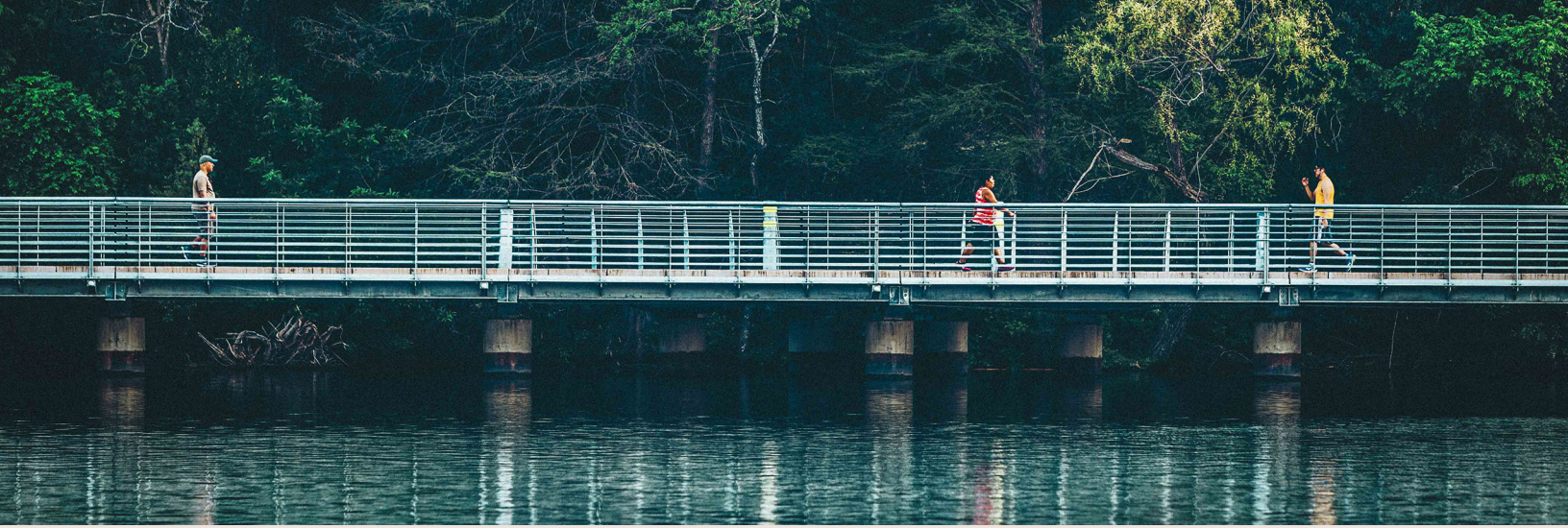


VISIT
Austin®

2026
PARTNER
PROGRAMS



LIVE MUSIC CAPITAL OF THE WORLD®



KEY: ● CONVENTION SALES ● DESTINATION SERVICES ● MARKETING COMMUNICATIONS
● TOURISM ● VISIT AUSTIN MARQUEE EVENT ● VISIT AUSTIN FOUNDATION

2025 OPPORTUNITIES STILL AVAILABLE:

December 2025

HOLIDAY CLIENT EVENT

Join Visit Austin in celebrating the holidays with our Chicago-area clients. This family friendly celebration features networking opportunities and engaging activities.

Chicago, IL

Partner Fee: \$2,250
(travel and accommodation not included)

8 partners max
2 spots available

Convention Sales

December 2025

HOLIDAY SHOWCASE CHICAGO

The Association Forum's annual Holiday Showcase offers partners the opportunity to network with meeting planners in a one-day event. More than 750 exhibitors and qualified professionals attend each year. Join in selling Austin to this critical Midwest market by attending the 2025 event.

Chicago, IL

Partner Fee: \$3,000
(travel and accommodation not included)

6 partners max
2 spots available

Convention Sales

POTENTIAL TENTATIVE OPPORTUNITY:

Winter/Spring 2026 (exact date TBD)

VISIT AUSTIN EUROPEAN SALES MISSION

Join Visit Austin on an international sales mission as we promote our vibrant city to top travel professionals in the growing European market. This is a unique opportunity to engage directly with key decision-makers through a series of one-on-one business appointments, destination training sessions, and exclusive networking events with influential travel trade and media representatives.

London + Amsterdam
+ Frankfurt

Partner Fee: TBD

Limited partners available
Tourism

ONGOING & REOCCURRING EVENTS:

Ongoing

INDIVIDUAL & GROUP PRESS TRIPS

Throughout the year, Visit Austin hosts individual and group trips for freelance journalists, influencers and editorial staff. We seek partners to assist with accommodation, meals, tours and attraction passes. Participating partners will have the opportunity to meet with all sponsored media.

