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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour Operators:</td>
<td>26%</td>
</tr>
<tr>
<td>Attractions:</td>
<td>21%</td>
</tr>
<tr>
<td>Service Providers:</td>
<td>18%</td>
</tr>
<tr>
<td>Destination Marketing:</td>
<td>15%</td>
</tr>
<tr>
<td>Accommodation:</td>
<td>13%</td>
</tr>
<tr>
<td>Other:</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seniority Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager:</td>
<td>36%</td>
</tr>
<tr>
<td>Senior Management:</td>
<td>27%</td>
</tr>
<tr>
<td>CEO/MD/Business Owner:</td>
<td>26%</td>
</tr>
<tr>
<td>Executive:</td>
<td>11%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Roles</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales &amp; Marketing:</td>
<td>45%</td>
</tr>
<tr>
<td>Business Development:</td>
<td>17%</td>
</tr>
<tr>
<td>CEO/MD:</td>
<td>26%</td>
</tr>
<tr>
<td>Product Development &amp; Contracting:</td>
<td>12%</td>
</tr>
</tbody>
</table>

PREVIOUS CONVENTION FEEDBACK

“\nThe 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.\n
“\nThe quality of the people, networking activities and meetings at UKinbound Conventions make it a must-attend event in the inbound travel trade calendar.\n
“\nThe 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!\n"
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

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Quantity</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>B2B workshop sponsor</td>
<td>x1</td>
<td>£6,000</td>
</tr>
<tr>
<td>Social media partner</td>
<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Plenary session sponsor</td>
<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Conference folder sponsor</td>
<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Charging station sponsor</td>
<td>x1</td>
<td>£2,000</td>
</tr>
<tr>
<td>CEO roundtable sponsor</td>
<td>x1</td>
<td>£1,500</td>
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<tr>
<td>Stationary sponsor</td>
<td></td>
<td>SOLD</td>
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<tr>
<td>Lunch &amp; refreshment takeover</td>
<td>x2</td>
<td>£1,500</td>
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<tr>
<td>Suppliers workshop sponsor</td>
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<td>SOLD</td>
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<tr>
<td>Conference folder inserts</td>
<td>x3</td>
<td>£500</td>
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<tr>
<td>Lanyard Sponsor</td>
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<td>SOLD</td>
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<tr>
<td>Award for Excellence Gala Dinner sponsor</td>
<td></td>
<td>SOLD</td>
</tr>
<tr>
<td>Awards for Excellence sponsor</td>
<td>x10</td>
<td>£500</td>
</tr>
<tr>
<td>Fancy Dress Competition sponsor</td>
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</table>

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

**B2B WORKSHOP SPONSOR**

**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
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
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
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.
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 sold
- 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 sold
- Young Excellence Award sold
- 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
GET IN TOUCH

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

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07789 642255
rob.way@tourismmediagroup.com