2016 Family Travel Association Summit
Host Partnership
About the FTA

What Are We Doing? The Family Travel Association is bringing together companies that have shared interests and creating a structure for accomplishing common goals. Our primary objective is to take what is currently a fragmented industry and unify it – creating a coalition that has real clout and influence, both within the industry and with consumers.

Why Are We Doing This? It’s very simple: Even though family and multigenerational travel is growing, there’s plenty of room for growth. Our goals are to inspire and enable more of today’s wide range of families to travel and be an advocate on issues that affect their ability to do so.

Who Are Our Members? We strive to provide value and tangible benefits to all our members, who include: (1) buyers, including travel agents and tour operators; (2) media, such as AFAR, T+L, Expedia, Scholastic, Family Vacation Critic, Travel Weekly, and influential bloggers/journalists; and (3) suppliers - mainly cruise lines, hotels & resorts, tourism boards, and theme parks.
About the Summit

**FTA Member Exclusivity:** Open only to Family Travel Association members, the Summit brings together family travel experts, industry leaders, and the media for three days of inspiring presentations, interactive workshops, enlightening research, and a diverse array of networking opportunities.

**Goal:** To galvanize the industry, strengthen connections amongst members, and advance our understanding of the important issues surrounding family travel.

**Priorities:** The Summit’s backdrop should be a great family travel destination and showcase an:
- Incredible Location
- Intimate Setting
- Interactive Environment

**Timing:** Three (3) days in late September/early October, 2016

**Size:** 250-300 attendees
Host Benefits

• **Event Sponsor:** Not only will you be hosting one of the only industry events dedicated exclusively to family travel, you will be included in all event collateral, including the website, program, signage etc. As the host, you can introduce speakers, deliver a keynote, and promote giveaways/prizes to attendees.

• **Sponsorship Recognition Before, During, and After Summit:** As host, you will be included in all pre- and post-Summit press releases and media outreach. Included in this are logo links on the FTA website and newsletters, mentions at all FTA events and speaking engagements, and yearlong networking opportunities.

• **Host of Opening Welcome Reception:** For this event, you as host will receive naming rights, a speaking opportunity and/or a multimedia presentation about your venue/destination.

• **Hospitality & Hosting Journalists and Buyers:** As Summit host, you will have the opportunity to host buyers and media for pre- or post-Summit FAM/press trips. You will receive ten free passes for the Summit to be shared with your most important partners/clients.
Host Criteria

• Complimentary Meeting Space
• Competitive F&B Pricing
• 300 Available Rooms for Four (4) Nights
• Six (6) Complimentary Rooms for FTA Staff
• Discounted Room Rates for All Attendees
• Marketing & Publicity Support
• Filming of the Event
• Introduction to Local CVB & Tourism Businesses for Local Sponsorships

• Hosting Fee: $5,000
2015 FTA Summit Accolades

“Great to be with CMOs, CEOs, and influencers in the industry. Sparked a lot of ideas and reinforced the need for and relevance of FTA.”

“The combination of activities, presentations, and general networking made the event most effective. Without the combination, no one aspect would be as meaningful. The balance of the three was perfect.”

“I thought the summit was excellent and I really enjoyed the ranch’s hospitality.”

“The Mountain Sky Guest Ranch was fabulous and I thought everything was great. It was a perfect blend!”

“I loved it all. The afternoon hikes when we all brainstormed ideas with each other. I honestly was able to realize value with every part of the summit.”

“The venue was an integral part of the success of the conference.”

For More Information, Contact:

Chris ‘Chez’ Chesak - chez@FamilyTravel.org 1.208.921.5626
Rainer Jenss - rainer@FamilyTravel.org 1.845.689.9033

Photo Credits: Andy Austin - andyaustinphoto.com