Austin, TX

Partner Fee: In-kind

Marketing
Communications

Ongoing

TRAVEL TRADE SITE VISITS

Throughout the year, Visit Austin hosts familiarization (FAM) trips and site visits for domestic and international travel trade. The tourism department seeks partners to assist with accommodation, meals, transportation, tours and attractions passes. Participating partners will have an opportunity to meet with all sponsored travel trade.

Austin, TX

Partner Fee: In-kind

Limited partners available
Tourism

Ongoing

CONVENTION SALES FAMILIARIZATION (FAM) TRIPS

Throughout the year, the Convention Sales team develops hosted buyer/FAM trips during marquee Austin experiences (such as Mack, Jack & McConaughey & ACL) to showcase the city to our clients. We seek partners to assist with accommodation, meals, transportation, excursions, etc. Participating partners will have the opportunity to network with hosted clients.

Austin, TX

Partner Fee: In-kind

Convention Sales

Quarterly

VISIT AUSTIN FOUNDATION EXECUTIVE EDUCATION SERIES

Visit Austin Foundation is collaborating with University of Texas Speakers Bureau to offer leadership training for the Austin hospitality community. Gain useful business knowledge, grow your leadership skills and network with peers in the local tourism and hospitality industry. Now offering a discounted "Pay for 10" package! Secure registrations for the full year at a reduced rate and invest in your team's ongoing professional development.

Austin, TX

Partner Fee: \$500 for
10 registrants

Visit Austin Foundation,
Professional Development

Bi-Monthly

AUSTIN TOURISM INSIDER TRAINING

The Austin Tourism Insider (ATI) Program is designed to support Austin tourism and hospitality employees, corporate new hire onboarding, and Austin hospitality enthusiasts. The program will provide expert knowledge of Austin and its tourism assets, improve confidence in suggesting options for visitors and elevate their experience, reinvigorate passion for the industry and community, and foster deep-rooted connections with others and the city we proudly support. The public classes are 6 hours held bimonthly on Mondays. Now offering a discounted "Pay for 10" package! Secure registrations for the full year at a reduced rate and invest in your team's ongoing professional development.

Austin, TX

Partner Fee: \$1,500 for
10 registrants

Visit Austin Foundation,
Professional Development



2026 INDIVIDUAL PARTNERSHIP OPPORTUNITIES:

January 11-14, 2026

PCMA CONVENING LEADERS EVENT

Client Events (Reception on January 11th and PWAP on January 12th)

To kickoff Professional Convention Management Association (PCMA), Austin will host a client networking reception (in conjunction with Visit Seattle) prior to the chapter receptions. We will also once again be the official music sponsor for PCMA's Party with a Purpose (PWAP). Visit Austin will offer partners a networking opportunity that will provide unique and exciting experiences for you to connect with meeting professionals.

Philadelphia, PA

Partner Fee: \$2,500
(travel and accommodation not included)

10 partners max

Convention Sales

April 2026

PCMA FASHION SHOW & VISIONARY AWARDS DINNER

Join Visit Austin at two of PCMA's premier networking events: the PCMA Fashion Show and the PCMA Visionary Awards Dinner. Both offer outstanding opportunities to connect with key clients and industry leaders from the Washington, D.C. area and beyond. Visit Austin is proud to return as the Presenting Sponsor of the PCMA Visionary Awards, celebrating the exceptional individuals who are shaping the future of the business events industry. Includes a ticket to PCMA's Fashion Show + a seat at Visit Austin table for PCMA Visionary Awards.

Washington D.C.

Partner Fee: \$3,250
(travel and accommodation not included)

4 partners max

Convention Sales

Spring 2026

VISIT AUSTIN MEXICO SALES & MEDIA MISSION

Join Visit Austin on an international sales mission to connect with top travel trade and media in the growing Mexican market. This is a great opportunity for partners to engage in one-on-one meetings, destination training, and networking events with key decision-makers. As part of our strategy to grow Austin's share of high-value Latin American visitors—especially in luxury, sports, entertainment, and MICE—this mission offers direct access to a vital and expanding market.

Mexico City, Mexico

Partner Fee: \$4,000
(travel and accommodation not included)

Tourism

Spring 2026

NEW YORK CITY MEDIA EVENT

A new event for 2026, Visit Austin is looking to work with partners to network and host high level New York-based media and content creators for an immersive Austin event in the Big Apple. Visit Austin plans to host media for a live music experience, an educational networking event or unique culinary demonstrations. Each partner can request two media for the signature event (no more than two total individuals per organization).

New York, NY

Partner Fee: \$3,000
(travel and accommodation not included)

10 partners max

Marketing Communications

Spring 2026

LOCAL CLIENT APPRECIATION EVENT

Join Visit Austin in expressing our appreciation to our local clients for their continued support of Austin. This event is typically held at a new iconic, buzzworthy venue that provides networking opportunities with key event professionals and organization leaders from locally based associations, corporations, the University of Texas at Austin, government agencies, third parties and sports organizations. Includes two individuals per organization.

