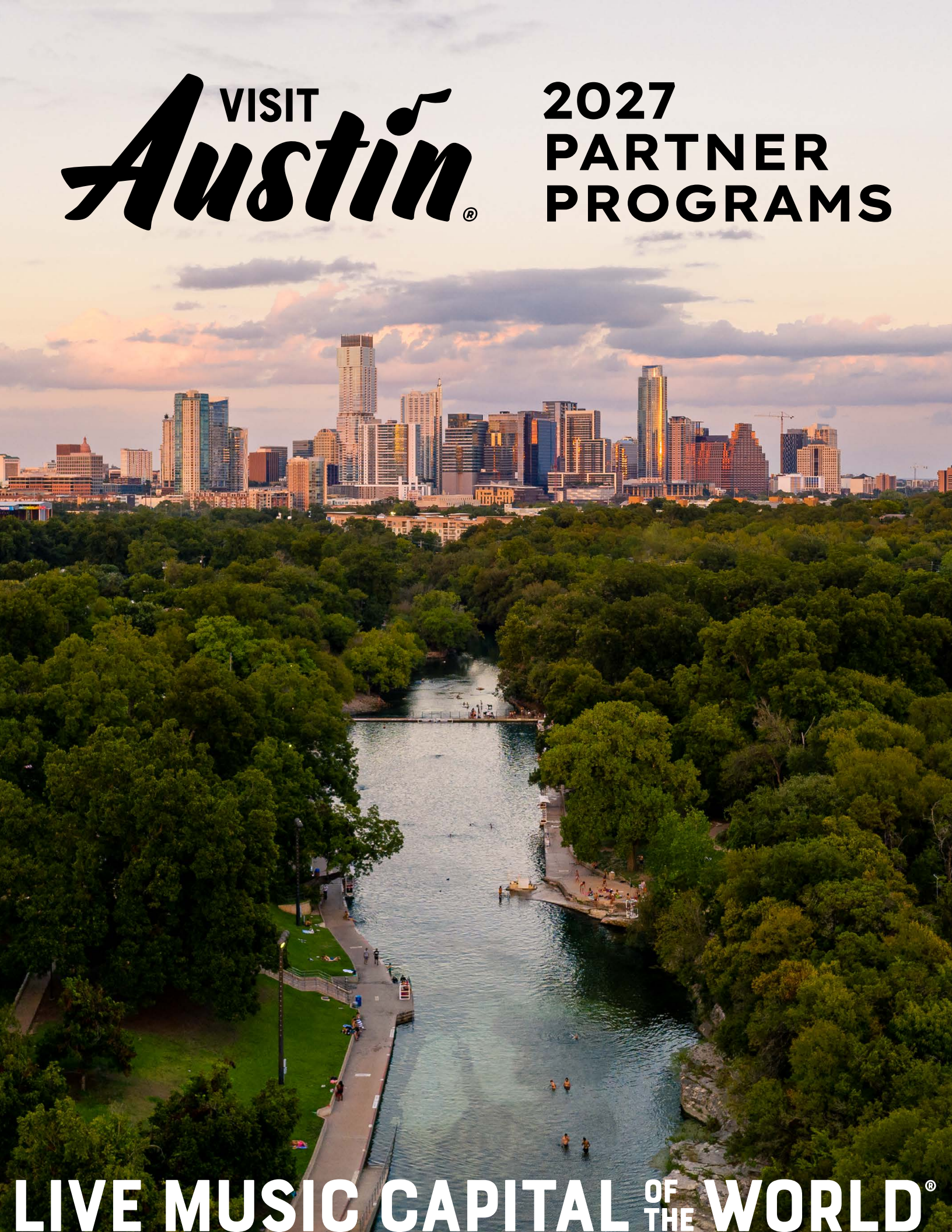
VISIT Austin®

2027 PARTNER PROGRAMS



LIVE MUSIC CAPITAL OF THE WORLD®

KEY: CONVENTION SALES · MARKETING COMMUNICATIONS · TOURISM · VISIT AUSTIN MARQUEE EVENT · VISIT AUSTIN FOUNDATION

ONGOING & RECURRING 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 attraction 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 and 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

ATX INSIDER

The ATX Insider Program is a newly designed training experience created for Austin tourism and hospitality employees, as well as hospitality enthusiasts who want to deepen their knowledge of the city. This program provides expert insight into Austin, its tourism assets, neighborhoods, entertainment districts, history, and visitor resources. Participants will gain confidence in making recommendations to visitors, elevate the guest experience, reconnect with their passion for the industry and community, and build meaningful connections with others who support Austin's hospitality and tourism ecosystem.

