 100 Travel Industry Suppliers



35 Sponsors



75 Thought Leader  
Presenters



15 Dedicated Peer-to-Peer  
Learning Hours



60% Director Level &  
Above



2.5 Days of  
Networking

## Includes

- Top-Tier Logo placement on the website, event screens, and in the footer of all event emails.
- Attendee list access: Names, companies, and emails provided 2 weeks pre- and post-event.
- Custom branded graphic featuring your headshot, promoting your event or session.
- TWO supplier registrations and ONE destination marketer registration (\$8,885 Value).

**\$25,000**

## Interactive Masterclass:

- Lead an engaging 90-minute deep dive into a key industry topic with vetted DMO experts, fostering active audience participation (eTS to approve/vet DMO experts).
- Facilitate small group discussions for practical learning.
- Possible topics include but are not limited to Artificial Intelligence or Leadership 101 Masterclass
- **0 Available, 2 sold**

## eTourism Bash

- Bring the fun to eTourism Summit's after hours! Partner with us to create a lively event that ensures an unforgettable experience and maximizes your brand exposure.
- Address the group for 3-5 min.
- Onsite branding: Digital signage, cocktail napkins, and cups.
- Sponsor to work with eTS to customize package
- **4 Available**

## eTSYs (Travel & Tourism Digital Marketing Excellence) Awards:



- Announce and present eTSY Awards live at eTS 2026 (Connect Travel Staff to manage nomination process: timeline, forms & vetting submissions)
- Judging Panel Participation for one member of your team
- Extensive Visibility: Your logo will feature prominently in all eTSY Awards email marketing, social media posts, on the eTSY Awards website, and during the in-person awards ceremony.
- Custom email to eTS database of 10k+ (valued at \$5,000)
- **Exclusive**

## Emerging Tourism Star Awards

- Nomination process management (timeline, forms, vetting).
- Award presentation at the live event (eTS provides branded awards).
- Logo placement on event signage, website, screens, and emails.
- Inclusion in all eTS Emerging Tourism Stars email marketing.
- Awards promo with brand tagged on eTS social accounts.
- Branded social graphic for each star, shared individually.
- Custom email to eTS database of 10k+ (valued at \$5,000).
- **Exclusive**

## Includes

- Top-Tier Logo placement on the website, event screens, and in the footer of all event emails.
- Attendee list access: Names, companies, and emails provided 2 weeks pre- and post-event.
- Custom branded graphic featuring your headshot, promoting your event or session.
- TWO supplier registrations and ONE destination marketer registration (\$8,885 Value).

**\$25,000**

### Poolside Yoga Sponsor

- Branded Poolside Morning Yoga Sessions: Luxe, rejuvenating morning yoga by the pool, offering attendees an invigorating start to their day.
- Session Video Feature: Present a 1-2 minute video during session transitions once each day.
- Official Agenda Item: ensuring prominent exposure
- Branded E-blast Invite: Exclusive e-blast highlighting your business and inviting attendees to the luxe poolside yoga event.
- 2 Available

### Official Lunch Sponsor

- 3-5 Min Welcome: Welcome attendees before lunch with your logo prominently displayed on screen.
- Branded Cocktail Napkins & Signage: Your brand on napkins and signage during lunch.
- Session Video Feature: Present a 1-2 minute video during session transition (chosen by eTS team).
- Official Agenda Item: Your sponsorship highlighted as an official agenda item for prominent exposure.
- Exclusive



### eTS DJ Vibe Sponsor

- Branded DJ Booth: Steal the show with high-energy vibes from a branded DJ booth, showcasing your logo during registration & as attendees arrive each day.
- DJ Activation: The DJ will wear a branded shirt featuring your logo, keeping your brand front and center.
- Daily Shoutouts: Receive daily brand mentions to connect with attendees in a memorable way.
- Session Video Feature: Share a 1-2 minute video during session transitions each day (chosen by eTS team).
- Official Agenda Item: ensuring prominent exposure
- Exclusive

### Closing Party VIP eTourism Zone

- Branded VIP Signage: Prominent logo display in the exclusive, roped-off VIP oasis.
- Signature Cocktail: Custom-branded cocktail served only in the VIP area.
- Branded Napkins: Logo-featured napkins with every VIP cocktail.
- VIP Email Invitation: Branded email sent to all attendees announcing the VIP area.
- Attendees must be on the list for entry, enhancing exclusivity and brand prestige.
- Exclusive

## Includes

- Logo placement on the website, event screens, and in the footer of all event emails.
- Attendee list access: Names, companies, and emails provided 2 weeks pre- and post-event.
- Custom branded graphic featuring your headshot, promoting your event or session.
- ONE complementary supplier registrations and ONE destination marketer registration (\$5,390 value).

