

A photograph of two people riding horses in a dry, grassy field. The rider on the left is on a brown horse, wearing a dark jacket and a cowboy hat. The rider on the right is on a white horse, wearing a green jacket and a cowboy hat. A black and white dog is running in the lower left corner. The text "TRAVEL" is overlaid on the left side, "OREGON" on the right, and a green outline of Oregon is in the center.

TRAVEL

OREGON

IPW 2019
Anaheim

06.11.19

OVERVIEW

A User's Guide to IPW

With more than 6,000 delegates and 70 countries participating in three days of business appointments and networking, IPW 2019 is a game-changing event for everyone who sells travel to the United States. With so much happening in Anaheim this year, a bit of strategic planning can go a long way toward maximizing the event's effectiveness—and the enjoyment that comes with attending.

The Anaheim Convention Center will be the focal point for much of the activity, but you'll find an array of off-site activities as well. To help you make the most of your time at IPW 2019, IPW General Manager Malcolm Smith has created this overview with some of the highlights that should find a place on your schedule while you're in Orange County, California.

NETWORKING

Aside from the \$4.7 billion in future travel to the United States that's contracted through business appointments, networking outside of those appointments is an equally crucial part of the IPW experience. Take advantage of your time off the show floor by attending the lunches and evening events. Make plans to meet up with new contacts on your free nights, too. With plenty of offerings available through **IPW Nights**, you'll be sure to experience something truly unique together.

Tip Hospitality lounges on the show floor are great places to connect before, during and after your appointments.



Here's everything you need to make the most out of your time in Anaheim.



EDUCATION

For new delegates, both buyers and exhibitors, the orientation session on Sunday, June 2, will give you the rundown from U.S. Travel staff and IPW veterans. This is the perfect chance to ask questions and get additional guidance and tips on how to make good use of the days ahead.

Brand USA, IPW's premier sponsor, also hosts two valuable sessions on Sunday, open to all delegates. As the destination marketing organization for the United States, Brand USA is uniquely positioned to fill you in about what's affecting visitation during the Market Trends Update. Immediately afterward, learn more about how you can partner with Brand USA through their many cooperative programs.



LUNCH EVENTS

IPW's lunch events are a must on every delegate's agenda, thanks to the array of informative presentations and spectacular entertainment that takes the stage. Monday's event is sponsored by Brand USA, which will update IPW delegates on their latest efforts to promote the U.S. to the world, followed by live entertainment by Rock & Roll Hall of Fame inductees and iconic American band The Beach Boys.

On Tuesday, get ready to be entertained. Sponsored by NYC & Company, the Big Apple's tourism organization, and Broadway Inbound, which provides Broadway show ticketing services for group buyers and tour operators, the lunch event will feature live performances from multiple big-name Broadway musicals.

The Wednesday lunch will surely bring attendees to their feet. Sponsored by Experience Kissimmee and Universal Orlando Resort™, this high-energy lunch, which promises show-stopping entertainment, will keep you taking all afternoon.



SPOTLIGHT ON ANAHEIM

Anaheim is an exciting destination that's ripe for even more tourism growth following IPW. Visit Anaheim will showcase the very best to IPW delegates during local sightseeing tours on Saturday, June 1, and Sunday, June 2, with routes that cover the exciting cultural scene, diverse neighborhoods and plenty of natural beauty.

In addition, Anaheim will open and close your IPW experience with incredible evening events full of local flair on Sunday and Wednesday, each of which are hosted in two of the city's most legendary attractions and venues.

On Monday and Tuesday nights, Visit Anaheim and Anaheim Resort Transportation (ART) have you covered with **IPW Nights**. With your choice of local experiences and great deals in hand, you can discover your own Uncommon Character in Anaheim (in keeping with the destination's attention-getting brand campaign) and the region's must-see dining, shopping, entertainment and sports venues.



Insider Tips to make the most of IPW

BEFORE THE SHOW

- Download the official **IPW app** and follow IPW on Twitter (@ustravelIPW) to make sure you are up-to-date on all IPW happenings once you arrive in Anaheim.
- Use the **My IPW portal** to build your prospect list, update your organization profile, make registration changes and request appointments.
- Download the new **Jennie™ app**, the official language assistance app of IPW 2019.

AT THE SHOW

- Be sure to attend all of the events, including luncheons and evening events. Every part of IPW is designed to educate, inform and provide attendees with new ways to connect. Plus, you just might have a good time while you're doing it.
- Read **IPW Daily** to make sure you didn't miss anything. The official publication of IPW is also a good source for the latest news on upcoming activities during IPW. (And, you might see yourself in the "Daily Happenings" section.)
- Stay until the end! Every moment of IPW is an opportunity to network and grow your business. (Plus, international and domestic buyers won't want to miss their chance to win part of the \$10,000 Buyer Prize Drawing, sponsored by American Express. The drawing takes place on Wednesday afternoon, and you must be present to win.)
- Document your time at IPW on social media. Use #ipw19 on Twitter and Instagram.

AFTER THE SHOW

- Follow up with suppliers and buyers you met and keep in touch to maximize potential opportunities.
- Use the **IPW exhibitor directory** throughout the year to find the industry's top suppliers.
- Start making your plans for **IPW 2020 in Las Vegas**. It's never too early to mark your calendar. Also, if you want an incentive to make your plans official, register on-site while in Anaheim to lock in a discount on your booth next year.

