

IFWTTWA

2026 CONFERENCE SPONSORSHIP OPPORTUNITIES



Partner with us as a sponsor of our 2026 Annual Conference and position your destination in front of influential food, wine, and travel media professionals. This is a strategic opportunity to build meaningful relationships that extend well beyond the event itself.

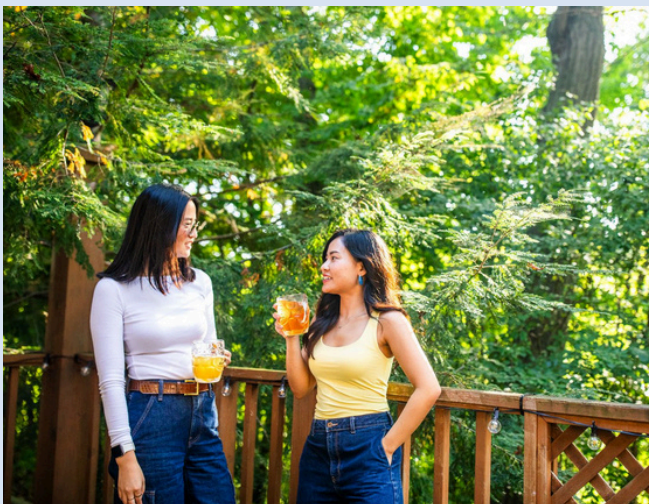
BOOTH SPONSOR \$1,500

Participation in the Marketplace

Connect with credentialed food, wine, and travel writers in our Marketplace to have meaningful conversations and position your destination for future editorial coverage.

Showcase your destination's distinctive character, cultural depth, and standout experiences in an environment built for relationship development, not just quick introductions.

The Marketplace also provides the opportunity to explore partnerships for the year ahead, allowing you to strategically align with writers who match your goals and priorities.



BOOTH SPONSOR ALSO INCLUDES:

Booth sponsors will receive a **table at the conference marketplace**. There will be **dedicated networking breaks** to connect with attendees and a **dedicated time** for attendees to meet with sponsors. There is also a **DMO panel discussion** where you can introduce your destination and interact with writers in attendance in an interactive Q&A session. The sponsor will also receive a **logo on the event website**, an ad in the **digital event program**, and **social media shoutouts**. Booth sponsors can include **promotional materials in attendee tote bags**.

Booth sponsors will receive **two tickets for the entire conference**, a **one-year Associate Membership in IFWTWA** for your organization (or a \$200 discount for existing members), and an **attendee list**. **Booth sponsorship is \$1,000 if you also provide a pre-trip or post-trip**.

BREAK SPONSOR \$2,000

During the workshop portion of the conference, there are morning and afternoon breaks each day, so four breaks are available for sponsorship. Sponsors can **showcase their destination or brand in the break area**. They will also receive a **logo on the event website**, an ad in the **digital event program**, and **social media shoutouts**. Break sponsors can include **promotional materials in attendee tote bags** and participate in the **marketplace**.

Break sponsors will receive **two tickets for the entire conference**, a **one-year Associate Membership in IFWTWA** for your organization (or a \$200 discount for existing members), and an **attendee list**.

LUNCH SPONSOR \$3,500

The lunch sponsors (two sponsorships are available) can show a **promotional video during lunch**. The lunch sponsors will also receive a **logo on the event website**, an ad in the **digital event program**, and **social media shoutouts**. Lunch sponsors can include **promotional materials in attendee tote bags**, **present a webinar to all IFWTWA members**, and participate in the **marketplace**.

Lunch sponsors will receive **two tickets for the entire conference**, a **one-year Associate Membership in IFWTWA** for your organization (or a \$200 discount for existing members), and an **attendee list**.

KEYNOTE SPEAKER SPONSOR \$5,000

The keynote sponsor will **introduce the speaker** and **show a promotional video** before the session. The sponsor will also receive a **logo on the event website**, an ad in the **digital event program**, and **social media shoutouts**. The Keynote sponsor can include **promotional materials in attendee tote bags**, **present a webinar to all IFWTWA members**, and participate in the **marketplace**.

The Keynote sponsor will receive **two tickets for the entire conference**, a **one-year Associate Membership in IFWTWA** for your organization (or a \$200 discount for existing members), and an **attendee list**.

LANYARD SPONSOR \$100 + COST OF LANYARDS

Purchase neck wallets with your logo for all attendees. We recommend something similar to these badges. Your logo will appear on the badge, the **conference website**, and the **digital program**. You can also **send promotional items for the tote bags**. This sponsorship **does not** include conference registration or marketplace participation.



TOTE BAG SPONSOR \$100 + COST OF BAGS

Purchase the tote bags for conference attendees. We recommend something similar to these bags. Your logo will appear on the bag. You will also receive your logo on the **conference website** and in the **digital program**, and you can **send promotional items for the tote bags**. This sponsorship **does not** include conference registration or marketplace participation.

WELCOME SIGN SPONSOR \$100 + COST OF SIGN

Purchase the **welcome sign** that greets guests entering the conference. Your logo will appear on the sign. You will also receive your logo on the **conference website** and in the **digital program**, and you can **send promotional items for the tote bags**. This sponsorship **does not** include conference registration or marketplace participation.

