



Travel & Tourism

PRSA Travel & Tourism Section Conference

ELEVATING STORIES, DRIVING RESULTS

June 7-10 | Albuquerque, NM

SPONSORSHIP OPPORTUNITIES



About the PRSA Travel & Tourism Section

The PRSA Travel and Tourism Section provides the tips and tactics needed to take travel, tourism, and hospitality professionals to the next destination in their careers. We provide continuing education and industry insights via our annual conference, teleseminars, social media tools, web resources and travel industry calendar. The annual conference provides the opportunity to network with professionals from state and national tourism offices, convention and visitors bureaus, hotels, resorts, airlines, cruise lines, rental car companies, attractions, restaurants, concessions, museums, historic sites, theme parks, tour operators and public relations agencies.

THE 2026 TRAVEL & TOURISM SECTION CONFERENCE OFFERS SPONSORS:

Connections With Industry Executives

PRSA's Travel & Tourism Section presents the premier conference for travel and hospitality communicators. Industry public relations executives and key media attend to discuss leading issues affecting business.

- **Mid- to senior-level public relations professionals typically comprise about 75 percent of attendees**, with decision-making roles in their organizations. These leaders have influence over their organization's brand and communications strategy, and possess extensive media, consumer and stakeholder contacts. More than half the attendees have 10+ years of public relations experience.
- **Represented leadership serve as counselors to CEOs and executives** in corporations, government, professional service firms and nonprofit organizations. Attendees represent all travel industry sectors including state and national tourism offices, convention and visitors bureaus, hotels, resorts, airlines, cruise lines, rental car companies, attractions, museums, historic sites, theme parks and tour operators.
- **Recent media attendance** includes ABC News, CNN Travel, Food & Wine, The Associated Press, Reader's Digest, ModernLuxury, "Entertainment Tonight," Travel Weekly, Condé Nast Traveler, Los Angeles Times, Outside, Thrillist, Gear Patrol, Robb Report, The Weather Channel, USA Today, Travel Channel, Organic Spa, Refinery29, BuzzFeed, The Washington Post, Garden & Gun, Well + Good, The New York Times, Travel + Leisure, Lonely Planet, TripAdvisor.com, Time Out, Huffington Post, Google Travel, Western Living, AAA Westways, Saveur, Bon Appétit, Self Magazine, Southern Living, Coastal Living, Midwest Living, Curve, Wine Enthusiast, AARP, Frommer's and Food Network Magazine.



THE 2026 TRAVEL AND TOURISM SECTION CONFERENCE OFFERS SPONSORS:

Insights Into Professional Challenges and Objectives

Sponsors are encouraged to attend conference sessions to find out firsthand what target customers want.

90 percent of conference attendees are typically present at General Sessions along with speakers and panels that highlight travel, tourism and hospitality issues of interest.

Past speakers include key influential figures such as Tyler Florence, celebrity chef; Pete Souza, White House photographer; Baratunde Thurston, futurist comedian, writer, tv host; Cheryl Strayed, best selling author; Apollo Ohno, broadcaster and Olympian; Dan Harris, ABC News anchor; Samantha Brown, travel expert and TV host; Jacqueline Gifford, editor-in-chief, Travel + Leisure; George W. Stone, editor in chief, National Geographic Traveler; Evita Robinson, founder of NOMADNESS Travel Tribe and contributing editor, Condé Nast Traveler; Pauline Frommer, Frommer's; Brian Unger, host and producer, Travel Channel, National Geographic travel writer; Oneika Raymond, influencer/writer/host, Travel Channel's Big City, Little Budget & Oneika the Traveller; Rajan Datar, broadcaster and host, BBC's The Travel Show; Jeff Corwin, host, Animal Planet; Andrew McCarthy, author and editor-at-large, National Geographic Traveler; and Peter Greenberg, travel editor, CBS News.

More than 20 workshops cover industry trends and emerging technologies, in addition to roundtables where public relations professionals share best practices. For example, scheduled hands-on workshops provide insights into cutting-edge social media strategy or digital content development.

Opportunities to Promote Vendor Services

Our members rely on an increasing variety of professional services to enhance best practices. Gathering new ideas and vendor insights is a conference focal point.

Nearly 90 percent of conference attendees say they are responsible for the purchase of products and services including media tracking tools and services, media and publication production, press release newswire services, broadcast services, photography and video services, event planning, technology, consulting services, agency services, survey/primary research, media/executive training and content development tools.



CONFERENCE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$15,000

SOLD

- Acknowledgment as Presenting Sponsor with premier billing in all conference communications.
- Opportunity to address attendees for up to (5) minutes prior at a 60-minute general session.
- Access to the Conference attendees via one (1) dedicated email sent by PRSA on your behalf with a call to action to book one-on-one appointments via conference app.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- 30 second video commercial spot provided by sponsor to be showed during Travel Trends Trivia general session.
- Brand logo acknowledgment on conference badge lanyards.
- Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
- Three (3) Conference registrations.
- One (1) exhibit kiosk with premium positioning.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel and Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in at least one (1) quarterly conference e-newsletter (100-word description).

