



CARIBBEAN

BARBADOS
TOURISM PRODUCT AUTHORITY

CARIBBEAN TOURISM ORGANIZATION'S
STATE OF THE INDUSTRY CONFERENCE (SOTIC)
Honoring Our Legacy: Defining our Future
September 14-16, 2016
CTO BUSINESS MEETINGS: SEPTEMBER 13-14, 2016
BARBADOS

SPONSORSHIP OPPORTUNITIES

OVERVIEW

The annual State of the Industry Conference (SOTIC) is the Caribbean's leading tourism conference where Caribbean tourism practitioners, policy makers, strategic partners from the public and private sectors, and travel professionals, at every levels, gather to discuss issues, identify solutions and generally develop courses of action that will keep the region competitive and therefore benefit the tourism industry in the Caribbean.

Speakers of international and regional acclaim provide best case practices and winning strategies on a wide range of topics that are critical to the growth of Caribbean tourism, all with a view toward the development of a sustainable tourism industry that will help to position the Caribbean as the most desirable, year-round warm weather destination.

Youth from several CTO member countries contribute to the discussions at a Youth Congress, one of the several vehicles through which CTO encourages the best and brightest to consider tourism as a career.

SOTIC is a not to be missed event for serious Caribbean tourism leaders and influencers, industry thought leaders, educators and marketing and development strategists. It is also an event that trade professionals should attend. It is heavily supported by our media partners and generates substantial amounts of press coverage, regionally and internationally, across all media platforms.

The Conference delivers content that delegates find enlightening and thought provoking and meaningful information that can be applied immediately.

CARIBBEAN TOURISM ORGANIZATION (CTO) – WWW.ONECARIBBEAN.ORG

Headquarters: Warrens | St. Michael | Barbados | P: 246-427-5242 | F: 246-429-3065 | CTObarbados@caribtourism.com
CTO-USA, Inc: 80 Broad Street, Suite 3302 | New York, NY 10004 | P: 212-635-9530 | Email: CTOny@caribtourism.com
CTO-UK: Richmond | Surrey TW9 1BP | P: 44-208-948-0057 | F: 44-208-948-0067 | CTOLondon@caribtourism.com

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean's tourism development agency comprising membership of over 30 countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year round, warm weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

The organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution and research & information technology. Through the CTO Foundation, one of CTO's charities, Caribbean students receive scholarships to pursue studies in foreign languages and tourism-related subjects. In addition the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

The CTO's Headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: CTObarbados@caribtourism.com

The CTO's New York office is located at 80 Broad Street, Suite 3302, New York, NY 10004, USA; Tel: (212) 635-9530; Fax: (212) 635-9511; E-mail: CTOny@caribtourism.com

The CTO's London office is located at The Quadrant, Richmond, Surrey TW9 1BP, England. Tel: 011 44 208 948 0057; Fax: 011 44 208 948 0067; E-mail: CTOlondon@caribtourism.com.

For more information on the Caribbean Tourism Organization please visit www.OneCaribbean.org.

Outlined below are the sponsorship opportunities available for the 2016 annual State of the Industry Conference organized by the **Caribbean Tourism Organization and hosted by the Government of Barbados**.

We offer several sponsorship options, any of which may be tailored to your needs. The conference serves as a rallying point for policy makers and thought leaders of the tourism industry. It will be promoted to prospective influential attendees from government and private sector companies and NGOs. These include tourism development agencies, academicians, international development agencies, airline, cruise line and hotel representatives, tour operators, customs and Immigration officials, government agencies, retail travel professionals and other private sector companies providing goods and services to the tourism industry.

We invite your sponsorship support and ask you to review the sponsorship packages outlined here, and contact Sylma Brown Bramble, sbrown@caribtourism.com, 212-635-9530, to become a sponsor or to

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discuss sponsorship options suitable for your company. The sooner you sponsor the more exposure you will receive.

CONFERENCE PARTNER: US \$25,000

The Conference is seeking US\$25,000 to enable the organization to move closer to its objective of sustainably developing the Caribbean as the most desirable year round warm weather destination through the information ventilated and shared at the State of the Industry Conference. In exchange, the Caribbean Tourism Organization will provide all of the benefits listed at the “Platinum” level below, plus:

- ✓ Maximum press exposure in travel and trade news outlets
 - ✓ Interviews with travel media on your sustainable development of the Region or other appropriate topic you determine
 - ✓ Speaking opportunity at a Conference Luncheon
 - ✓ Exposure at select other CTO events
-

PLATINUM LEVEL SPONSORSHIP: US \$15,000

PLATINUM LEVEL SPONSORSHIP BENEFITS:

- ✓ “Featured Sponsor” on Conference website with promotional copy, logo and link to sponsor’s website.
 - ✓ Listing in all press releases as Platinum Level sponsor
 - ✓ Featured advertisement with CTO’s online social networking media (e.g. Facebook and Twitter circulation highlighting your company or organization)
 - ✓ Listing in Conference promotion as a Platinum Level sponsor
 - ✓ Sponsor’s logo displayed on presentation screens before and after sessions and on signage
 - ✓ Advertising placement in the Conference program
 - ✓ Display table for distribution of materials during the Conference
 - ✓ Insertion of up to two (2) items in Conference bags
 - ✓ Two (2) complimentary registrations
-

