



# VISIT **HOUSTON**

## Partnership Invitation

58th ICCA Congress 2019  
Houston, U.S.A  
October 27 - 30





# WELCOME TO HOUSTON

It is our pleasure to invite you to support the **58th ICCA Congress 2019** that will bring together the world's experts on international meetings to the vibrant city of Houston, USA.....



*Dear Colleagues,*

*We are excited and honored to host the ICCA Congress 2019 in Houston, Texas. After 32 years the Congress is finally coming back to the US and we couldn't be happier!*

*Houston is a global hub for Innovation and Technology and this theme will be placed center stage throughout the ICCA 2019 Congress. Houston is also an international powerhouse for research and development in the Energy, Medical, Aeronautics, Maritime and Ports sectors and home to names such as NASA Johnson Space Center and Texas Medical Center, the largest medical complex in the world.*

*We are already working with many of these organizations in different capacities. They are actively participating in association bids, providing ambassador level support and leading scientific committees. Their intellectual capital will be deployed to you through interactive sessions, technical tours and hands on opportunities for experiential learning. One of our primary objectives for our partners, is for you to maximize every aspect of your ICCA experience, from both an educational and business development perspective.*

*We are committed to working closely with you to ensure that your investment in the ICCA 2019 Congress brings value to your organization. In the following pages, we've included a variety of options for your consideration. We also invite you to come with your own creative ideas. Our goal is to ensure that our partners and ICCA members can connect with our invited association executives, while enjoying all that the ICCA 2019 Congress and Houston have to offer.*

*We thank you for your consideration and look forward to welcoming you to Houston, Texas!*

*Sincerely,*

*The ICCA Congress 2019 Local Host Committee*

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# WELCOME TO HOUSTON – A HUB FOR INNOVATION, TECHNOLOGY & CULTURAL DIVERSITY

The 4th largest city in the USA, Houston is a global, modern and vibrant city brimming with culture and personality, named one of the top 12 destinations of the world by Forbes magazine.

- 140+ Languages Spoken in Houston
- Energy capital of the world
- Home to Texas Medical Center, the largest global medical complex
- Home to NASA Johnson Space Center
- 1 out of every 5 people living in Houston were born abroad
- 94 Consulates, 3rd largest concentration in the U.S.
- Largest Asian population in the U.S. outside of California
- 18 sister-city partners promoting business over the five continents

## Houston is a Hub for Major R&D in Key Industries



ENERGY



MEDICAL



AERONAUTICS



MARITIME + PORTS



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# PARTNERSHIPS THAT FACILITATE BUSINESS CONNECTIONS

## VISIT HOUSTON

**Visit Houston:** works in partnership with each sector including Energy Associations and Corporations, Texas Medical Center, NASA's Johnson Space Center, Port of Houston Authority and Houston Airport System.



### Best Cities Global Alliance

A global alliance of 12 premier meeting destinations that deliver a world class service experience for International Meeting Planners and Associations. Best Cities Global Alliance includes Houston, Dubai, Berlin, Bogota, Cape Town, Copenhagen, Edinburgh, Melbourne, Madrid, Tokyo, Singapore and Vancouver.



### Pairing with International Associations:

The U.S. is host to numerous international associations, many of whom are located in Houston and will attend ICCA Houston 2019.



### North America Top Cities

**Teamwork Support:** Anchorage, Chicago, Fort Lauderdale, Grapevine, Minneapolis, Monterrey, Mexico City, New York City, San Francisco, St. Petersburg Clearwater, Toronto, Vancouver, Montréal and Washington D.C. have all pledged support for ICCA Houston 2019.



### The 58th ICCA Congress 2019 Experience

- Access to 50+ leading global associations
- Unforgettable Congress experiences
- High level education content
- Technical Tours
- Valuable Business Networking Opportunities



## ACCESSIBILITY



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Two international airports, **George Bush Intercontinental Airport (IAH)** and **Houston Hobby Airport (HOU)**. IAH Airport has the largest customs facility in the nation and U.S. Customs & Border Protection reports faster processing times than any other US airport.

- ➔ Major hub for United Airlines and Southwest Airlines
- ➔ 74 International non-stop flights from major capitals in Europe, Middle East, Asia and a strong connectivity with Mexico, Canada and Latin America.
- ➔ Direct flights to 120 U.S. cities.
- ➔ Direct Flights from 180+ Cities
- ➔ Walkable Convention Campus to host hotels



## VENUE AND HOTELS

**Avenida Houston convention campus- All you need, within walking distance- Hotels, restaurants, and entertainment.**

**The Marriott Marquis** (1000 rooms), host venue of the ICCA Congress, **Hilton Americas** (1200 rooms), and **Four Seasons Houston** (399 rooms), the two other host hotels, are great properties located in the heart of downtown and conveniently located within walking distance to the ICCA 2019 venue, dining options, nightlife, sports arenas, shopping, and the METRORail light rail.