Austin, TX

Partner Fee: \$1,000

Unlimited partner capacity

Convention Sales

May 2026

IPW

U.S. Travel Association's IPW is one of the travel industry's premier international marketplaces and largest generator of travel to the U.S. During three days of intensive pre-scheduled business appointments, international and domestic buyers and journalists from more than 70 countries conduct business representing \$5.5 billion in future travel to the United States.

Fort Lauderdale, FL

Partner Fee: \$4,000
(travel and registration not included)

8 partners max

Tourism

May 2026

ANNUAL GIVE BACK GIG (IN CONJUNCTION WITH NATIONAL TRAVEL & TOURISM WEEK)

Celebrating Austin's Culinary Talent & Cultivating the Next Generation:

Join the Visit Austin Foundation and Austin hospitality and culinary during National Travel & Tourism week in celebrating our culinary industry while also supporting education, scholarships and mentorship. Give Back Gig pairs Austin's hottest chefs with up-and-coming culinary high school students for a unique tasting experience. Sponsorship includes VIP tickets and additional benefits.

Austin, TX

Partner Fees:

Table Sponsor

\$2,500, 10 partners max

Welcome Sponsor

\$5,000, 2 partners max

Music Sponsor

\$7,500, 1 partner max

Visit Austin Foundation

Spring/Summer/Fall 2026

WEST COAST SALES MISSION & CLIENT EVENT

Visit Austin continues to offer opportunities to network with top clients during a range of client events on the West Coast. Our joint sales effort will include a unique client event; sometimes in conjunction with a high-level sponsorship with an industry association such as MPI. Each partner to confirm two clients for the signature event.

San Francisco, CA

Partner Fee: \$3,000

(travel and accommodation not included)

6 partners max

Convention Sales

Spring/Summer/Fall 2026

CHICAGO SALES MISSION & CLIENT EVENT

Each year, the Midwest team works to create unique opportunities for partners to network with existing and new clients. In the past, Visit Austin has hosted clients for live music experiences, educational luncheons and unique shopping excursions. Join us in 2026 for another creative event providing access to the top clients in the Chicago area. Each partner to confirm two clients for the signature event(s).

Chicago, IL

Partner Fee: \$3,000

(travel and accommodation not included)

10 partners max

Convention Sales

Spring/Summer/Fall 2026

NORTHEAST SALES MISSION & CLIENT EVENT

Visit Austin continues to offer opportunities to entertain high-profile clients in the Northeast market. Typically, two cities are targeted: NYC/Boston, NYC/New Jersey or NYC/Philadelphia. Our joint sales effort will include a unique client event; sometimes in conjunction with a high-level sponsorship with an industry association such as PCMA. Each partner to confirm two clients for the signature event(s).

New York City + Boston,
New Jersey, or Philadelphia

Partner Fee: \$3,000

(travel and accommodation not included)

6 partners max

Convention Sales

Spring/Summer/Fall 2026

DFW SALES MISSION & CLIENT EVENT

Visit Austin will be showcasing our vibrant destination to meeting professionals in the Dallas-Fort Worth area. The sales trip will feature a unique, authentically Austin client event designed to highlight what makes our city a premier choice for meetings and events. Each partner to confirm two clients for the signature event(s).

Dallas/Fort Worth, TX

Partner Fee: \$2,000

(travel and accommodation not included)

6 partners max

Convention Sales

Spring/Summer/Fall 2026

SOUTHEAST SALES MISSION & CLIENT EVENT

Visit Austin will continue to offer new and exciting opportunities to showcase our destination to the growing Southeast-based clientele. Please join us for a joint sales effort, including a high-profile client event targeting the national association and corporate customers of the Greater Atlanta area. Each partner to confirm two clients for the signature event(s).

Atlanta, GA

Partner Fee: \$2,500

(travel and accommodation not included)

6 partners max

Convention Sales



Spring/Summer/Fall 2026

DC SALES MISSION & CLIENT EVENT

Visit Austin's Eastern regional sales team will host partners during multiple days of sales activities. This will also include two signature client events to promote the Austin brand in the DC marketplace. These events are expected to be well attended by key industry decision makers. Each partner to confirm two clients for the signature event(s).

Washington D.C.

Partner Fee: \$3,000
(travel and accommodation not included)

10 partners max

Convention Sales

July 2026

CVENT CONNECT 2026

Cvent CONNECT is a premier gathering that brings together event professionals, technology innovators, and hospitality leaders in a dynamic, collaborative environment. With over 5,000 in-person attendees, the conference offers unparalleled opportunities to engage with key decision-makers and industry influencers.