HOSPITALITY SUITE SPONSOR \$500

The hospitality sponsors will host the hospitality suite. (There will be a hospitality suite on Monday, Tuesday, and Wednesday nights; three sponsorships are available.) Sponsors can showcase their destination or brand in the hospitality suite. This sponsorship includes a listing in the **digital event program** and on the **website**. Hospitality suite sponsorships **do not** include conference registration or marketplace participation.

AD SPONSORS \$250

Although not attending the conference, **ad sponsors** will receive an ad in the **digital program**, can **send giveaway items** for attendees' swag bags, and will have their logo on the **conference website**. This sponsorship **does not** include conference registration.

CUSTOMIZED PACKAGES AVAILABLE UPON REQUEST

Let us know your specific needs, and we will tailor a package to meet them. We have plans available if sponsors would like to provide a pre-trip or post-trip and attend the conference. If you have a limited budget, we can work with you to create a customized way to become involved in the conference. Please reach out to discuss your customized sponsorship plan.

CONTACT US

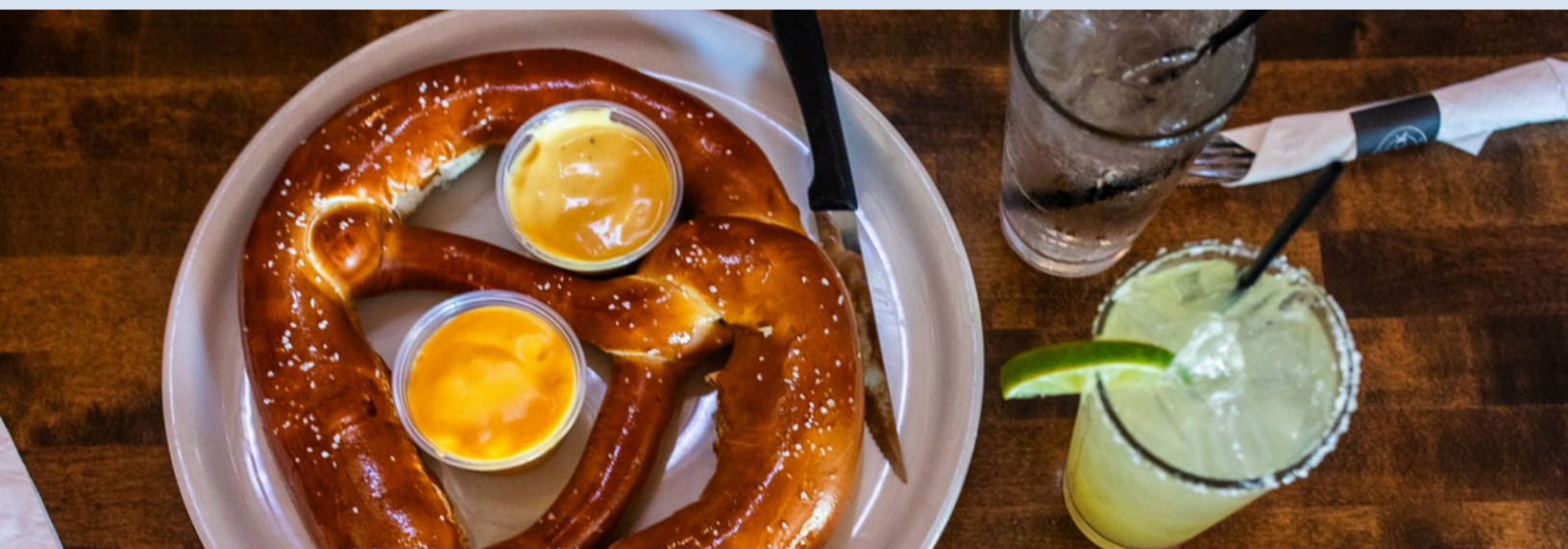
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ABOUT VISIT MILWAUKEE

Visit Milwaukee is the city's official destination marketing organization, dedicated to sharing the energy, creativity, and welcoming spirit that define Milwaukee. Set on the shores of Lake Michigan, Milwaukee blends historic charm with bold innovation. Striking architecture rises alongside revitalized neighborhoods, award-winning restaurants, and a thriving arts and culture scene.

In its Flavor Era, Milwaukee's culinary talent takes center stage, with celebrated chefs, iconic supper clubs, and a brewery legacy that continues to evolve. From lakefront festivals and professional sports to immersive museums and live music, the city delivers experiences that feel both authentic and unexpected. Walkable districts, scenic riverways, and a strong sense of community invite visitors to connect in meaningful ways. Visit Milwaukee proudly showcases a city that is rooted in tradition, rich in flavor, and ready to welcome the world.



ABOUT IFWTWA

IFWTWA is an international professional organization dedicated to advancing the careers of food, wine, and travel media while fostering meaningful collaboration with destinations and brands.

Our members are experienced, credentialed professionals who actively publish across print, digital, broadcast, and social platforms.

We are deeply engaged storytellers passionate about sharing destinations, culinary experiences, and wine regions with informed, engaged audiences.