**\$20,000**

### Thought-Leadership Panel

- Position yourself as an industry thought leader while moderating a 40 minute session along side 3-4 DMO leaders (eTS to approve/vet panelists)
- Sponsor to work with eTourism Summit staff to customize topic and discussion
- **2 Available 1 Sold**

### Spill the Tea Case Studies: Top Marketing Partnerships Expose their Secrets to Success Together

- Address the audience with the DMO leader (approved by eTS team) for 15 impactful minutes.
- The direct peer-to-peer format builds brand trust and credibility, increasing the likelihood of securing new partnerships..
- **2 Available 8 Sold**

### Cheers to eTourism! Closing Cocktail Sponsor

- Cap off the day as the Closing Cocktail Sponsor, where you can engage the crowd for 3-5 minutes and leave a lasting impression.
- Signature Drink: Collaborate with us to create a signature cocktail for attendees to enjoy as they wind down.
- Brand Visibility: Your logo on branded drink tickets and featured in a dedicated post.
- Video Feature: Showcase a 1-2 minute video about your brand during the eTourism Summit.
- **1 Available**

### Hosted DMO Breakfast

- Host an intimate, invite-only breakfast where you'll connect with 30 top marketers, positioning your brand as the premier travel industry partner in a setting designed for meaningful conversations and networking.
- Prime Speaking Opportunity: 3-5 minutes to kick off the breakfast with a speech or video.
- Branded Napkins: Showcase your logo on custom napkins.
- Targeted Outreach: A custom-branded email to select marketing attendees of your choice, with eTS managing registration.
- **2 Available**

### Official App Sponsor

- Take the lead in the digital experience as the eTourism Event App Sponsor, where your brand becomes the gateway to all event interactions.
- Prominent Branding: Your logo featured on the app's splash screen and throughout key sections of the app.
- In-App Visibility: Your brand messaging delivered directly to attendees.
- Exclusive Access: Engage attendees with exclusive content, updates, and announcements via the app.
- Continuous Exposure: Stay top of mind as attendees use the app to navigate the event, access schedules, and connect with others.
- **Exclusive**

## Includes

- Logo placement on the website, event screens, and in the footer of all event emails.
- Attendee list access: Names, companies, and emails provided 2 weeks pre- and post-event.
- Custom branded graphic featuring your headshot, promoting your event or session.
- ONE complementary supplier registration (\$3,495 value).

**\$15,000**

## Bright & Shiny New Objects & Products

- Dive into the spotlight with a Shark Tank style, 9-minute presentation where you can showcase your cutting-edge solution or product tailored for the travel industry.
- Exclusive Opportunity: This is the only time at eTourism Summit where selling is allowed—you'll be demoing your product directly to industry leaders.
- Eligibility: Must offer a NEW product or be NEW to the travel industry landscape.
- All entries must receive approval from eTourism Summit, with consideration for innovations and developments introduced within the last two years.
- **5 Available 1 Sold**

## Call Them Out Cowbells: because we are not “sales-y”

- Your brand logo on cowbells for attendees to ring if a presenter starts “selling” from the stage.
- No sales pitches have been a cornerstone of eTS for 24 years.
- Sponsor opportunity to explain the importance of the cowbells (2 mins)
- eTourism Summit will provide branded cowbells
- **Exclusive**

## Wifi Sponsor

- Custom ID & Password for all attendees
- PLUS Video Wall: Sponsor provides customized pre-recorded video that is shown once in between sessions (2 Min Max)
- **Exclusive**

## Welcome Bag & Gift Sponsor

- Includes one gift item selected by eTS Staff and branded bag to be given out at registration.
- Opportunity to include an extra gift or promotional item inside the gift bag, enhancing brand visibility and engagement.
- Additional Value- Video Wall: Sponsor provides customized pre-recorded video that is shown once in between sessions

## Conference Lanyard Sponsor

- Prominent logo placement on conference lanyards worn by all eTourism Summit attendees. This sponsorship ensures continuous visibility throughout the event, keeping your brand front and center.



## Registration Sponsor

- Be the first brand tourism marketers and industry leaders see each day! This exclusive opportunity places your business front and center at check-in.
- Logo Placement: Prominent display on registration desk, event website, and agenda.
- Engagement Opportunity: Set up a table by registration to welcome attendees with branded gifts.

## Includes

- Logo placement on the website, event screens, and in the footer of all event emails.
- Attendee list access: Names, companies, and emails provided 2 weeks pre- and post-event.
- Custom branded graphic featuring your headshot, promoting your event or session.
- ONE complimentary supplier registration (\$3,495 value).

**\$15,000**

### Networking Bingo Sponsor

- 2 minutes of main stage time to introduce the session and your brand
- Branded bingo cards with your logo on every table on day 1
- Logo placement on the website, event screens and in event emails
- Custom branded graphic announcing your sponsorship
- Attendee list access: Names, Companies, and emails provided 2 weeks pre and post event
- One complimentary supplier registration (3,495 value)
- **Exclusive**

### Problem Solvers Networking Break Sponsorship

- 2 minutes of main stage time to introduce the session and your brand
- Branded table tents with your company logo on every table day 2
- Logo placement on the website, event screens and in event emails
- Custom Branded graphic announcing your sponsorship
- Attendee list access: Names, Companies, and emails provided 2 weeks pre and post event
- One complimentary supplier registration (\$3,945 value)
- **Exclusive**

### Green Room Sponsor

- Be the brand that welcomes and relaxes our industry thought leaders as they prepare to take the stage.
- Branded Water Bottles available in the Green Room
- Backstage Signage: Your signage will be the last thing speakers see before they take the stage.
- Video Feature: Showcase a 1-2 minute video about your brand during the eTourism Summit.

