



Heartland

Travel Showcase

March 6-8, 2026 • Owensboro, Kentucky



Visibility & Engagement
Opportunities

Why Sponsor?

- Maximize your marketing strategies to connect with existing clients while also creating new relationships. Gain valuable exposure to professional tour operators. Heartland Travel Showcase offers sponsorship opportunities for multiple budget levels.

Show Program Ads & WiFi

These are distributed to all attendees in a digital format. All attendees see your ad and shelf-life extends beyond the show date.

All ads are in full color and full bleed. **JPEG or PNG only.**



Premium Placement Full Page → \$1,625

Three available on page 1, 2 or 3



Full Page → \$1,525

Full Bleed

8.5" x 11"

Display Ads Also Receive:

- Logo featured on the website
- Logo included on sponsor signage at the show
- Logo included on sponsor page in show program



Half Page → \$1,175

Full Bleed

8.5" x 5.5"



Quarter Page → \$950

Full Bleed

8.5" x 2.75"

Profile Sheets

Receive More Exposure with Profile Sheets!

Sharing one or more profile sheet allows you to have your profile sheets given to operators before the show begins on the show program and Heartland App.

Specs: 8.5 x 11 PDF



Once your payment is received, your profile sheet will be listed in the profile section of the digital program under your state. Operators will be provided a special link after the show for increased exposure of your profile sheet.

Registered for Heartland: **\$190**
Not Register for Heartland: **\$420**

Deadlines and Submission Requirements

✓ Email completed form, artwork and logo to Janet Johnson at jjohnson@ohiotravel.org by **January 28, 2026**.

✓ All artwork must be submitted in JPEG or PNG format.
Profile sheets must be submitted as a PDF.

Marketing Packages

Silver Marketing Packages

Benefits Include:

- Logo on the website
- Logo on the sponsorship signage
- Listed as a sponsor in the Show Program
- Listed as a sponsor in the show app

Tour Operator In-Room Gifts: \$1,825 (two spots available)

- Sponsor provides the in-room gift.
- This package also includes silver benefits listed above.

Tour Operator Totes: \$1,825 (one spot available)

- Sponsor provides the totes with your logo on one side and the Heartland Travel Showcase logo on the other side.
- This package also includes silver benefits listed above.

Four Minute Meet: \$1,920 (one spot available)

- Sponsor will have an opportunity to greet the tour operators for a few minutes and call the time for the Four Minute Meet.
- This package also includes silver benefits listed above.

Gold Marketing Packages

Benefits Include:

- ▶ Logo on the website
- ▶ Logo on the sponsorship signage
- ▶ Listed as a sponsor in the Show Program
- ▶ Listed as a sponsor in the show app
- ▶ Receive a half-page ad in the Show Program
- ▶ A list of all tour operator contact information

Lanyards: \$2,025 (one spot available)

- Sponsor logo on lanyard.
- This package also includes gold benefits listed above.

Breaks: \$2,525 (three spots available)

- Sponsor will have their marketing collateral on the break tables.
- This package also includes gold benefits listed above.

Registration Desk: \$2,525 (one spot available)

- Signage with logo at the registration desk.
- A piece of marketing material at registration desk.
- This package also includes gold benefits listed above.

Show App: \$2,825 (one spot available)

- Sponsor will have a banner ad on the app.
- Your logo will be listed on the instructions in Heartland Connections for using the app.
- This package also includes gold benefits listed above.

Platinum Marketing Packages

Benefits Include:

- One full page ad
- Logo on the website
- Logo on the schedule in show program
- Logo in the Heartland App
- Signage at event
- Logo on sponsorship signage at registration desk
- Verbal recognition at the show
- A list of all tour operator contact information

Saturday or Sunday Tour Operator Breakfast: Exclusive Opportunities \$8,325/ea.

- Sponsors may have up to 20 partners attend the breakfast. Sponsors partners may decorate and host a table with marketing materials. Sponsors may have marketing banner at event. Sponsors may also share a presentation with operators at event. Audio and visual is not included.
- Food is included with the sponsorship.
- This package also includes platinum benefits listed above.

Saturday Networking Reception: \$6,325 (two spots available)

- Sponsors may have marketing materials on the tables at the reception. Sponsors may also have marketing banner at the event.
- This package also includes platinum benefits listed above.

SPONSORSHIP FORM

Complete agreement should be emailed to Janet Johnson at jjohnsone@chiotravel.org. If you have any questions or would like to create a custom sponsorship, email Janet Johnson. Payment can be made by check or credit card.

Select Your Choice(s) Below:

Silver Marketing Packages

- ☐ Tour Operator In-Room Gift, \$1,825
- ☐ Tour Operator Totes, \$1,825
- ☐ Four Minute Meet, \$1,920

Gold Marketing Packages

- ☐ Lanyards, \$2,025
- ☐ Breaks, \$2,525
- ☐ Registration Desk, \$2,525
- ☐ Show App, \$2,825

Media Table

- ☐ Media Table, \$1,400

Platinum Marketing Packages

- ☐ Saturday or Sunday Tour Operator Breakfast, \$8,325/ea.
- ☐ Saturday Networking Reception, \$6,325

Show Program Ads

- ☐ Premium Placement Full Page, \$1,625
- ☐ Full Page, \$1,525
- ☐ Half Page, \$1,175
- ☐ One Quarter Page, \$950

Profile Sheets

- ☐ Registered Exhibitor, \$190
- ☐ NON Registered Exhibitor, \$420

Your Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Make Checks Payable to:

Heartland Travel Showcase

P.O. Box 189

Pickerington, OH 43147