



# Request for Proposal

**International Inbound Travel Association**

[www.internationalinboundtravelassociation.org](http://www.internationalinboundtravelassociation.org)

2365 Harrodsburg Road, Suite A325

Lexington, KY 40504

859.219.3545



# Quick Facts

- The Mission of IITA is to grow inbound travel to the USA by providing the best and widest range of product, services and information to international travel trade.
- IITA is the only association to focus solely on international inbound travel to the U.S.
- The industry brings in 75 million visitors with \$175 billion in spending annually.
- IITA was the first organization to sign a working agreement with the Department of Commerce's U.S. Commercial Service, which provides key access to influential representatives in 84 countries.

## Request for Proposal to Host a IITA Membership Event

The International Inbound Travel Association is the national nonprofit trade association representing the United States' international inbound travel industry. IITA members include inbound tour operators, suppliers and DMOs from across the country.

Driven by our Membership Committee, we're engaging inbound operators through a series of local events to learn about IITA and establish a broad network of companies bringing international visitors to the USA. These events are designed to provide attendees with information on the latest industry happenings, create networking opportunities, and share information about the association.

The events may take different forms, like a reception, breakfast, or lunch. Regardless of the format, the impetus is to grow the ranks of our inbound operator membership to bring you more business opportunities.

The purpose of this Request for Proposal is to obtain host destinations and facilities for future membership events. Proposals should be prepared utilizing this document as a guideline. We hope you'll take this opportunity to bid on hosting an event as we work to advance the inbound travel industry.

Respectfully,  
Lisa



Lisa Simon  
Executive Director  
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## Request for Proposal to Host IITA Inbound Operator Events

### I. Must be a current IITA Member

### II. Must support the IITA Summit through a sponsorship

IITA has a variety of sponsorships that will fit any budget. Available sponsorships can be reviewed [here](#) or sponsorship manager [Toby Bishop](#) will be happy to review options with the host.

### III. Meeting Dates

Member events may take a variety of forms. The host will work in conjunction with IITA staff and the Membership Committee to select a mutually agreed upon date, time and location.

### IV. Deadline

Proposals must be submitted two months prior to anticipated event for consideration.

### V. Host Benefits

The benefits for the host are outlined below. Please note that benefits are subject to change, but the host will be notified and alternative benefits will be offered.

IITA will provide the following sponsorship and promotional benefits to the host:

1. Recognition on website through event announcement and company logo.
2. 5 minutes of speaking time at the membership event.
3. News or feature article to be considered for print in an upcoming issue of the IITA *Insights* e-newsletter.
4. Complimentary one-month sponsorship of the official e-newsletter of the International Inbound Travel Association.
5. Sponsorship referenced in IITA's e-newsletter.
6. Electronic list of registered attendees as needed (available upon request).

### VI. Labor, Catering & Facility Services

Proposals should include information on the selected facility's:

1. Technological Capabilities (must have internet, screen, projector, and microphone)
2. Meeting Space Layout
3. Menu



## VII. Promotion

IITA will develop an e-invitation to be used by the association and the host to promote the event to local IITA member and nonmember inbound operators.

To assist IITA in promoting the host, the host should provide:

- Hi-rez Logo
- existing black and white and color photographs for the development of promotional materials
- a list of inbound operators the host engages with for invitation to the event
- a list of VIPs the host would like to invite to the event

All questions and proposals (one copy only) should be directed to:

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**Thank You!**

