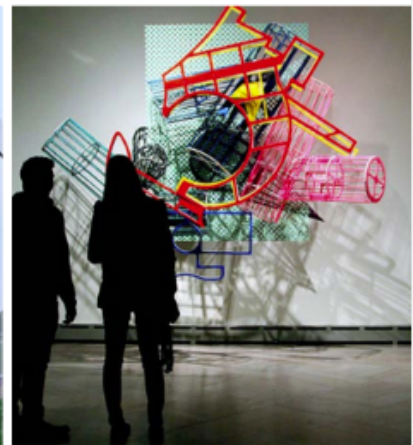




THE MIDWEST MARKETPLACE FOR GROUP TRAVEL, SPORTS, MEETINGS, & EVENTS



Visibility & Engagement

Opportunities



April 19-21, 2027 ● Toledo, Ohio

Why Sponsor?

- Maximize your marketing strategies to connect with existing clients while also creating new relationships. Gain valuable exposure to professional buyers. 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 buyers 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. Buyers will be provided a special link after the show for increased exposure of your profile sheet.

Registered for Heartland: **\$195**
Not Register for Heartland: **\$420**

Deadlines and Submission Requirements

- ✓ Email completed form, artwork and logo to Janet Johnson at jjohnson@ohiotravel.org by **March 3, 2027**.
- ✓ All artwork must be submitted in JPEG or PNG format.
Profile sheets must be submitted as a PDF.

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

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

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

Buyers 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.

Quick Connect Lab: \$1,920 (one spot available)

- Sponsor will have an opportunity to greet the buyer 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 buyer contact information

Education Session: \$2,000 (one spot available)

- Sponsor logo on signage, marketing, and eBlasts.
- This package also include gold benefits listed above.

Lanyards: \$2,500 (one spot available)

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

Breaks: \$2,700 (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 buyer contact information

Heartland Unwind: \$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@ohiotravel.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

- ☐ Buyers In-Room Gift, \$1,825
- ☐ Buyers Totes, \$1,825
- ☐ Quick Connect Lab, \$1,920

Gold Marketing Packages

- ☐ Education, \$2,000
- ☐ Lanyards, \$2,500
- ☐ Breaks (three available), \$2,700
- ☐ Registration Desk, \$2,525
- ☐ Show App, \$2,825

Media Table

- ☐ Media Table, \$1,475

Platinum Marketing Packages

- ☐ Heartland Unwind (two spots available), \$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 Supplier, Event or Sports Planner, \$195
- ☐ NON Registered Supplier, Event or Sports Planner, \$420

Your Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Make Checks Payable to:

**Ohio Travel Association
P.O. Box 189
Pickerington, OH 43147**