Conference Champion – \$10,000+*

SOLD

- Acknowledgment as sole sponsor of Meet the Media Mixer.*
- Opportunity to address attendees for up to five (5) minutes in an introduction to a general session.
- Access to the Conference attendees via one (1) dedicated email sent by PRSA on your behalf with a call to action to book one-on-one appointments via conference app.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- 30 second video commercial spot provided by sponsor to be showed during Travel Trends Trivia general session.
- Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
- Two (2) Conference registrations.
- One (1) exhibit kiosk with premium positioning.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in at least one (1) quarterly conference e-newsletter (100-word description).

* Sponsor is responsible for additional cost of food and beverage.

CONFERENCE SPONSORSHIP OPPORTUNITIES

Travel Titan – \$10,000

(2 Available)

- Acknowledgment as sole sponsor of either the Opening or Closing Keynote session.
- Opportunity to address attendees for up to three (3) minutes during an introduction of the presenting keynoter.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- 30 second video commercial spot provided by sponsor to be showed during Travel Trends Trivia general session.
- Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
- One (1) Conference registration with one (1) additional registration available at a 50% discount.
- One (1) exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100-word description).

Hospitality Hero – \$7,500

(1 Available)

- Acknowledgment as sole sponsor of a General Session (excluding the opening and closing keynotes) or an “afternoon reception” at sponsor’s expense.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
- One (1) Conference registration.
- One (1) exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100-word description).

CONFERENCE SPONSORSHIP OPPORTUNITIES

Onsite Activation – \$5,000*

(5 Available)

- Acknowledgment as sole sponsor of the Opening Reception, Early Bird Fitness Activity, or a 15-Minute Afternoon Refreshment Break at Sponsor's expense.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
- One (1) exhibit kiosk.
- One (1) Conference registration.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Inclusion of sponsor logo in at least one quarterly conference e-newsletter.

* **Food and beverage activation is not required.**

If choosing to do an activation involving food and beverage, sponsor will be responsible for additional costs of activation from the host hotel, such as food and beverage expenses, or onsite production fees.

Industry Ally – \$3,000

- Company name displayed in conference collateral emailed to 2,000+ prospective attendees.
- One (1) exhibit kiosk.
- One (1) Conference registration.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Inclusion of sponsor logo in at least one quarterly conference e-newsletter.

CONFERENCE SPONSORSHIP OPPORTUNITIES

Industry/Friend Hybrid – \$2,000

- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- ***Plus choice of three:***
 - Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
 - One (1) exhibit kiosk.
 - Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
 - Inclusion of sponsor logo in at least one quarterly conference e-newsletter.

Friend of PRSA - \$1,000

- Brand logo displayed in digital program and on conference website.
- Company name displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Inclusion of sponsor logo in at least one quarterly conference e-newsletter.



CONFERENCE SPONSORSHIP OPPORTUNITIES

Libations & In-Kind Libations*

(WINE SPONSOR: 1 Available; SPIRIT SPONSOR: 1 Available;
BEER SPONSOR: 1 Available)

- Sponsor of wine/spirits/beer to be served.
- Option to have in-room gift distribution for attending media (Note: cost of room drop delivery fee from hotel the responsibility of sponsor).
- Brand logo displayed in conference collateral emailed to 2,000+ prospective attendees.
- Two (2) admissions to Welcome Reception and Media Mixer.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Inclusion of sponsor logo in at least one quarterly conference e-newsletter.

Asks Include:

- Product provided in-kind for Welcome Reception and/or Media Mixer event.
- Work directly with event planner and venue for delivery of product.

* Full benefits package subject to vendor supplying complete beverage portfolio (i.e. wine vendor to supply variety of red and white; spirit vendor to supply vodka/whiskey/rum/tequila/gin; beer vendor to supply variety of beer options). Individual benefits packages for limited in-kind support of partial portfolios are available upon request and subject to review and approval by PRSA Travel & Tourism executive committee.

OUTSIDE OF CONFERENCE SPONSORSHIP OPPORTUNITIES

Virtual Professional Development 30-min. Webinar Sponsor - \$2,000

- Sponsor curates 20-minute presentation on a relevant topic (pre-approved by PRSA Travel & Tourism Committee). Room for 10 min of Q&A or mingling with session participants.
- Company logo displayed in pre-event promotion materials.
- Sponsor responsible for all slides/ content during the professional development session.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in PRSA Travel & Tourism quarterly e-newsletter (100-word description).

Virtual Professional Development Sponsor - \$500

- Company name displayed in pre-event promotion materials.
- Acknowledgment of sponsorship on a closing slide at the beginning and end of the professional development session.
- Recognition on at least one PRSA Travel & Tourism social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in PRSA Travel & Tourism quarterly e-newsletter (100-word description).

For further details, contact Travel & Tourism Conference Sponsorship Committee:
Matthew Maxey: matthew@visitfranklin.com | Claire Koenig: ckoenig@milwaukee.org
Todd Burke: todd@visitgreaterps.com

For sponsorship inquiries, please contact:
Greta Libbey, Events Manager, PRSA
greta.libbey@prsa.org