# BRONZE

## Includes

- Logo placement on the website and event signage
- Attendee List Access: Names, companies, and emails provided 2 weeks pre- and post-event.
- Custom branded graphic featuring your headshot, promoting your brand.

**\$7,500**

### Perk Up Power! Coffee Break Sponsor

- Sponsor logo on coffee/tea sleeves
- eTourism Summit to deliver order and purchase sleeves
- Additional Value/Requirement: Sponsor provides customized pre-recorded video that is shown once in between sessions



### Commercial Break Video Wall Sponsor

- Highlight your company, share key messages and showcase your brand to all attendees center screen
- Sponsor provides customized pre-recorded video that is shown twice in between sessions (2 Min Max)

### Happy Hour / Dinner Promotion

- Allows you to invite all eTourism Summit attendees to your event, and provides you with a list of RSVPs afterwards so you can stay in touch.
- Branded pre- and post-event eblast.
- Official registration link and list of RSVPs supplied post-event.
- Listed in Schedule at a Glance and as part of official schedule.
- All attendee access.

### Branded Hanging Banner

- Elevate your brand's presence with double-sided 12ft banners, designed for maximum visibility and impact from every angle.
- Logo on website & event screens



## Includes

The inclusions for digital sponsorships are dependable on the specific sponsorship.

### Custom eBlast Sponsorship

- Keep your brand connected with over 10,000 tourism marketing professionals all year long.
- Consistent Engagement: Maintain ongoing communication with a highly targeted audience through our custom eBlasts.
- Year-Round Visibility: Ensure your brand stays top of mind, even after the event ends.
- Tailored Messaging: Customize your content to resonate with industry leaders and decision-makers at key moments.
- **PRICING: \$7,500**

### Pre or Post Event eBlast

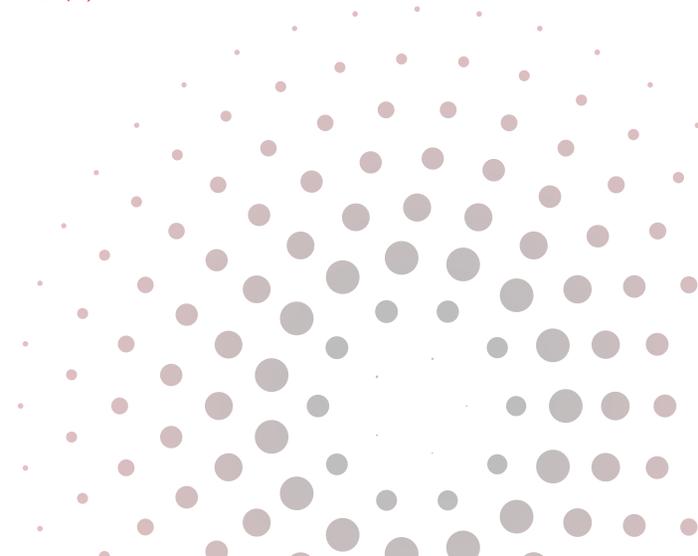
- Maximize your reach with a dedicated eBlast sent before or after the event.
- Direct Engagement: Connect directly with attendees through a targeted eBlast.
- Custom Content: Highlight your products, services, or offers.
- Strategic Timing: Capture attention at key moments to enhance visibility.
- **PRICING: \$5,000**

### Social Media Package

- Pre-Event Shoutout: Get featured on eTourism's LinkedIn and Facebook page before the event, letting the industry know you're attending and ready to get business done.
- Increased Visibility: Boost your brand's presence and engagement with attendees before the summit even begins.
- Strategic Exposure: Position your brand at the forefront of social conversations leading up to the event.
- **PRICING: \$3,000**

### Bright & Shiny News Features

- As a spin-off of our famous BSNO presentations at eTourism, this platform lets you showcase your groundbreaking products and latest advancements with 10,000 travel and tourism professionals each month.
- Feature your company logo, a captivating video promo, and detailed insights.
- Amplify your brand and connect with potential customers and industry leaders through our dedicated monthly email feature and branded social post.
- 1 Available per month
- **PRICING: \$5,000**



# Grab a front row seat to all the action.

## **PROVEN THOUGHT-LEADERSHIP**

eTourism Summit showcases sponsors and presenters as established thought-leaders in the industry

## **REAL-LIFE EXPERIENCES**

Through case studies and panels, attendees gain insights from real-life experiences, promoting authenticity and trust

## **ENHANCED BRAND TRUST**

The direct peer-to-peer format builds brand trust and credibility, increasing the likelihood of securing new partnerships

## **INCREASED DMO ATTENDANCE**

This format substantially boosts DMO attendance and participation

# SEE TOMORROW.

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eTourism  Summit