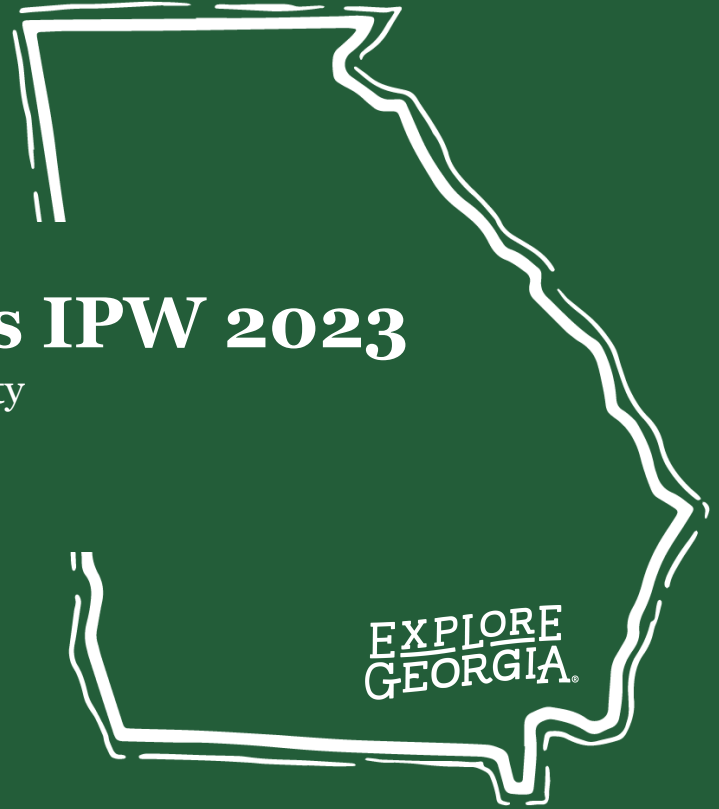


# U.S. Travel Association's IPW 2023

Team Georgia International Marketing Opportunity

**November 2022**



# Overview

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U.S. Travel Association's IPW event provides the best in-person platform to conduct international business and strengthen relationships. As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future global travel by connecting U.S. destinations with both international travel buyers and international media, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

## Fast Facts:

- **What:** [IPW 2023](#), U.S. Travel Association's premier international trade show and media event
- **When:** May 20-24, 2023
- **Where:** San Antonio, Texas; [Henry B. González Convention Center](#)
- **Who:** Georgia DMOs, hotels, & attractions interested in attracting international travel, supported by Explore Georgia

## IPW 2023

Powered by U.S. Travel Association



## Team Georgia

In 2022, Explore Georgia tested a new, integrated Team Georgia presence on the competitive trade show floor. Based on its success, we will be expanding this in-line approach to create an even stronger presence with a full aisle, opening this show up to more Georgia tourism partners.

[Watch 2022 Recap Video](#)



## Your Opportunity: Trade Show Booth

Explore Georgia has secured a dedicated aisle on the 2023 IPW trade show floor. We have up to six additional, 10' x 10' booth spaces available to partners. Each partner will have their own, dedicated and branded space and will schedule and manage their own appointment books. Over the course of the three show days, there is the potential for up to 42 international travel trade appointments (15 minutes per appointment).





## Additional Opportunity: Media Marketplace

In addition to the appointments held on the IPW trade show, partners have the opportunity to register for the Brand USA Media Marketplace, taking place on Monday, May 22, 2023, within IPW. This all-day event is the best way for U.S. suppliers to connect with international journalists and to pitch story ideas on-site.

The Brand USA Media Marketplace room is located near the IPW trade show floor and is comprised of single tables that are arranged alphabetically by state. Each table may be staffed with up to two delegates, each with their own appointment schedule. Booths are not allowed in the Media Marketplace, only tabletop displays. Participating Georgia tourism partners are responsible for their own table's materials and appointments. Participation is optional and not contingent on Trade Show booth involvement.



Explore Georgia will manage the physical booth, and you will be responsible for paying for your booth space and delegates directly with the U.S. Travel Association (USTA). USTA will ensure your space is located within the Team Georgia aisle.

Our goal is to offer you a turnkey experience that only requires you to supply a few assets pre-show and then arrive on-site, ready to take appointments during the show. We'll handle the rest. The production cost detailed on the next page includes a custom back wall graphic, custom table-top graphic, and logo on your pedestal, as well as all associated costs/labor. You will be invoiced by Explore Georgia.