ATX Insider sessions are held quarterly on Mondays and are offered in both mini and advanced formats. Mini sessions provide an engaging overview of Austin's history, entertainment districts, and neighborhoods, helping participants feel more confident when speaking with visitors. The advanced session includes Visit Austin resources, destination updates, and additional tools to support hospitality and tourism professionals. Both session formats offer valuable networking opportunities and are designed to be informative, interactive, and fun. Organizations can now take advantage of the discounted "Pay for 10" package, which allows teams to secure registrations for the full year at a reduced rate while investing in ongoing professional development.

Austin, TX

Partner Fee: $300 for 10 mini session registrations (3 hours) $1,250 for 10 advanced session registrations (6 hours)

Visit Austin Foundation, Professional Development

2027 INDIVIDUAL PARTNERSHIP OPPORTUNITIES:

January 10-13, 2027

PCMA CONVENING LEADERS EVENT

Client Events (Reception on January 10th and PWAP on January 11th)

Professional Convention Management Association's (PCMA) Convening Leaders is the premier annual event for the business events industry, bringing together meeting professionals, suppliers, and thought leaders from around the world. Visit Austin is an Excel Sponsor and you don't want to miss this opportunity to join us as a partner!

In addition to attending the PCMA conference, partners will receive access to a client networking reception hosted by Austin in conjunction with Visit Seattle prior to the chapter receptions, along with networking opportunities tied to PCMA events. Partners will also be included in Austin's activation as the official music sponsor for PCMA Party with a Purpose (PWAP), featuring unique and engaging experiences designed to connect with meeting professionals. You will also be showcased in the Visit Austin Booth located in the district. This offers a great meeting point to meet up with clients throughout the conference.

Please note: PCMA conference registration is not included; however, the exclusive networking access and partner experiences offered beyond the conference badge provide exceptional value.

Miami, FL

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

10 partners max

Convention Sales

April/May 2027

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.

At the PCMA Fashion Show, Visit Austin receives an exclusive meet-and-greet with the models before the event begins and may provide a swag bag for the models. Partners will also have the opportunity to participate in the meet-and-greet and contribute one item to the swag bag.

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 one ticket to the Visit Austin table for PCMA Visionary Awards and an opportunity to invite one client each.

Washington D.C.

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

4 partners max

Convention Sales

Spring 2027

VISIT AUSTIN MEXICO SALES & MEDIA MISSION

Join Visit Austin on an international sales mission to connect with top travel trade, meetings and event professionals, and media in the growing Mexican market. This is a great opportunity for partners to engage in one-on-one meetings, destination trainings, 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 not included)

Tourism



April 2027

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 one individual per organization.

Austin, TX

Partner Fee: $1,500

Unlimited partner capacity

Convention Sales

April 5-8, 2027

CVENT CONNECT 2027

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.

Denver, CO

Partner Fee: $4,500 (travel and accommodation not included)

7 partners max

Convention Sales

April 28, 2027

ANNUAL GIVE BACK GIG

Celebrating Austin's Culinary Talent & Cultivating the Next Generation

Give Back Gig celebrates Austin's chefs for their leadership, commitment to sustainability, and dedication to mentoring the next generation of culinary talent. This event pairs Austin's hottest chefs with culinary high school students for a unique tasting experience. Sponsorship includes VIP tickets and all associated benefits.

Austin, TX

Partner Fees:
Silver Sponsor $3,000, 10 partners max

Student Scholarship Sponsor $8,000 (Table sponsor + donation to Culinary /Hospitality Program)

Visit Austin Foundation

May 2027

DC SALES MISSION & CLIENT EVENT

Our Eastern regional market is primarily composed of association clients with additional corporate and third-party attendees represented as well.

Each year, the Eastern regional sales team creates unique opportunities for partners to connect with both existing and prospective clients through curated experiences designed to showcase Austin as a premier destination. In 2027, Visit Austin will host one signature event in the DC market. Hopefully aligning with business events industry week to make travel easier on those who sign up for PCMA Visionary Awards and Fashion show as well.

