

▶ PARTNER PROGRAM

The IRF Partner Program offers a comprehensive year-long collaboration encompassing research, event engagement, marketing endeavors, and a host of other strategic activations.

Opportunities for 2025 will be available October 2024.

	Platinum	Gold	Silver	Bronze
Available 2025 Packages	2	4	6	8
Package Cost	\$58,000	\$31,000	\$18,000	\$13,000
Guaranteed Event Spots	6	4	2	1
Invitational 2025	4	3	2	1
Leadership Insights Forum 2025	2	1	Optional: 1 at \$5,000.00	–
Partner Program can be combined with Large or Small Hotel Chain. However, total spaces cannot exceed 17 for Large Hotel Chain and 7 for Small Hotel Chain.				
Invitational Assets				
Invitational Stage Time - Content/placement in agenda is subject to approval; preferred general session placement	Up to 3 minutes	–	–	–
Invitational Signage & Mainstage PPT Recognition - Logo size representative of Partner Program level	✓	✓	✓	✓
New to IRF Reception invitation at Invitational with Board of Trustees - Up to 2 representatives per company	✓	–	–	–
Invitational Activation - Valued up to \$3,000 - Be the first to select from the available activations	Included	Second option, at cost	–	–
Auction Donation Requirement - Waived for up to 2 Representatives	Up to 2 Reps	–	–	–
Educational Break-out Session Room Sponsor - Opportunity to introduce speaker & provide material, amenity to room attendees	–	✓	–	–
Research and Marketing Assets				
Research Paper Sponsorship - From existing research slate	✓	–	–	–
Website Logo	✓	✓	✓	✓
Spotlight - Monthly spotlight on the IRF Website in prominent location	✓	✓	–	–
Promotional Email - Per year	4	3	2	1
Social Media Posts - Per year	8	6	4	2
Video Advertisement (filmed at Invitational) - An IRF testimonial from sponsor (partner use is optional)	✓	–	–	–

How can I sign-up for the Partner Program?

On **Wednesday, October 16, 2024**, along with the Invitation Interest form, we will launch the 2025 Partner Program Interest Form. Mark your calendar to complete the form ASAP - from there, partnership contracts will be distributed on a first-come, first-served basis.

▶ **THE IRF'S 2025 INVITATIONAL**
JUNE 1 – 4, 2025 • CANCUN, MEXICO
AVA RESORT, CANCUN, MEXICO

The IRF Invitational is the premier industry event dedicated to education and networking.

	Large Hotel Chain Partner 151+ Hotels in Portfolio	Small Hotel Chain Partner 25-150 Hotels in Portfolio	Independent Partner
Cost Per Representative	\$4,800	\$4,800	\$4,800
Invitational Spaces	10-17	4-7	1-3
Activation - Valued up to \$3,000	✔	–	–
Auction Donation	\$3,000 FMV or \$1,500 Cash Buy-out Per Representative		
Partner Program can be combined with Large or Small Hotel Chain. However, total spaces cannot exceed 17 for Large Hotel Chain and 7 for Small Hotel Chain.			

How can I sign-up to be an Invitational Partner?

On **Wednesday, October 16, 2024** we will launch the 2025 Invitational Partnership Interest Form. Mark your calendar to complete the form ASAP - from there, partnership contracts will be distributed on a first-come, first-served space available basis.

How can I guarantee my spot at the Invitational?

Check out our year-round Partner Program on page 1.

How can I secure an activation for additional visibility at the Invitational?

Activations will be available late 2024.



▶ **LEADERSHIP INSIGHTS FORUM**
OCTOBER 20-22, 2025 • ORLANDO, FLORIDA
EVERMORE ORLANDO RESORT, ORLANDO, FLORIDA

The IRF Leadership Insights Forum is targeted to an elite group of C-suite incentive house and end-user executives with responsibilities for engagement and motivation programs. During the two-day experiential event, 100 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions. You'll have the opportunity to discuss best practices, access top research, and collaborate with your peers to elevate your programs using design and data

Benefits	<ul style="list-style-type: none"> • One (1) registration to the event • Logo recognition on event webpage and registration thank-you email • Logo recognition on onsite Partner signage • Attendee list via Mobile App • Discounted room rate
Cost	\$5,000

How can I sign-up to be a Leadership Insights Forum Partner?

Spring 2025, we will launch the 2025 Leadership Insights Forum Interest Form. Email notification will go out in advance with exact date. Mark your calendar to complete the form ASAP - from there, partnership contracts will be distributed on a first-come, first-served basis, space available-basis..



▶ RESEARCH ADVOCACY PARTNER

Supporting the IRF's research is a great opportunity for your company to receive extensive exposure around one of the IRF's research releases.

<p>2025 Research Slate</p>	<ul style="list-style-type: none"> • Reoccurring Topics to include: <ul style="list-style-type: none"> - The IRF 2025 Trends Report - Incentive Travel Industry Index - 2026 Outlook: Merchandise and Gift Card • Slate to be finalized November 2024
<p>Benefits</p>	<ul style="list-style-type: none"> • Logo recognition with link to company site on the research study webpage • Logo recognition and 50-word company description on dedicated research announcement sent to IRF's full mailing list (approximately 8,000) • Logo recognition and 50-word company description on research announcement posted on IRF's Media Center • Logo recognition with link to company site on IRF Featured Partners webpage • Text recognition in dedicated research press release sent via PRWeb • Weekly Social Media Posts within the month of release on LinkedIn • Verbal thank you and logo recognition on IRF webinar in support of research study • Logo recognition on any dedicated research infographic or webinar recording pages
<p>Cost</p>	<p>\$13,500</p>



▶ DESTINATION PAPER

Destination Papers are a fantastic opportunity to combine the value of a familiarization trip with education and facilitated roundtables from the IRF. This event provides both direct destination experience for a group of targeted buyers and the long-term benefits of a white paper on a mutually agreed-to topic. To ensure high levels of exposure and high-quality buyers, we only offer two Destination Paper opportunities annually.

Destination to Provide	<ul style="list-style-type: none"> • Airfare for 8-10 buyers, whom are determined by Destination • Hotel accommodations for 8-10 buyers, 2 IRF staff for up to 2 nights • On-site and airport transportation for 8-10 buyers • Food & Beverage throughout the event for all attendees • Destination experience and activities, as determined by the Destination, in consultation with IRF
IRF to Provide	<ul style="list-style-type: none"> • Assist in recruiting qualified buyers to attend the Event • Design and facilitate roundtable discussion in consultation with the Destination • Write and publish a white paper • Host a webinar based on event / roundtables with speaking opportunity, logo presence and mentions of Destination at open and close • Promote the event, white paper and webinar via social media • Distribute white paper to our database via email with logo recognition for Destination
Cost	\$28,000

For all questions and inquiries, contact:

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