



**UKINBOUND**  
THE VOICE OF INBOUND TOURISM

# **ANNUAL CONVENTION 2022**

**28 & 29 September, Aberdeen**

## **SPONSORSHIP OPPORTUNITIES**



# UKINBOUND ANNUAL CONVENTION

The UKinbound Annual Convention brings together over 200 inbound travel trade professionals for two days of plenary sessions, a major B2B workshop, seminars and multiple networking opportunities. This year sees the return of the Awards for Excellence, celebrating the best of inbound tourism.

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 2021, MANCHESTER

210 attendees

### Sector

Tour Operators:	26%
Attractions:	21%
Service Providers:	18%
Destination Marketing:	15%
Accommodation:	13%
Other:	7%

### Roles

Sales & Marketing:	45%
Business Development:	17%
CEO/MD:	26%
Product Development & Contracting:	12%



### Seniority Level

Manager:	36%
Senior Management:	27%
CEO/MD/Business Owner:	26%
Executive:	11%

## 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. ”

“ The quality of the people, networking activities and meetings at UKinbound Conventions make it a must-attend event in the inbound travel trade calendar. ”

“ The Convention is one of the best ways to meet with industry colleagues, lots of great content, and one of the friendliest events on my calendar! ”

# CONVENTION PROGRAMME

(subject to change)

## Wednesday 28 September

- 10:00 – 11:00 Registration
- 11:00 – 12:30 Plenary sessions & keynote address by Amar Latif
- 12:30 – 13:30 Lunch
- 13:30 – 15:00 Buyer & supplier breakout sessions
- 15:00 – 15:30 Refreshments
- 15:30 – 16:45 Plenary session & panel discussion
- 19:00 – 00:00 Informal networking evening

## Thursday 29 September

- 08:30 – 09:30 CEO Roundtable
- 10:00 – 13:00 B2B workshop incl. refreshment break
- 13:00 – 14:00 Lunch
- 14:00 – 17:00 B2B workshop cont. incl. refreshment break
- 19:30 – 01:00 Awards for Excellence Gala Dinner





# SPONSORSHIP PACKAGES

B2B workshop sponsor	x1	£6,000
Social media partner	x1	£2,000
Plenary session sponsor	x2	£1,500
Conference folder sponsor	SOLD	
Charging station sponsor	x1	£2,000
CEO roundtable sponsor	x1	£1,500
Stationary sponsor	x1	£1,500
Lunch & refreshment takeover	x2	£1,500
Suppliers workshop sponsor	x1	£1,500
Conference folder inserts	x5	£500
Lanyard Sponsor	SOLD	
Award for Excellence Gala Dinner sponsor	x1	£6,000
Awards for Excellence sponsor	x13	£500
Fancy Dress Competition sponsor	x1	Price on application



*All sponsors will be acknowledged via UKinbound's social media, which has over 5,000 followers on Twitter and over 8,000 on LinkedIn.*

# 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 the keynote including opportunity to deliver a short sponsor message and introduce speaker on stage
- Sponsorship of the B2B workshop which includes opportunity to show a video, give a short address and officially open the B2B workshop
- Sponsorship and participation in the CEO Roundtable
- Branding on conference folders plus opportunity to include insert
- Sponsorship of an Awards for Excellence category
- 2 places at Convention 2022
- 3 e-shots over a 12 month period

**PRICE ON APPLICATION**

# 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. 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, sponsor display boards, and on the stage set
- Logo on screen for the duration of the B2B workshop, on meeting itineraries, 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





# 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 2022 will feature a panel discussion with industry leaders, and a keynote address by Amar Latif, broadcaster, blind adventurer, and founder of Traveleyes – a tour operator specialising in supporting blind travellers.

## **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 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





# SOCIAL MEDIA PARTNER

An engaging and highly visual sponsorship opportunity for one organisation to be the UKinbound 2022 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. To ensure maximum exposure, strategically located 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 sponsor display boards and displayed on social media walls throughout Convention
- Verbal acknowledgment by plenary session host
- Acknowledgement on social media



# SUPPLIER WORKSHOP SPONSOR

Engage with the UK's top inbound tourism suppliers during the breakout sessions on the first day. The perfect opportunity to raise your profile, align your business with key topics on how the industry can rebound and flourish, and showcase your services to companies ready to develop and grow.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, and on-site sponsor display boards
- Acknowledgement by session host and on social media
- Opportunity to introduce the workshop and deliver a short address including video
- Opportunity to distribute collateral on tables





# MOBILE CHARGING STATION SPONSOR

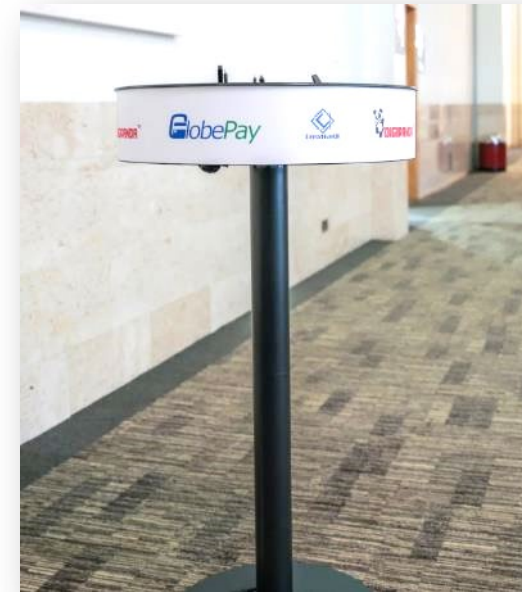
What can be more frustrating at a conference than running out of charge on your mobile device, leaving you unable to connect with the outside world or engage digitally with the conference content?

