



**UKINBOUND**  
THE VOICE OF INBOUND TOURISM

# ANNUAL CONVENTION

*5 – 7 February, 2020*  
*Bristol*

**SPONSORSHIP OPPORTUNITIES**



# UKINBOUND ANNUAL CONVENTION

The UKinbound Annual Convention brings together over 250 inbound travel trade professionals for two days of plenary sessions, a major B2B workshop, seminars, networking events, and our Awards for Excellence Gala Dinner.

By sponsoring at Convention, you can:

- INCREASE** your profile in the tourism industry
- GENERATE** new leads and business interest
- PROMOTE** new products, services and initiatives
- ENHANCE** your visibility over other members



# WHO ATTENDS?

## ANNUAL CONVENTION 2019, GLASGOW

277 attendees

### Sector

Tour operators:	32%
Attractions:	29%
Service Providers:	18%
Destination Marketing:	11%
Accommodation:	7%
Other:	3%

### Roles

Sales & Marketing:	49%
CEO/MD:	19%
Business development:	15%
Other:	10%
Product development & contracting:	7%

### Seniority Level

Manager:	43%
Senior Management:	30%
CEO/ business owner:	20%
Executive:	7%

## PREVIOUS CONVENTION FEEDBACK

“ *The UKinbound Convention is a real gem in my calendar. The top attractions are always in attendance, so as an OTA that's really important to me. The event is friendly, well planned and ultimately, fruitful.*

TIQETS.COM

”

“ *The UKinbound convention really is the one-stop-shop to set up future business. From making new contacts to networking with current partners, all while enhancing your industry knowledge.*

- AZZURRI GROUP

”

# CONVENTION PROGRAMME

(subject to change)

## Wednesday 5 February

- 11:20 – 13:00 UKinbound AGM
- 13:00 – 14:00 Lunch
- 14:00 – 15:00 Keynote by Bruce Daisley, VP EMEA, Twitter
- 15:00 – 16:30 Panel Debate – panellists to be announced
- 19:00 – 00:00 Informal networking dinner with selection of evening activities, Bristol Museum & Art Gallery

## Thursday 6 February

- 09:00 – 12:30 B2B workshop incl. refreshment break
- 13:15 – 14:15 Lunch
- 14:15 – 15:15 CEO Roundtable
- 14:15 – 15:45 B2B workshop cont.
- 15:45 – 16:15 Refreshment break
- 16:15 – 17:00 Business seminars & workshops
- 19:30 – 01:00 Awards for Excellence Gala Dinner & after-party, Bristol Aerospace



# SPONSORSHIP PACKAGES

Headline Sponsor	x1	£12,500
B2B Workshop sponsor	x1	£6,000
Connectivity sponsor	x1	£1,500
Social Media partner	x1	£1,500
Plenary session sponsor	x2	£1,500
Lunch sponsor	x2	£1,500
Refreshments sponsor	x2	£750
Dinner wine sponsor	x2	£1,500
Awards for Excellence category sponsor	x7	£500
Awards for Excellence Gala Dinner sponsor	SOLD	
Lanyard sponsor	SOLD	



*All sponsors will be acknowledged via UKinbound's social media, which has over 4,000 followers on Twitter and more than 3,000 on LinkedIn.*

*In 2019, tweets with the #UKiCon19 hashtag achieved 30,000 impressions over three days.*

# HEADLINE SPONSOR

**The Headline Sponsor can enjoy a presence throughout each element of the Convention, including:**

- Logo and headline sponsor billing on pre- and post-event materials, in the Convention brochure, pop up banners, and on the stage set
- Sponsorship of a plenary session (panel debate or keynote speaker) including opportunity to deliver a short sponsor message and introduce session on stage
- Sponsorship of the B2B workshop which includes opportunity to show a video, give a short address and officially open the B2B workshop
- Opportunity to exhibit during the B2B workshop alongside local suppliers
- Sponsorship of the networking evening dinner wine
- Sponsorship of one Award category including opportunity to present award on stage
- Branding on delegate wallets plus opportunity to include insert
- 2 places at Convention 2019
- 3 e-shots over a 12 month period
- UKinbound to provide contact details of attendees (opt-in only)

# B2B WORKSHOP SPONSOR

The B2B workshop is a major component of the Convention, with buyers meeting suppliers in a series of time-limited, one-to-one business appointments. In 2019, **100% of buyers** (tour operators/DMC/OTA) and **97% of suppliers** (all other sectors) took part in the B2B workshop, so this is a perfect opportunity to get in front of a professional travel trade audience who are ready to do business.

## BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure, pop up banners, and on the stage set
- Logo on screen for the duration of the B2B workshop, on meeting itineraries, information packs and table numbers
- Acknowledgement on social media
- Opportunity to show a video and give a short address
- Opportunity to officially open the B2B workshop alongside UKinbound CEO
- Opportunity to exhibit during the B2B workshop with local suppliers



# CONNECTIVITY SPONSOR

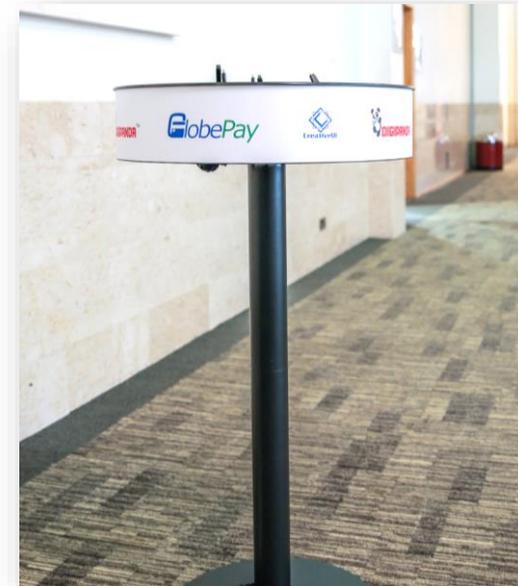
What can be more frustrating at a conference than running out of charge on your mobile device, leaving you unable to connect with the outside world or engage digitally with the conference content?

At UKinbound's 2020 Annual Convention we are offering the unique opportunity to sponsor fully branded charging tables, allowing attendees to keep their devices topped up throughout the day.

The tables provide phone charging facilities for up to 7 devices and include a wireless charge pad, are fully portable, and will be situated in the key delegate traffic points (refreshment and breakout areas) ensuring maximum exposure for the sponsor.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, on pop-up banners and on the charging tables
- Opportunity to display pop-up banners
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



# SOCIAL MEDIA PARTNER

An engaging and highly visual sponsorship opportunity for one organisation to be the UKinbound 2020 Annual Convention Social Media Partner.

Social media is all around us at conferences and a live social media wall can play an entertaining and informative part of proceedings, encouraging engagement and creating a very real talking point. At the 2019 UKinbound Annual Convention, tweets with the *#UKiCon19* hashtag achieved 30,000 impressions over three days.

To ensure maximum exposure, strategically located plasma screens will project a live feed of Twitter interactions.

This exciting opportunity will allow you to brand the screens with your logo and provides for a powerful and highly visual opportunity to generate dialogue amongst attendees and get involved in the discussions.

## BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure, on pop-up banners and displayed on the social media walls throughout Convention
- Verbal acknowledgment by plenary session host
- Acknowledgement on social media



# PLENARY SESSION SPONSOR

The plenary sessions take place on the first day of Convention and are a great way to reach the entire Convention audience, raise your profile and align your business with the key themes of the sessions.

UKinbound Annual Convention 2020 will feature a panel debate with four industry leaders, and a keynote address by Bruce Daisley, VP EMEA, Twitter and bestselling author and business podcaster.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, on pop-up banners and on screen during the plenary sessions
- Verbal acknowledgment by plenary session host on stage
- Acknowledgement on social media
- Opportunity to introduce the session/speaker on stage including a short video or address to the audience



# DELEGATE REFRESHMENT BREAKS

Be the face of refreshment throughout Convention! As attendees pour out of the sessions and into the refreshments areas for a much needed tea or coffee, your branding will be front and centre.

## BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure, on pop-up banners and displayed in the refreshment break areas
- Opportunity to show video in the refreshment areas
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



# DELEGATE LUNCH SPONSOR

For an unobtrusive but highly visual way to reach delegates and raise your profile, why not sponsor a delegate lunch? Your branding will be prominently displayed in the lunch area, strategically placed in view of every delegate.

## BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure, on pop-up banners and displayed in the lunch areas
- Opportunity to show video in the lunch areas
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



# DINNER WINE SPONSOR

A highly visual and cost-effective opportunity to raise your profile and brand awareness with every guest at the UKinbound Annual Convention.

Display your logo, messaging and even a call to action such as a QR code on the wine collars which will be produced to your design in full colour and feature on over 140 bottles placed strategically on each table.

This opportunity is available at the Wednesday Networking Evening and the Awards for Excellence Gala Dinner and can be combined into one to maximise your presence during the evenings.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, on pop-up banners, in the Convention brochure and dinner menus
- Verbal acknowledgment during welcome
- Acknowledgement on social media
- Production of wine collars



# AWARDS FOR EXCELLENCE CATEGORY SPONSOR

The UKinbound Awards for Excellence 2020 will be presented at the Gala Dinner taking place at the stunning Aerospace Bristol, celebrating the very best of inbound tourism. Sponsoring one of the nine award categories is a highly effective and cost-efficient way of highlighting your business and support for the inbound tourism industry to the Convention audience.

The Awards for Excellence categories are:

Tour Operator of the Year

Individual Attraction of the Year **SOLD**

Accommodation Provider of the Year

Destination Marketing Company of the Year

Service Provider of the Year – Sightseeing & Transport

Service Provider of the Year – Restaurant, Retail & Ticketing

Service Provider of the Year – Professional Services

Regional Member of the Year

Young Excellence Award **SOLD**

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, and displayed on screen during the award ceremony for the relevant category
- Opportunity to present award on stage
- Verbal acknowledgment by awards compere and on social media





# UKINBOUND

THE VOICE OF INBOUND TOURISM

## GET IN TOUCH

To book or for more information on any of the sponsorship opportunities listed please contact:

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