OREGON DELEGATION

Kristine McConnel – COVA

Sue Price – SOVA

Katera Woodbridge – OCVA

Chris Chester – EOVA

Tori Middelstadt – WVVA

Lizzie Keenan – Mt. Hood/Gorge

Jeannie Panchal – Portland Region

Patti Ferry – Newport Chamber

Jennifer Morkert – LAM Hotels

Meg Trendler – Eugene, Cascades & Coast

Scott Hartcorn – Shilo Inns

David Penilton – America's Hub World
Tours

Liz Dahlager – Merete Hotels

Aaron Greene – Portland Spirit

Maggie Conrad – Agate Beach Inn

David Zielke – Port of Portland

Sonja Harvey – Port of Portland

Rick Aizawa – Port of Portland

Ashley Kingman - Travel Portland

Aaron Liersemann - Oregon's Mt. Hood
Territory

Billie Moser - Travel Portland

Heather Anderson - Travel Portland

Jamie McKinney-Fousek- America's Hub
World Tours

Jeff Hammerly - Travel Portland

Jeff Miller - Travel Portland

Joanna Perry - The Mark Spencer

Josh Sanders - Tualatin Valley

Julie Davies - Jupiter Hotel

Karen Viehoever - Travel Portland

Laura Guimond - Travel Portland

Megan Conway - Travel Portland

Nathan Boese - Portland Spirit

Stephanie Selk - Travel Portland

Stephen Galvan - Provenance Hotels

Steve Faulstick - Travel Portland

Tim Pyne - Portland Marriott

Downtown Waterfront

Yoko Furkawa - Travel Portland

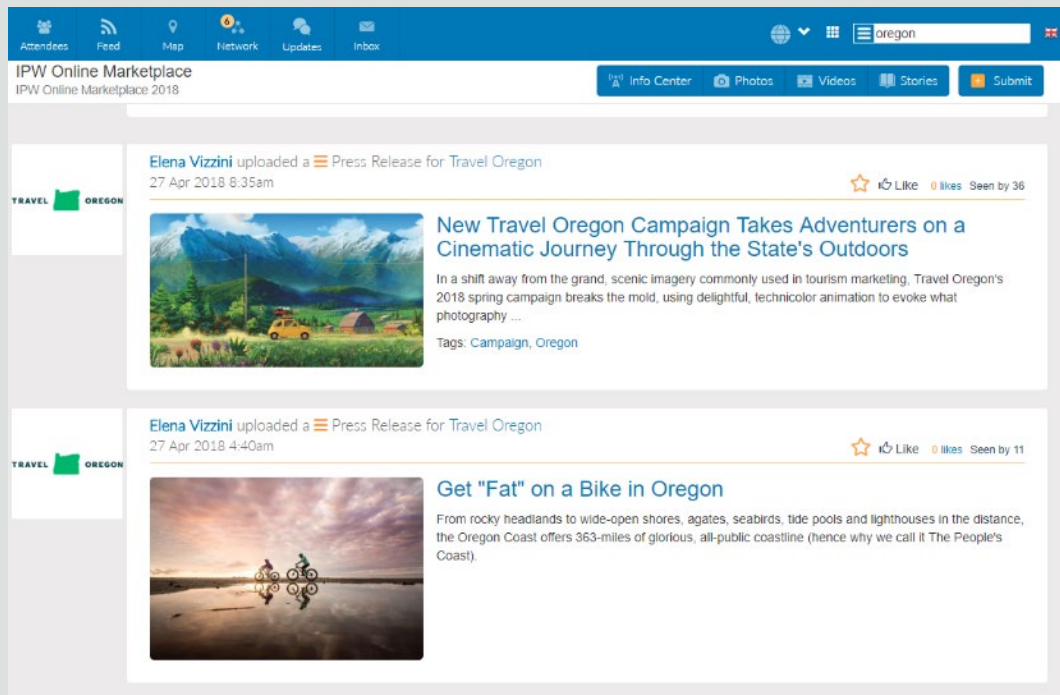
MEDIA MARKETPLACE & THE ONLINE MARKETPLACE

MEDIA MARKETPLACE

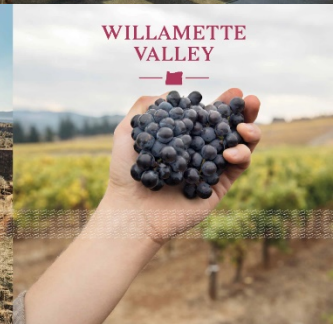
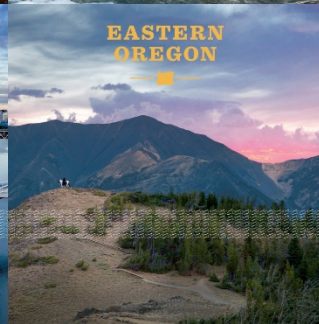
- Separate from main show floor
- 1 full day of media-only appointments with 35 media from 12 countries
- 2 delegates, Elena and Heather
- What's New

IPW ONLINE MARKETPLACE

- Preparation for appointments
- Learn more about travel products
- Connect with clients and delegates
- Generate story ideas for media



IPW BOOTH



SPONSORSHIPS

Window Clings for Windows W2



The clings for the doors get installed at the top of the glass leaving the bottom portion of the doors clear.

The clings for the doors get installed at the top of the glass leaving the bottom portion of the doors clear.

Window W2



W2 NARROW

W2 MEDIUM

W2 DOOR





CHAIRMAN'S CIRCLE HONORS

- Resort at Pelican Hill in Newport Coast
- Pre-reception wine in the Visit California Plaza
- Travel Oregon and Visit California sponsored reception
- Reception and dinner featuring wines from R. Stuart & Co. Winery
- Logo placement at event
- Seated with our top clients



Pre & Post Fams



IPW MARKETPLACE & SHOW WINS





Thank you