Past events have included live music experiences, educational luncheons, exclusive shopping excursions, industry trend discussions, and networking receptions. Visit Austin has also brought Austin-based founders, entrepreneurs, and local business leaders on the road to provide authentic storytelling of Austin through the lens of their companies.

The 2027 programming will continue this creative approach, offering partners meaningful face time with high-value clients in memorable settings that highlight Austin's culture, business community, and unique experiences. Each partner is asked to confirm two clients for participation in the signature events.

*Visit Austin understands clients receive many event invitations and values their time. To make attendance easy and accessible, events are designed in a flexible, come-and-go format centered around lunch, creating additional networking opportunities for both partners and attendees.

Washington, D.C.

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

10 partners max

Convention Sales

Spring/Summer 2027

CHICAGO SALES MISSION & CLIENT EVENT

Downtown/Schaumburg, IL

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

10 partners max

Convention Sales

Our Chicago market is primarily composed of association clients (heavy medical), with additional corporate and third-party attendees represented as well.

Each year, the Midwest team creates unique opportunities for partners to connect with both existing and prospective clients through curated experiences designed to showcase Austin as a premier destination. In 2027, Visit Austin will host two signature events in the Chicago market — one in downtown Chicago and one in the suburban market — allowing partners to engage with top clients across the region.

Past events have included live music experiences, educational luncheons, exclusive shopping excursions, industry trend discussions, and networking receptions. Visit Austin has also brought Austin-based founders, entrepreneurs, and local business leaders on the road to provide authentic storytelling of Austin through the lens of their companies.

The 2027 programming will continue this creative approach, offering partners meaningful face time with high-value clients in memorable settings that highlight Austin's culture, business community, and unique experiences. Each partner is asked to confirm two clients for participation in the signature events.

*Visit Austin understands clients receive many event invitations and values their time. To make attendance easy and accessible, events are designed in a flexible, come-and-go format centered around lunch, creating additional networking opportunities for both partners and attendees.

Spring/Summer 2027

NORTHEAST SALES MISSION & CLIENT EVENT

New York City + Boston, New Jersey, or Philadelphia

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

6 partners max

Convention Sales

Our Northeast market is primarily composed of corporate and tech clients, many with short-term booking patterns, as well as a strong presence of financial companies.

Each year, the Northeast team creates unique opportunities for partners to connect with both existing and prospective clients through curated experiences designed to showcase Austin as a premier destination. In 2027, Visit Austin will host two signature events in the Northeast market — one in NYC and one in Boston, New Jersey, or Philadelphia — allowing partners to engage with top clients across the region.

Past events have included live music experiences, educational luncheons, exclusive shopping excursions, industry trend discussions, and networking receptions. Visit Austin has also brought Austin-based founders, entrepreneurs, and local business leaders on the road to provide authentic storytelling of Austin through the lens of their companies.

The 2027 programming will continue this creative approach, offering partners meaningful face time with high-value clients in memorable settings that highlight Austin's culture, business community, and unique experiences. Each partner is asked to confirm two clients for participation in the signature events.

*Visit Austin understands clients receive many event invitations and values their time. To make attendance easy and accessible we try to tack on to a PCMA Chapter Event if possible.





September 2027

WEST COAST SALES MISSION & CLIENT EVENT

San Francisco/Seattle

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

6 partners max

Convention Sales

Our West Coast market is primarily corporate groups booking more short term business. There are also a handful of third parties in attendance as well.

Each year, the West Coast team creates unique opportunities for partners to connect with both existing and prospective clients through curated experiences designed to showcase Austin as a premier destination. In 2027, Visit Austin will host two signature events in the West Coast market — one in San Francisco and one in Seattle — allowing partners to engage with top clients across the region.

With both locations being larger markets with clients spread out, Visit Austin hosts smaller, more intimate events tied to local happenings. Past experiences have included baseball games, concerts, and cooking classes.

The 2027 programming will continue this creative approach, offering partners meaningful face time with high-value clients in memorable settings that highlight Austin's culture, business community, and unique experiences. Each partner is asked to confirm two clients for participation in the signature events.

*Visit Austin understands clients receive many event invitations and values their time. To make attendance easy and accessible we try to tack on to notable local WOW events clients are willing to come out and attend.

Fall 2027

DFW SALES MISSION & CLIENT EVENT

Dallas/Fort Worth, TX

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

6 partners max

Convention Sales

Our Dallas market is primarily composed of association and corporate clients.