The following page also provides an overview of your USTA costs for IPW 2023. Based on your membership level, there may be additional discounts available to you and your organization. You will work directly with USTA on your registration and payment. Please note, booth space does not include attendee badges. Badges must be purchased for every attendee in your booth space.

For the Brand USA Media Marketplace, you will also register directly with USTA. Note: No additional *badge* fee is required if an Exhibitor Delegate from your booth staffs the Media Marketplace table. However, you may purchase a Media Marketplace PR Delegate badge for a PR rep who will ONLY staff the Media Marketplace table.

## Team Georgia

### IPW Investment Details



## YOUR EXPLORE GEORGIA PRODUCTION COSTS (PER 10' X 10' UNIT)

Production & Labor

\$1,430

## YOUR USTA IPW 2023 COSTS

### Tradeshow Booth (per 10' x 10' unit)

USTA Membership Level	Single Organization	Shared Booth: <i>Your partners sharing your appointments/space</i>
Chairman's/Board Circle Member	\$0 (complimentary)	\$1,645
Member (Excludes badges)	\$4,145	\$5,495
Non-Member (Excludes badges)	\$6,180	\$7,625

### Tradeshow Attendees/Badges\*

Delegate, Member (Up to four per 10' x 10')	\$1,320 <i>\$1,570 beginning 12/17/22</i>	—
Delegate, Non-Member (Up to four per 10' x 10')	\$1,895 <i>\$2,000 beginning 12/17/22</i>	—
Shared Booth Partner Delegate Badge	—	\$1,845 <i>\$2,055 beginning 12/17/22</i>

### Brand USA Media Marketplace\*

Member	\$1,185 ( <i>\$1,390 beginning 12/17/22</i> )
Non-Member	\$1,420 ( <i>\$1,670 beginning 12/17/22</i> )
PR Delegate ONLY, Member	\$550
PR Delegate ONLY, Non-Member	\$600

## Team Georgia

Trade Show Booth Investment



*\*Early registration discounts noted, register by Dec. 16, 2022 at 11:59 p.m. ET to secure early rates.*

As part of this opportunity, Explore Georgia assumes all investment for the booth design, shipping, set-up/tear down, storage, as well as on-site show management.

EXPLORE GEORGIA BOOTH INVESTMENT	VALUE TO YOU
Design Services	\$2,250
10' x 10' Booth Hard Costs <i>Including, but not limited to: Power, lighting, flooring, back/side/wing walls, table &amp; chairs, and pedestal</i>	\$11,300
Booth Logistics & Management <i>Including but not limited to: Shipping, storage, installation and tear down, on-site management, daily booth cleaning &amp; upkeep</i>	\$7,500
<b>Total Estimated Value to Partner (per 10'x10' space)</b>	<b>\$21,050</b>

# Team Georgia

Trade Show Booth Value





## Your Responsibilities

Explore Georgia wants to make this opportunity as simple and cost-efficient as possible. To participate in the Team Georgia booth, we ask each partner to:

- Confirm your interest with Explore Georgia by sending an email to Regan Young ([ryoung@georgia.org](mailto:ryoung@georgia.org)) no later than 12/12/22
  - Once your participation is confirmed by Explore Georgia, complete your [IPW registration](#) directly with USTA.
  - Note: Payment due to USTA at the time of registration via credit card or invoice & check
- Provide assets (images & logo) to Explore Georgia for your booth:
  - [Link to general specs](#); additional details will be provided upon confirmation
  - Explore Georgia will invoice you directly for your booth production fee
- Cover all travel costs for you and your team
- Supply any collateral or other assets needed for appointments
  - Materials can be shipped to our on-site partner Abcom, who will ship them to San Antonio and put them in your booth for no additional cost

## Key Dates & Deadlines:

- Confirm interest in participating in Team Georgia booth: 12/12/22
  - Participation will be on a first-come, first-served basis
  - Selected participants will be notified by 12/14/22 to ensure early rate registration pricing
- Lodging opens: 12/12/22
  - Specific details to be provided to you by USTA
- Assets due to Explore Georgia: 3/27/23
- Booth build: 4/3/23 - 5/2/23
- In-booth materials due to Abcom: 4/19/23
- Booth ships: 5/3/23
- Booth installation: 5/20/23 - 5/21/23
- Show opens: 5/22/23
- Booth dismantle: 5/24/23 - 5/25/23



# Questions?

Contact Lori Hennesy at [lhennesy@georgia.org](mailto:lhennesy@georgia.org) or 404-678-4342



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