The 38th annual CalTravel Summit will bring together the most compelling voices of travel and tourism for three days of insights, issues, discussion, inspiration, and one-of-a-kind networking opportunities—all just steps from the beach in Surf City, USA!

**SUMMIT HIGHLIGHTS**

- **RAISE YOUR VISIBILITY.**
  **PARTicipate & LEARN**
- **UNIQUE & ENGAGING**
  **NETWORKING OPPORTUNITIES**
- **OUTDOOR, OCEAN VIEW**
  **MARKETPLACE**
- **425+ OF CALIFORNIA’S TRAVEL & TOURISM LEADERS**
- **COLLABORATE WITH 100+ OF CALTRAVEL’S DMO LEADERS**

**TESTIMONIALS**

“CalTravel is one of the most important organizations we support. Tourism is the number one industry for Greater Palm Springs and having a strong organization representing us in Sacramento and bringing all of us together for collaboration is vital to our success.”
- Scott White, President & CEO, Greater Palm Springs CVB

“CalTravel has helped me learn how to be in the tourism business and also benefit from it.”
- Mike Gallagher, Co-Founder, CityPASS

“It’s one of the few opportunities where we really come together as an industry, and to be a sponsor of that can make an impact.”
- Bryan Garber, Head of Sales & Strategic Partners, Merlin Entertainments

“The CalTravel Summit is a one-stop shop for anyone involved in the tourism industry. The education, collaboration, connections and relationships formed are invaluable to our work and professional growth!”
- Julie Mino, President & CEO, Visit Oxnard

**EVENT SCHEDULE**

**September 8**
- 2:00-5:00PM: CalTravel All-Member Board Meeting
- 6:00-9:00PM: Visit Huntington Beach Welcome Reception

**September 9**
- 8:00-9:00AM: Summit Breakfast
- 9:00-10:30AM: General Session
- 10:30-11:15AM: Networking Break
- 11:15-12:30PM: General Session
- 12:30-2:15PM: Boxed Lunch & Learn Sessions
- 2:15-4:15PM: General Session
- 4:15-5:00PM: Reception
- 6:00-9:00PM: PAC Fundraising Dinner

**September 10**
- 8:00-9:00AM: Summit Breakfast
- 9:00-10:30AM: General Session
- 10:30-11:15AM: Networking Break
- 11:15-12:30PM: General Session
- 12:30-2:00PM: Summit Lunch
- 2:00-3:00PM: General Session
- 3:00-5:15PM: Breakout Sessions
- 6:00-7:00PM: Awards Dinner Reception
- 7:00-9:00PM: Awards Dinner
- 9:00-12:00AM: Summit Afterparty
PLATINUM PARTNER ~ $20,500

- Sponsorship of Major Event at CalTravel Summit (CTS)
- Address the general session audience (425+ attendees)
- NEW: Opportunity to run a 2-3 minute promotional video on main stage (Value: $2,500)
- Sponsor recognition from the podium throughout the conference
- 4 complimentary registrations to CTS (Value: $4,000) + member pricing for additional registrations
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- Premium positioning for 8’x10’ Marketplace exhibitor space (upon request)
- NEW: Sponsored Post or Push Notification on CTS app (assets must be received 10 days in advance)
- Exclusive digital export of attendee contacts info

CALTRAVEL ADVOCATE ~ $16,500

- Sponsorship of general session or breakout session activation
- Address the general session audience (425+ attendees)
- 3 complimentary registrations to CTS (Value: $3,000) + member pricing for additional registrations
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- Premium positioning for 8’x10’ Marketplace exhibitor space (upon request)
- Receive logo and branding recognition within sponsored breakout room + opportunity to display pull-up banners outside session
- NEW: Opportunity to run a 2-3 minutes promotional video on main stage
- NEW: Sponsored Post or Push Notification on CTS app (assets must be received 10 days in advance)
- Exclusive digital export of attendee contacts info