- Live music venues include: House of Blues and Pete's Dueling Piano Bar
- Explore Green Street neighborhood's Lucky Strike bowling, shopping and multiple dining options.
- Enjoy world class Opera, Ballet, Symphony and Theater at the Houston Theater District in downtown.
- The Museum District with 19 museums is a short train ride from hotels.
- NFL Houston Texans (pro American football), NBA Houston Rockets (pro basketball) and MLS Houston Dynamo (pro soccer) will be in season with the latter two stadiums walking distance from hotels.



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## SPONSORSHIP OPPORTUNITIES & PROPERTIES

We're pleased to share a selection of sponsorship and advertising opportunities available at ICCA Houston 2019. We invite you to connect with us to customize a partnership package that meets your needs.

### ICCA Houston 2019 Kick-off Party

**SOLD**

#HoustonLaunch ICCA 2019! The Welcome Reception will be the official kick-off party for ICCA 2019. With undoubtedly one of the most stunning city scape views Houston has to offer, the Marquis Texas Pool Deck Oasis & Pavilion is the destination of choice for the official ICCA 2019 Kick-Off Party.

This event will be tailored to meet the sponsors desired look and feel. Sponsors will also have the opportunity to provide input on food and drink offerings served.



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## Cowboy CAT Night @ The Rustic

One of the largest backyard, concert and dining venues in Houston – The Rustic! Sit back, relax and share a family style meal in an authentic Western setting featuring live music and surrounded by rustic fire pits and old oak trees.

This event will be tailored to meet the sponsors desired look and feel. Sponsors will also have the opportunity to provide input on food and drink offerings served.

- In partnership with CAT Publishing, this Texas themed event invites up to 5 additional partners with investments ranging from \$10,000 - \$25,000

Activations may include:

- Sponsor Welcome Experience - Team Greeting & Cocktail
- Sponsor T-shirts for Venue Staff
- Sponsor Favor or Gift Bag Distribution
- Sponsor Photo Booth
- Sponsor Entertainment
- Sponsor Custom Activation
- Sponsor Mechanical Bull Experience

Entitlements:

- Opening/Closing Remarks
- On-site Branding
- Digital Branding



## Halloween Party @ Discovery Green

While the US and Canada celebrate Halloween, many cultures practice other traditions that share common themes such as Day of the Dead, Daimonji, Guy Fawkes Day, Borgo a Mozzano and more. Join us on Discovery Green as we "light up the night" through with array of unique and interactive food & beverage offerings and entertainment.

This event will be tailored to meet the sponsors desired look and feel. Sponsors will also have the opportunity to provide input on food and drink offerings served.

- Halloween Party invites up to 5 additional partners with investments ranging from \$10,000 - \$25,000

Activations may include:

- Sponsor Welcome Experience
- Sponsor T-shirts for Venue Staff
- Sponsor Favor or Gift Bag Distribution
- Sponsor Photo Booth
- Sponsor Entertainment
- Sponsor Custom Activation
- Sponsor Competitions: Pumpkin carving, Obstacle Zombie Race....

Entitlements:

- Opening/Closing Remarks
- On-site Branding
- Digital Branding





## Next Stop: A Virtual Reality Experience

*Inquire for pricing*

Imagine if you could showcase your destination through a sensory experience that would give attendees the look and feel of almost being there? This experience will combine Virtual Reality (VR) technology to provide access to a visual 360 experience of your destination without the need to travel. A feature activation accessible daily during the ICCA 2019 educational program, take attendees through a journey of fascinating scenes whether its city, beach, mountains or adventure and make them choose your destination as their next stop.

## Destination Meet & Greet

*USD \$5,000*

A valuable opportunity for ICCA members and delegates to have a dual role. Take advantage of ICCA 2019 Meet & Greet stations that will be strategically placed in high traffic areas throughout the main congress venue for the duration of ICCA 2019. We recommend that Meet & Greet stations be staffed at the beginning and end of each day, during breaks, and at the beginning and end of the lunch sessions. This allows ICCA members to take advantage of the outstanding ICCA education content while promoting their destination, products and/or services.



## Lunch Sponsor

Capture your audience's attention by selecting an official ICCA 2019 lunch session that will be attended by all ICCA Houston 2019 delegates and hosted associations.

The sponsor will also have the opportunity to provide some input on room décor, food and beverage offerings.

- An ICCA Lunch invites up to 5 additional partners with investments ranging from \$5,000 - \$20,000

Activations may include:

- Sponsor Welcome Experience - Team Greeting
- Sponsor Themed Lunch
- Sponsor Favor or Gift Bag Distribution
- Sponsor Custom Activation

Entitlements:

- Reserved VIP tables with International Association Clients
- Opening/Closing Remarks
- Video Presentation
- On-site Branding
- Digital Branding





## Breakfast by Design

An opportunity to set the tone for the day, we invite you to think outside the box. think BIG, think FUN, think LASTING IMPRESSION.

The sponsor will have the opportunity to provide some input event concept, food and beverage offerings.

