

Travel Professionals of Color National Association *Conference Sponsorships*

Join the Travel Professionals of Color National Association as we roll out the red carpet for our 15th annual Conference and Trade Show. Our anniversary gathering will be held May 18-21, 2017, at the luxurious Reunion Golf Resort in Orlando, FL. This exquisite resort property, owned by Salamander Hotels and Resorts, and famed entrepreneur and developer, Sheila C. Johnson, promises to be the best yet, and fitting for such a prestigious gathering of industry professionals.

We invite you to become one of our esteemed sponsors, presenters or exhibitors, at this year's event and take advantage of this great opportunity to enjoy the many benefits afforded by this one of a kind educational travel conference. Network with hundreds of travel professionals and expand your business opportunities in the \$100 billion minority travel marketplace, the fastest growing segment in the industry.

TPOC attracts new and experienced travel industry professionals representing a broad cross section of interests---Travel Agents, Tour Operators, Tour Guides, Meeting Planners, Convention and Visitors Bureaus, Tourist Boards and more, they're all here eagerly awaiting your participation. The past 15 years has seen tremendous growth in TPOC membership with new chapters and representatives in the United States, Canada, the Caribbean and the Bahamas. We encourage you to embrace the power of this opportunity and share your information with us.

One of the hallmarks of TPOC is our Heritage Certification Program. We educate ourselves while simultaneously selling Heritage destinations and sites worldwide. In our opinion, heritage tourism is the "new dollar" in the travel industry with explosive potential for continued growth. If you have a heritage product seeking growth opportunity, TPOC is the place for you.

For details about the various sponsorship opportunities, or general questions about TPOC, please contact our home office at 1-866-901-1259, or 303-750-0283. You can also visit our website www.tpocassociation.com. We look forward to an exciting and mutually beneficial partnership.

2017 Sponsorship Rates

Sponsorship Levels

PLATINUM SPONSORSHIP - \$15,000 USD

Sponsor Conference Opening Luncheon, May 18 or Hospitality Student (Registration/Air/Lodging), Closing Gala or Shared Dinner

Benefits: A, B, C (Full Page), D, E, F, G, H, J, and K

GOLD SPONSORSHIP - \$10,000 USD

Sponsor Breakfast, Conference Lunch or Air Transportation for Guest Speaker

Benefits: A, C (Full Page), D, E, G, H, J, and K

SILVER SPONSORSHIP - \$5,000 USD

Sponsor Cocktail Party, Shared Luncheon, Refreshments at Breaks or Air Transportation

Benefits: C (Half Page), D, E, G, H, J, K, and L

BRONZE SPONSORSHIP - \$2,500 USD

Sponsor AV Equipment, Workshop Presenter or Conference Printed Materials

Benefits: C (Quarter Page), D, H, J, K and L

SUPPORTING SPONSORSHIP - \$1,500 USD

Sponsor Conference Bags, Lapel Pins or Transportation

Benefits: G, H, I, J, and K

CONTRIBUTING SPONSORSHIP - \$1,000 USD

Sponsor Name Badges or Other Miscellaneous Items

Benefits: I, J and K

BENEFITS

A. Speaking opportunity at sponsored event
B. Workshop presentation
C. Full color ad in conference program
D. Trade show roundtable
E. Media mention and logo on TPOC website
F. Banner display space at General Assembly

G. VIP recognition
H. Recognition on conference marketing materials
I. Listing in conference program
J. Promotional items in conference bags
K. Conference Registration
L. Greeting during conference assembly

Program Ad Space - (full color) at reasonable rates

Full page \$2,500 Half page \$1,250 Quarter page \$750 Business card \$500

Trade Show Exhibit Space

TPOC Travel Industry Roundtable (including lunch) \$550.00 or Entire conference w/registration \$750.00