LUNCH & LEARN ~ $10,000

- Opportunity to present one 40-minute content session and distribute material to attendees in breakout luncheon
- Interact directly with attendees to deliver company insights and learnings
- Enhance the experience by providing a fun dessert, branded promotional item or giveaway (sponsor responsible for additional cost)
- NEW: Opportunity to run a 2-3 minute promotional video on main stage (Value: $2,500)
- 2 complimentary registrations to CTS (Value: $2,000) + member pricing for additional registrations
- Receive logo and branding recognition within sponsored breakout room + opportunity to display pull-up banners outside session
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- 2 dedicated e-blasts to attendee list (pre- and post-conference)
- NEW: Sponsored Post or Push Notification on CTS app (assets must be received 10 days in advance)
- NEW: Opportunity to promote content via webinar on Caltravel.org
- Exclusive digital export of attendee contacts info
- Space is limited. First come, first served!
**CALTRAVEL PROMOTER ~ $9,500**

- Strengthen brand awareness with choice of one naming right
- Address the general session audience (425+ attendees) (exclusive to networking break sponsors)
- 2 complimentary registrations to CTS (Value: $2,000)
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- 8’x10’ Marketplace exhibitor space
- NEW: Sponsored Post or Push Notification on CTS app (assets must be received 10 days in advance)
- Exclusive digital export of attendee contacts info

**CALTRAVEL STEWARD ~ $7,500**

- 1 complimentary registration to CTS (Value: $1,000)
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- 8’x10’ Marketplace exhibitor space
- 2 dedicated e-blasts to CalTravel membership
- Exclusive digital export of attendee contact info

**CALTRAVEL ALLIANCE PARTNER ~ $5,500**

- Recognized as an Alliance Partner on CalTravel website
- 8’x10’ Marketplace exhibitor space
- Enhance booth visibility by providing a special giveaway promoted via push notification on CTS mobile app
- NEW: Sponsored Post on CTS mobile app (assets must be received 10 days in advance)
- Logo inclusion in dedicated email announcing partnership and promotion of company’s exclusive discount to CalTravel membership
- 1 dedicated e-blast to CalTravel membership
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- Exclusive digital export of attendee contact info

**NEW MEMBER EXHIBITOR PACKAGE ~ $4,000**

- One full-year CalTravel regular membership
- 8’x10’ Marketplace exhibitor space
- Enhance booth visibility by providing a special giveaway promoted via push notification on CTS mobile app
- Member pricing for registrations at CTS (Savings: $300 per registration)
- Exclusive digital export of attendee contact info
- No complimentary registrations at this level (all exhibitors must pay for registrations)

**MARKETPLACE EXHIBITOR ~ $3,400**

- 8’x10’ Marketplace exhibitor space
- Enhance booth visibility by providing a special giveaway promoted via push notification on CTS mobile app
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- Exclusive digital export of attendee contact info
- No complimentary registrations at this level (all exhibitors must pay for registrations)
COMMERCIAL SPOT ~ $2,500

- Opportunity to run a 2-3 minute promotional video on main stage
- Make a high-impact impression to general session audience (425+ attendees)
- NEW: Sponsored Post or Push Notification on CTS app (assets must be received 10 days in advance)
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- Exclusive digital export of attendee contact info

CALTRAVEL FRIEND ~ $2,500

- Recognition on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR

DIGITAL UPGRADES ~ $500-$1,500

- In-app Sponsored Post in news feed (includes image, caption, click-through URL or document download)
- Push Notification to attendees through the mobile app (text only)
- Online webinar (educational presentation, workshop, or seminar)

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT: REENA EVENSON | 424.442.0119 | REVENSON@CALTRAVEL.ORG

ASSET SUBMISSION DEADLINE

MAY 1, 2020

SPECS & DETAILS

LOGOS

HIGH RESOLUTION (300 DPI) | CMYK | .JPG, .TIFF, .EPS FORMAT

COMMERCIALS

HIGH RESOLUTION (1080P) | 16:9 ASPECT RATIO | MP4 VIDEO FILE

E-BLASTS

LOGO | HEADER IMAGE | BODY COPY | CLICK-THROUGH URL | SUBJECT LINE

SPONSORED POSTS

CAPTION (140 CHARACTERS MAX) | IMAGE (580x256px .JPG) | CLICK-THROUGH URL

PUSH NOTIFICATIONS

CAPTION (145 CHARACTERS MAX)

MARKETPLACE EXHIBITOR BOOTH

8’x10’ SPACE | TABLE WITH LINEN | TWO CHAIRS | ELECTRICITY | WI-FI