



**IGLTA**  
ADVANCING  
LGBTQ+ TRAVEL

## IGLTA VIRTUAL DESTINATION / BUSINESS SHOWCASE

Host an interactive webinar on Zoom for our LGBTQ+ Destination or Business Showcase series

IGLTA enlists industry leaders from our membership and beyond to provide our member businesses with education and resources as well as opportunities to connect with other member businesses. IGLTA offers hosting opportunities for our Destination or Business Showcase calls to promote your LGBTQ+ welcoming destination or brand to over 11,000 global travel professionals. Please note that **this is not intended to be a sales pitch**, but instead an educational presentation on your destination, brand, business or organization. If you are looking for sales, marketing or promotional opportunities, please consider purchasing one of IGLTA's marketing packages instead.

The session fee is **US\$2,495** and the cost and content may be shared by up to 4 member businesses. For more information, contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

### INCLUDES THE FOLLOWING MARKETING BENEFITS

Item	Audience / Size	Quantity
Virtual presentation	Approx. 30 – 80 live attendees* Between 60-120 registrants*	1 call
B2B e-Blast	11,000 opt-in subscribers	1 dedicated email
B2B Newsletter Feature	11,000 opt-in subscribers	1 feature
Facebook Post	2,000 followers	1 post
Twitter Post	14,000 followers	1 post
LinkedIn Post	4,000 followers	1 post
Permanent On-Demand Display on our upcoming LGBTQ+ Specialist Webinar Series landing page at <a href="http://iglta.org">iglta.org</a>	# of visitors TBC once landing page is launched.	1 recorded video of the virtual showcase

*\*IGLTA cannot guarantee the number of attendees. However, we will promote your session using the marketing items shown above to encourage attendance. To improve the chances of getting a larger group we recommend, if possible, to offer some type of incentive for attendees such as a prize giveaway or similar.*

## **DESTINATION OR BUSINESS SHOWCASE VIRUTAL PRESENTATION**

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Main Contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

Destination or Business Showcase calls are typically held on Thursday's at 11am ET but we can adjust the day or time according to your needs. You and any tourism partners hosting the call can present on a preapproved topic of your choice. The topic of the call should include content relevant to the LGBTQ+ community.

**QTY AVAILABLE:** 1

## **DEDICATED E-BLAST TO IGLTA B2B DATABASE**

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Main Contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

CC Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

This email blast is distributed to our entire database of travel professionals (11,000 opt-in contacts) worldwide. A previous example of an eblast can be found [here \(B2B\)](#).

**QTY AVAILABLE:** 1

**DEADLINE:** Due two weeks prior to the distribution date.

### **SPECIFICATIONS:**

The IGLTA team will have editorial control of the eblast but you are welcome to provide any landscape images, logos, text, links or email subject line you would like us to include in the eblast. Our team will create the content on your behalf, but we will consult with you, and you can suggest any copy/content featuring the topic of your presentation.

## **IGLTA FEATURED ARTICLE IN B2B E-NEWSLETTER**

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Main Contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

CC Contact (B2B): [loann.halden@iglta.org](mailto:loann.halden@iglta.org)

**QTY AVAILABLE:** 1

This article is in the IGLTA business newsletter emailed to more than 11,000+ tourism business contacts. A previous example of the newsletter can be found [here \(B2B\)](#).

**DEADLINE:** Newsletters are sent each Wednesday (B2B) and content is due no later 2 weeks prior to the call.

**SPECIFICATIONS:** The IGLTA team will have editorial control of the newsletter, but you are welcome to provide any landscape images, logos, text or links you would like us to include in the newsletter. Our team will create the content on your behalf, but we will consult with you, and but you can suggest any copy/content featuring the topic of your presentation.

## SOCIAL MEDIA B2B CHANNELS

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Main Contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

CC Contact: [toni.reckley@iglta.org](mailto:toni.reckley@iglta.org)

**QTY AVAILABLE:** 3

**SPECIFICATIONS:** The IGLTA team will have editorial control of the social media posts, but you are welcome to provide any landscape images, text or hashtags you would like us to include in the social media posts. Our team will create the content on your behalf, but we will consult with you and you can suggest any copy/content featuring the topic of your presentation.



## PERMANENT\* ON-DEMAND FEATURE ON OUR LGBTQ+ SPECIALIST WEBINAR SERIES SITE AT IGLTA.ORG

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Main Contact: [santiago.aguirre@iglta.org](mailto:santiago.aguirre@iglta.org)

**QTY:** 1 uploaded video from the recording of the live session.

**SPECIFICATIONS:** As part of our LGBTQ+ Destination or Business Showcase series we are working on releasing our LGBTQ+ Travel Specialist Webinars landing page where we will be uploading all recordings of the past and upcoming educational sessions hosted by our members. This landing page will be intended to supply our travel agent and tour operator members needs to continuously educate themselves on the LGBTQ+ travel offer out there directly from the suppliers themselves. Official numbers of visits to this page will be available one month after the video is uploaded on this upcoming site.

*\*Your recorded session will be available to view for as long as your IGLTA membership is kept active.*

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END OF SPEC LIST