Each year, the Texas team creates unique opportunities for partners to connect with both existing and prospective clients through curated experiences designed to showcase Austin as a premier destination. In 2027, Visit Austin will host one signature event in the Dallas market — allowing partners to engage with top clients across the region.

Past events have included live music experiences, educational luncheons, exclusive shopping excursions, industry trend discussions, and networking receptions. Visit Austin has also brought Austin-based founders, entrepreneurs, and local business leaders on the road to provide authentic storytelling of Austin through the lens of their companies.

The 2027 programming will continue this creative approach, offering partners meaningful face time with high-value clients in memorable settings that highlight Austin's culture, business community, and unique experiences. Each partner is asked to confirm two clients for participation in the signature events.

*Visit Austin understands clients receive many event invitations and values their time. To make attendance easy and accessible, events are designed in a flexible, come-and-go format centered around lunch, creating additional networking opportunities for both partners and attendees.

Fall 2027- October or November

SOUTHEAST SALES MISSION & CLIENT EVENT

Our Southeast market is a combination of primarily corporate end-users and third parties, with a handful of association clients. Approximately 80% are focused on in-house hotel needs.

Each year, the Southeast team creates unique opportunities for partners to connect with both existing and prospective clients through curated experiences designed to showcase Austin as a premier destination. In 2027, Visit Austin will host one signature event in the Southeast market — allowing partners to engage with top clients across the region.

Past events have included live music experiences, educational luncheons, exclusive shopping excursions, industry trend discussions, and networking receptions. Visit Austin has also brought Austin-based founders, entrepreneurs, and local business leaders on the road to provide authentic storytelling of Austin through the lens of their companies.

The 2027 programming will continue this approach, offering partners meaningful face time with high-value clients in memorable Austin settings while aligning with Etherio Connect Conference. Each partner is asked to confirm two clients for the signature event(s).

*Visit Austin understands clients receive many event invitations and values their time. To make attendance easy and accessible, events are designed in a flexible, come-and-go format centered around lunch, creating additional networking opportunities for both partners and attendees.

Atlanta, GA

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

6 partners max

Convention Sales

August 7-10, 2027

THE AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES - ANNUAL MEETING/EXPO & CLIENT EVENT

(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 Foundation Classic, as well as an Austin client event currently hosted jointly with Seattle.

Charlotte, NC

Partner Fee: $3,500 (travel and accommodation not included)

6 partners max

Convention Sales

September 2027

VISIT AUSTIN ANNUAL MEETING & RECEPTION

The Visit Austin Annual Meeting brings together over 850 local hospitality industry, convention clients, business leaders, city and elected officials with 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
$3,000, 10 partners max

Diamond Sponsor
$5,500, 4 partners max

Music Sponsor
$7,500, 1 partner max

Visit Austin Marquee Event

September 28-30, 2027

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

$1,500 additional add on to join in on the Client Event on Monday September 27th at Mandalay Bay Spa.

5 partners max, first come first serve

Convention Sales



November 2027

THANKS FORE GIVING TOPGOLF EVENT

Join the Visit Austin Foundation and Austin Sports Commission to raise awareness and funds to support scholarships, education, job training and career opportunities within the hospitality, tourism, entertainment and sports community in the greater Austin area. Teams are invited to participate and enjoy Topgolf, live music, and great food while networking with colleagues, team members and clients. Partner fee includes food, drink tickets, live music and lots of fun.

Austin, TX

Partner Fee: Team Registration - $1,750

6 players, 2 spectators

Visit Austin Foundation & Austin Sports Commission

December 4, 2027

HOLIDAY CLIENT EVENT

Join Visit Austin in celebrating the holidays with our Chicago-area clients at this family-friendly event featuring networking opportunities and engaging activities. Now in its 19th year, this signature celebration brings together Chicago families and pairs well with the Holiday Showcase.

Chicago, IL

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

8 partners max

Convention Sales

December 2027

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 attended each year. Join in selling Austin to this critical Midwest market by attending the 2027 event.

Chicago, IL

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

6 partners max

Convention Sales

2027 programs are subject to partner participation, budget considerations, and programming updates from industry show organizers. Waitlists will be maintained as needed. Visit Austin establishes program budgets based on anticipated partner participation. By signing and returning the participation form, partners are committing to the programs selected. Cancellations will be permitted only in extenuating circumstances and are subject to review and approval by Visit Austin.