At UKinbound's 2022 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 sponsor display boards and on the charging tables
- Opportunity to display pop-up banners
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



# CEO ROUNDTABLE SPONSOR

UKinbound holds a by-invitation-only CEO roundtable during Annual Convention, which is also attended by a member of Department of Digital, Culture, Media & Sport and facilitated by a member of the trade media.

This is an ideal opportunity to reach a targeted group of key decision makers and industry stakeholders, network with CEOs of leading tourism businesses, and to align your business with the key themes of the roundtable discussions.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure and sponsor display boards.
- Opportunity to display pop-up banners in the seminar room
- Verbal acknowledgment by the roundtable facilitator
- Opportunity for CEO to take part in the roundtable, including a short introductory address
- Acknowledgement on social media





# STATIONARY SPONSOR

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

Distribute your branded stationary in the conference folders, on roundtables during cabaret style sessions (buyer & supplier breakout sessions, panel debate) and on each B2B workshop table.

## BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure and sponsor display boards
- Acknowledgement on social media
- Opportunity to place branded stationary in conference folders and on tables during breakout sessions.



# LUNCH & REFRESHMENT TAKEOVER

An unobtrusive but highly visual way to reach delegates and raise your profile. Your branding will be prominently displayed in the lunch & refreshment areas, strategically placed in view of every delegate.

Your branding will be front and centre as delegates pour out of each session and into the break areas for lunch or to recharge with a much needed tea or coffee.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, and on sponsor display boards
- Logo displayed on menus and screens in the lunch and refreshment areas
- Opportunity to show video in the lunch & refreshment areas
- Verbal acknowledgment by session hosts
- Acknowledgement on social media





# CONFERENCE FOLDER INSERTS

With over 200 delegates anticipated at the 2022 Convention, the conference folders are a highly effective method of distributing branded product to your target audience.

Each attendee will receive a complimentary conference folder at registration.

At just £500 per insert, this is one of the most cost-effective ways to promote your business activity to the entire Convention audience.

For an extra personal touch, enquire about our room drop options, where your collateral, gifts and products can be delivered directly to delegates' hotel rooms.



# FANCY DRESS COMPETITION SPONSOR

Taking place during the themed networking evening, the fancy dress competition is a fun and memorable highlight of the Convention programme after a busy day of plenary sessions and workshops.

This is a great opportunity to engage with attendees in a relaxed, social atmosphere and showcase your offering by donating the competition prize.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, and sponsor display boards
- Opportunity to address attendees during the evening
- Opportunity to place small branded collateral on tables
- Verbal acknowledgment by session hosts
- Acknowledgement on social media
- Competition prize to be provided by the sponsor



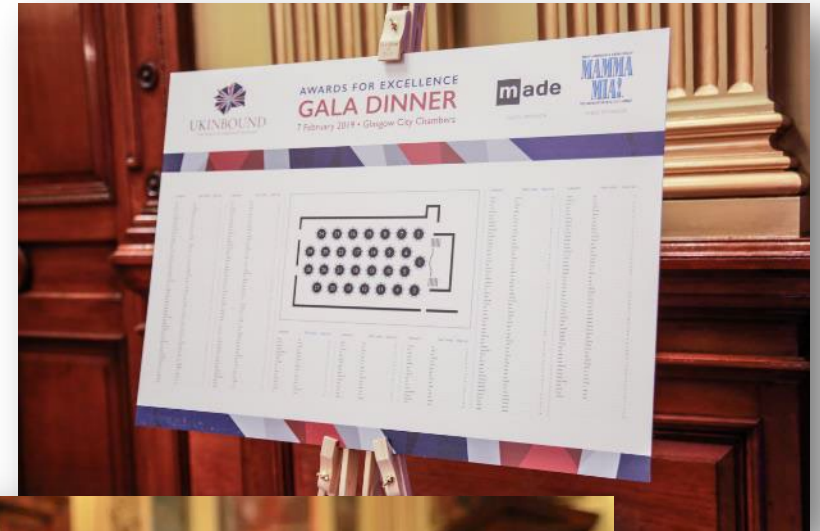
# AWARDS FOR EXCELLENCE GALA DINNER HEADLINE SPONSOR

The UKinbound Awards for Excellence Gala Dinner celebrates the very best of the UK's inbound tourism industry.

Following two days of business, delegates will come together for a sparkling drinks reception, elegant three-course meal, awards ceremony, entertainment and dancing.

There is an opportunity for a branding takeover for one business, including:

- Branding on table plans, table numbers, menus, and place cards
- Branding on the stage screen throughout the dinner
- Branding on wine collars and pre-dinner drinks reception
- Opportunity to distribute goodie bags / collateral on tables
- Opportunity to play a short video and/or a short speaking opportunity to welcome delegates
- Sponsorship of one award category





# AWARDS FOR EXCELLENCE CATEGORY SPONSOR

Sponsoring one of the 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

OTA of the Year

Individual Attraction of the Year

Accommodation Provider of the Year

Destination Marketing Company of the Year

Sightseeing Provider of the Year

Transport Provider of the Year

Service Provider of the Year – Restaurant, Retail & Ticketing

Service Provider of the Year – Professional Services

Service Provider of the Year – Technology

Sustainable Tourism Provider of the Year

Young Excellence Award

Members Choice Award

## BENEFITS INCLUDE:

- Logo on pre- and post- event materials including in the Convention brochure, Gala Dinner menus and displayed on screen during the award ceremony for the relevant category
- Opportunity to announce winner and 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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