NETWORKING SPONSORSHIP: US \$10,000

NETWORKING SPONSORSHIP BENEFITS:

- ✓ Banner display during Coffee Break
 - ✓ 3-minute (video) presentation before or during Coffee Break
 - ✓ Display table for your materials during the Coffee Break
 - ✓ Logo (linked to sponsor’s website) on Conference website
 - ✓ Full Page advertising placement in the Conference Program
 - ✓ Listing in all press releases as Conference Coffee Break sponsor
 - ✓ Corporate favors at choice of either Welcome or Farewell Reception or in Conference bags
 - ✓ Featured advertisement with CTO’s online social networking media (e.g. Facebook and Twitter) highlighting your company or organization)
 - ✓ Listing in Conference program as Coffee Break sponsor
-

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- ✓ One (1) complimentary registration
-

GOLD LEVEL SPONSORSHIP: US \$8,000

GOLD LEVEL SPONSORSHIP BENEFITS:

- ✓ Logo (linked to sponsor's website) on SOTIC Conference website
 - ✓ Listing in all related press releases as Gold Level sponsor
 - ✓ Featured advertisement with CTO's online social networking media (e.g. Facebook and Twitter circulation highlighting your company or organization)
 - ✓ Listing in Conference program as a Gold Level sponsor
 - ✓ Half Page Ad placement in the Conference Program
 - ✓ Sponsor's logo displayed on presentation screens before and after sessions and on signage throughout the Conference
 - ✓ One complimentary (1) registration
-

SESSION AND PREMIUM SPONSORSHIP: US \$5,000

SESSION OR PREMIUM SPONSORSHIP BENEFITS:

- ✓ Display of sponsor's logo on presentation screens before and after the session.
 - ✓ Listing in all press releases for the Conference as a Session or Premium sponsor.
 - ✓ Logo (linked to sponsor's website) on SOTIC Conference website.
 - ✓ Exposure with CTO's online social networking media (e.g. Facebook and Twitter) highlighting your company or organization
 - ✓ Listing in Conference program as the sponsor of the session.
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WAY TO GO! SPONSORSHIP: US \$1,800

Your sponsorship at this level will be put toward the cost of a **parent chaperone (for a Youth Congress student) who would not otherwise be able to attend**

- ✓ Opportunity to display a banner at the Youth Congress
- ✓ Logo recognition in the Conference program
- ✓ Display table available for your materials at the Youth Congress
- ✓ Listing in Conference program as chaperone sponsor
- ✓ Logo (linked to sponsor's website) on Conference website

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**CARIBBEAN TOURISM ORGANIZATION'S
STATE OF THE INDUSTRY CONFERENCE (SOTIC)**

SEPTEMBER 15-17, 2016

CTO Business Meetings: September 14-15, 2016

BARBADOS

I wish to support the Master Classes and the State of the Industry Conference event at the level indicated below:

[] Partner Sponsorships - \$25,000

- Luncheon for All Delegates – September 15
- Luncheon for All Delegates – September 16

[] Platinum Sponsorships - \$15,000

- Luncheon for Master Class participants – September 12
- Luncheon for Ministers and Directors of Tourism and Technical Committee Members
- Electronic Broadcast – September 14-16, 2016

[] Networking Sponsorships - \$10,000

- Coffee Break for All Delegates (any one of Coffee breaks for All Delegates)

[] Gold Sponsorship - \$8,000

- Coffee Break – CTO Board of Directors Meeting
- Orientation – Caribbean Youth Congress
- Orientation – Travel Agents
- Coffee Break – Council of Tourism Ministers and Commissioners Meeting
- Coffee Breaks – Master Classes

[] Session and Premium Sponsorship - \$5,000

- | | | |
|--|--|---|
| <input type="checkbox"/> Wifi Station | <input type="checkbox"/> General Session 1 | <input type="checkbox"/> General Session II |
| <input type="checkbox"/> General Session III | <input type="checkbox"/> General Session IV | <input type="checkbox"/> General Session V |
| <input type="checkbox"/> General Session VI | <input type="checkbox"/> General Session VII | <input type="checkbox"/> Conference Bags |
| <input type="checkbox"/> Workshop I | <input type="checkbox"/> Workshop II | <input type="checkbox"/> Conference Bag Premium |

[] Way to Go! Sponsorship: \$1,800

- Caribbean Youth Congress Parent/Chaperone

COMMITMENT FORM

Name: _____ Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

[] Enclosed is my check/money order payable to **CTO** in the amount of \$ _____.

[] Charge the full amount to: AMEX MC VISA. Card #: _____

Card member's Name: _____ CV #: _____ Exp: _____

Signature: _____ Date: _____

SEND ALL INFORMATION TO:

STATE OF THE INDUSTRY CONFERENCE

c/o Caribbean Tourism Organization-USA, Inc. ♦ 80 Broad Street, Suite 3302 ♦ New York, NY 10004

mnapier@caribtourism.com ♦ Tel: 212-635-9530 x 214 ♦

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