The partnership fee includes full conference registration, participation in the trade show, the ability to schedule one-on-one client appointments, access to educational sessions, and admission to all official networking events.

Nashville, TN

Partner Fee: \$4,000
(travel and accommodation not included)

7 partners max

Convention Sales

August 15-18, 2026

ASAE ANNUAL MEETING/EXPO & CLIENT EVENT

The American Society of Association Executives (ASAE) Annual Meeting and Expo is the largest association event for the meeting and convention industry. Visit Austin will exhibit at the tradeshow to meet and identify prospective clients for future business. Cost includes on-site marketing, opportunities to network with clients at the tradeshow booth, The ASAE Research Foundation' Classic, as well as an Austin client event, currently hosted jointly with Seattle.

Indianapolis, IN

Partner Fee: \$3,000
(travel and accommodation not included)

6 partners max

Convention Sales

August 2026

NATIONAL CELEBRATE SERVICES WEEK

Event Services Professionals Association (ESPA) created National Celebrate Services Week to get Convention Services Managers together locally to provide an opportunity for networking, celebrate the profession, spotlight the importance of the convention services profession and give back to our community. We are looking for a partner to host the event space or F&B for an estimated 50 people.

Austin, TX

Partner Fee: \$2,000
or in-kind equivalent

1 partner max

Destination Services

September 2026

VISIT AUSTIN ANNUAL MEETING & RECEPTION

This event brings together over 850 local hospitality industry, convention clients, business leaders, city and elected officials and national executives to discuss the state of the industry and rally around tourism and conventions as a vital economic engine for Austin. Sponsorship includes VIP table of (10) and inclusion in all promotional material and onsite signage.

Austin, TX

Partner Fees:
Gold Sponsor
\$2,500, 10 partners max

Diamond Sponsor
\$5,500, 4 partners max

Music Sponsor
\$7,500, 1 partner max

Visit Austin Marquee Event

October 12-15, 2026

IMEX AMERICA

Secure a spot in Visit Austin's premier, stand-alone booth at IMEX America. This appointment-based show sets the pace for doing business on an international scale. Increasing in size and scope annually, this event features the largest Hosted Buyer Program in North America and attracts thousands of buyers and exhibitors from the U.S. and around the world. The energy at IMEX America is everywhere, connecting everyone with key players, generating innovative ideas and driving business with the force of global opportunities.

Las Vegas, NV

Partner Fee: \$6,000
(travel and accommodation not included)

10 partners max

Convention Sales

November 2026

THANKS FORE GIVING TOPGOLF EVENT

Join the Visit Austin Foundation and the Austin Sports Commission for the annual Thanks FORE Giving Topgolf event. Proceeds will go directly towards supporting the Visit Austin Foundation and Austin Sports Commission, benefiting youth sports programs, events, and facilities in the greater Austin area. Teams are invited to participate and enjoy a friendly golf competition, live music and great food while networking with colleagues, team members and clients. All sponsorships include a team registration and additional benefits.

Austin, TX

Visit Austin Foundation & Austin Sports Commission

Partner Fees:
Team Registration
\$1,750 early bird

Birdie Sponsor
\$3,500, max 4 partners

Music Sponsor - \$5,000,
includes team registration,
max 1 partner

December 2026

HOLIDAY CLIENT EVENT

Join Visit Austin in celebrating the holidays with our Chicago-area clients. This family-friendly celebration features networking opportunities and engaging activities.

Chicago, IL

Partner Fee: \$2,250
(travel and accommodation not included)

8 partners max

Convention Sales

December 2026

HOLIDAY SHOWCASE CHICAGO

The Association Forum's annual Holiday Showcase offers partners the opportunity to network with meeting planners in a one-day event. More than 750 exhibitors and qualified professionals attend each year. Join in selling Austin to this critical Midwest market by attending the 2026 event.

Chicago, IL

Partner Fee: \$3,000
(travel and accommodation not included)

6 partners max

Convention Sales

December 2026

INTERNATIONAL LUXURY TRAVEL MARKET (ILTM)

Secure a spot in Visit Austin's stand-alone booth at ILTM Cannes. The flagship of the ILTM Collection, Cannes is the premier end-of-year show that focuses on luxury travel. Expect four days of high-quality pre-scheduled appointments, educational sessions, networking, after-hour events and invaluable exposure to key industry professionals. Confirm interest by July 1, 2026.

Cannes, France

Partner Fee: \$7,500
(travel, accommodation and meals not included)

8 partners max

Marketing Communications

2026 programs are pending based on partner participation, budget implications as well as programming updates from industry show organizers. We will be taking waitlists. Visit Austin sets program budgets based on anticipated partner participation. By signing and returning this participation form, you are committing to the programs you have requested. Cancellations will not be permitted unless there are extenuating circumstances to be reviewed and approved by Visit Austin.