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February 22, 2017

Raising Awareness About Our Nation's Byways at IPW '17



Your opportunity to promote your byway or state byway collection AND help keep byways "on the map"!

WHAT Is IPW?

It is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

WHEN Is IPW 2017?

U.S. Travel's IPW 2017 will be held Saturday, June 3, through Wednesday, June 7, at the Walter E. Washington Convention Center in Washington DC. IPW will have more than 1,100 exhibitor booths held by U.S. Suppliers of USA travel products and destinations and more than 5,000 attendees who are international travel buyers, domestic travel buyers and international journalists representing more than 70 countries.

HOW will byways be represented at IPW?

Byways will have great visibility! The NSB Foundation has purchased a booth on "Federal Row", exhibiting alongside the National Park Service, AIANTA/BIA, America's Great Outdoors, National Parks Promotion Council, Department of State, and other national agencies and organizations. This year the marketing theme for Federal Row is American Culture.



Approximately 40 back-to-back appointments with attendees interested in the "off the beaten path" trips for group and leisure travelers that byways provide will be scheduled in advance. We'll talk with attendees about byway travel experiences, directing them to a specially-created website, ComeCloserToAmerica.com, where they'll find a link to Bwyays.org and information about Sponsor Byways and state collections supporting our IPW effort.

What kinds of byways will be represented?

ALL byways, including America's Byways and state scenic byways will be represented at the booth; however, those individual byways and state collections supporting our IPW effort (Sponsor Byways) will receive special attention when meeting with attendees, and on the ComeCloserToAmerica.com website to which we'll be directing them.

WHO will represent byways at IPW?

Three NSB Foundation members will attend IPW as delegates, at their own expense, to represent the depth and breadth of our nation's byways.

What will we receive as a Sponsor Byway?

- Sponsor Byways will be showcased at IPW. Delegates will study and disseminate information about Sponsor Byways, generating referrals for domestic and international tour operators, receptive operators, travel writers and others.
- Sponsor Byways will be included on a website created for IPW (www.ComeCloserToAmerica.com). Attendees will be directed to the website for information and sponsor byways will get website analytics reports following the show.
- Sponsor Byways will be invited to take part in one or more conference calls providing information about putting together materials for IPW.
- Sponsor Byways will be provided an opportunity to share itineraries and videos with the America's Great Outdoors marketing group (www.americasgreatoutdoors.com)
- Sponsor Byways will receive all leads generated at the show, as well as notes taken during discussions and a report provided by the IPW delegates.

Why should we support the NSB Foundation at IPW?

For a minimal investment, you'll be helping to support and raise awareness for international travel along our country's byways - The 150 federally-designated America's Byways and state scenic byways. The National Scenic Byway Foundation couldn't exhibit at IPW without your support.

How much does it cost to participate?

A single byway can sign up for \$375; a state collection of byways can sign up for \$800.

Do I have to be a member of the NSB Foundation in order to be a Sponsor Byway?

Yes, this opportunity is only open to National Scenic Byway Foundation members. Membership costs only \$150 annually, and goes to help the NSB Foundation provide the tools and resources the organization needs to support byways. Membership info can be found [HERE](#).

How to I sign up?

Complete the [IPW Commitment Form](#) by March 8, 2017 to be a part of this exciting event. For more information about the event, [visit IPW2017](#).

Questions?

Contact NSB Foundation board member, Stacy Brown at (318) 222-9391, sbrown@sbctb.org or email the NSBF at info@nsbfoundation.com.

Become a member in the National Scenic Byway Foundation

Join the Foundation now to take advantage of **discounted** educational opportunities when registering for webinars and conferences.

We are the voice for our byway communities. We offer tools, training and support for byway leaders.

Please visit our website and learn more www.nsbfoundation.com

National Scenic Byway Foundation | info@nsbfoundation.com | nsbfoundation.com

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