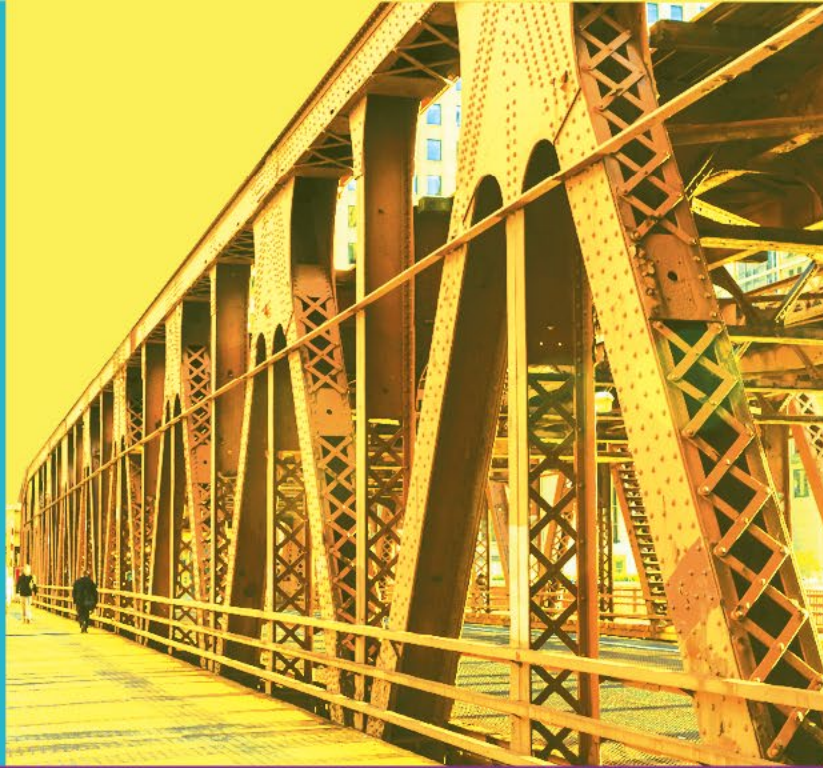




U.S. TRAVEL'S

IPOW[®]
CHICAGO 2025



BRINGING THE WORLD
TO AMERICA

Meet the Sponsorship Team!

Shari Bailey

Sales

Sbailey@ustravel.org

Betsy Cooper

Contracts / Sales

Bcooper@ustravel.org

Emily Slattery

Fulfillment / Sales

Eslattery@ustravel.org

Let's Take a Quick Poll!

Why Sponsor at IPW?

- Strategic brand exposure
- Unique access to a global audience
- New and innovative opportunities



Premier Sponsor



2,000
BUYERS AND MEDIA

25%
NEW BUYERS

Types of Opportunities

Show Floor

Onsite Branding

Activations / Engagement

Digital

Out of Home

Highlighted Opportunities

Hosted Delegations
Treat a delegation to a
taste of your destination's
signature hospitality



Highlighted Opportunities

Route 66

Celebrate your destination's stretch of the historic highway on the eve of its 100th anniversary



Highlighted Opportunities

Pavilions



Sports



Cruise

Highlighted Opportunities



Hosted Media Breakfast
Create an experience and engage
IPW hosted media

Highlighted Opportunities

General Session

Display your thought leadership by sponsoring this new IPW offering



Premier Sponsor



Highlighted Opportunities

High Visibility Banners





Sponsorship Levels

Platinum // \$85,000+

- 4 badges
- 1 reserved lunch table
- 1 VIP lunch seat
- Preferred booth positioning

Gold // \$55,000 - \$84,000

- 2 badges
- Logo visibility
- Ad on ipw.com

Silver // \$30,000 - \$54,000

- Logo visibility
- Ad on ipw.com

Bronze // \$15,000 - \$29,000

- Logo visibility

Where to Start



Home Facility Overview Opportunities ▾ Map View Sponsorship Production Info

Home > Opportunities > McCormick Place Signs & Graphics

McCormick Place Signs & Graphics

Category (6)

Status ▾

Featured ▾



Expand All

Add to Favorites

Share

+ Banners (113)

2	111	0
HOLD	AVAILABLE	SOLD

+ Escalator Graphics (42)

4	38	0
HOLD	AVAILABLE	SOLD

+ Floor Decals (2)

0	2	0
HOLD	AVAILABLE	SOLD

View our full list of graphics and more in the [IPW Freeman Envision portal](#)



Premier Sponsor



Island Booth Hanging Banner

The new Island Booth Hanging Banner Option allows you the freedom to hang any item (custom banner, audio visual, etc.) over your island booth space for \$2,000.

- **Note: All production and rigging costs are additional and at the exhibitor's own expense.**



CHICAGO CONCIERGE



www.choosechicago.com/concierge/



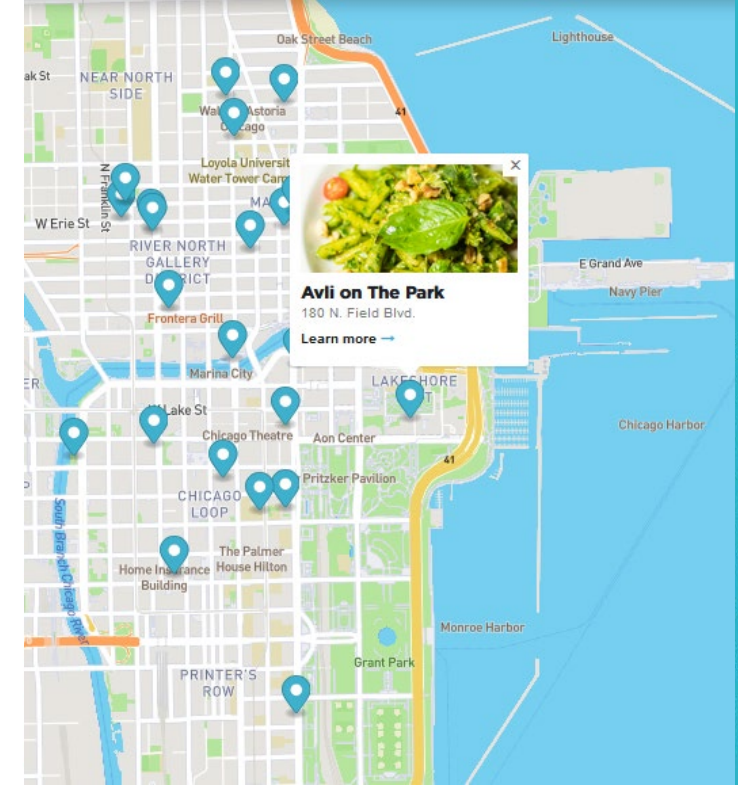
Premier Sponsor



CHICAGO CONCIERGE

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- Event Venues
Attractions • Nightlife • Restaurants

www.choosechicago.com/concierge/



Scan Here!





ADDITIONAL RESOURCES

- **Chicago Meeting Professionals Guide**
- **Contact me:**

Cindy Payne
Sr. Director, Client Services
Choose Chicago
cpayne@choosechicago.com

CHICAGO
CHOOSE CHICAGO



Questions?

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Important Deadlines

December 18

- Delegate rate discount deadline

January 15

- Deadline to purchase an Island booth or let U.S. travel know if you are doing a linear booth pavilion

January 27

- Housing Opens

March 18

- Booths Assigned
- Exhibitor services information available

March 31

- Online appointment scheduling opens
- Membership dues deadline
- 100% refund deadline