- This rise and shine event invites up to 5 collaborating partners with investments starting at \$5,000

Activations may include:

- Breakfast in bed
- Grab'n go breakfast boxes
- Musical tables
- Kick off with a run
- Terrace Yoga
- CSR activity

## Hotel Key Cards

*USD \$10,000*

A picture is worth a thousand words....times each time an ICCA Houston 2019 delegate enters or leaves their hotel room. As the sponsor of the hotel key cards used ICCA 2019 host hotels, this is an excellent opportunity to direct delegates to specific campaigns and initiatives unique to your business.

Hotel key cards will be provided by ICCA Houston 2019 while key card branding to be developed and provided by the sponsor.



## Hydration Host

*USD \$10,000*

Support a healthy ICCA 2019 as the official water sponsor! Custom branded hydration stations will be set up throughout the congress venue.

Branded re-useable water bottles to be provided by sponsor.

All ICCA 2019 Sponsorship Opportunities and Properties where input from sponsors on design concept, production, food and/or beverage may be sought will be subject to a pre-approved budget.



## Transportation Sponsor

*USD \$ 5,000 each bus*

Maximize the mileage as the official people mover for ICCA Houston 2019. The transportation will have their company logo prominently displayed at the airport Welcome Desk, on Hosted Association VIP Welcome signs at the airport and with custom decals on official ICCA 2019 VIP airport transfers and buses. With delegates undivided attention, the sponsor may wish to create an on-board experience or presentation.

The sponsor will have the opportunity to provide input on vehicle decal design.



## ICCA 2019 Photobooth Sponsor

*USD \$7,500*

Inarguably one of the most enjoyable stops during the ICCA 2019 program. An on-demand photobooth and backdrop featuring your company logo will be set up daily during ICCA Houston 2019. A keep sake for all ICCA delegates and a lasting impression for your organization.

The sponsor will have the opportunity to provide input on the backdrop concept and print design.



## Room Drops

*Inquire for pricing*

Show the love! An opportunity to showcase your destination and/or services to hosted associations, meeting planner and/or PCO delegates attending ICCA 2019.

Gift/item to be provided by sponsor.

Delivery of your item to each of the guest rooms in the ICCA Congress room block at conference hotel (Sponsor must supply item. Sponsor fee does not include the hotel delivery charges to each guest room).

\*ICCA/LHC will need to approve the gift.





## Houston City Run or Walk

USD \$10,000

Rise & shine with a 5-mile Houston city tour lead by a team of motivational athletes who will cheer you on along the way! Pair this activity with an official ICCA Houston 2019 Breakfast by Design or incorporate a unique CSR activity.

The sponsor will have the opportunity to provide input on the activity design.



## Daily Fireside Lounge & Break Host

USD \$10,000

Reserve your spot and not only will you be recognized as the break supporter, but you'll also have the opportunity to host a fireside chat during the break in the ICCA 2019 fireside lounge. This activity is designed to allow for a dual ICCA 2019 role as not only can you attend as an ICCA delegate, but you can also take advantage of the opportunity to promote your company. Each refreshment break is 30 minutes in duration.



## Branding Opportunities

*Inquire for pricing*

### Venue Advertising

- Window Clings
- Column Graphics
- Escalator Runner
- Elevator Door
- Wall Graphic
- Floor Graphics

### Print & Digital Advertising

- Provisional and Onsite Program
- On - Site Digital Signage

## Charging Station

USD \$5,000 each

## Charging Lounge

USD \$10,000

### Recharge

Help the ICCA delegates stay connected by providing branded charging stations or a recharge lounge activation.



# ICCA 2019 PROGRAM CONTRIBUTORS AND SPONSORSHIP IN KIND



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## Educational Partners and Co-Located Events

The ICCA 2019 Host Committee welcomes educational contributions from related professional associations, partner organizations and technical institutes that will enrich the overall ICCA 2019 Houston experience.

## Audio Visual and Show Services Partners

We're inviting leading audio-visual and show service partners to join us as the official provider of ICCA 2019 audio visual and/or show services. Select partners will be invited to showcase their superb technology and services to leading global associations, meetings planners and PCO's.

## Wine & Beer Partners

An incredible opportunity to showcase your destination as a meetings destination and more. Select partners will be recognized on menus and signage while being invited to host tastings at ICCA social event, sharing the stories of vintages and brews being poured.

## Other Partners

The ICCA 2019 Host Committee welcomes all product and/or service providers to inquire within regarding sponsorship in kind at ICCA 2019 Houston.





## ICCA CONGRESS 2019 SPONSORSHIP LEVELS



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Sponsorship levels will be determined by the total value of the events and items you support.

	<b>Gold Partner \$20,000 +</b>	<b>Silver Partner \$10,000 – \$19,999</b>	<b>Bronze Partner \$5000 – \$9,999</b>
Full Registrations	3	2	1
Logo and link on the ICCA 2019 Congress Website and Meeting App	yes	yes	yes
Partner Profile Shared on the ICCA Congress 2019 Website	yes	yes	yes
ICCAWorld Social Media Posts featuring ICCA 2019 hashtag #houstonlaunch	3	2	1
Logo on Partner Reel	yes	yes	
Logo on Event Signage	yes	yes	
Promotional Video – Videos will be played during evening functions and lunches without sounds.	yes		



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## **SPONSORSHIP CONTACTS**

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