



IGLTA CONVENTION MARKETPLACE 2026-2027 REQUEST FOR PROPOSAL

****Important Note**

The information in this document is confidential. All inquiries should be directed to:

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Request for Proposal: Buyer/Supplier Marketplace Management for IGLTA Global Convention 2026-2027

IGLTA is seeking an experienced marketplace management team to partner with us for our Global Conventions from 2026 and 2027. We invite your company to submit a proposal that outlines your experience, capabilities, and vision for supporting our premier LGBTQ+ travel industry event.

Proposal Requirements

Please prepare a proposal that includes a timeline, cost, and deliverables, and feel free to suggest alternatives where applicable. Proposals must be received by January 14, 2026.

Guide to this RFP

Our expectation is that your proposal will convey ways you propose to enhance IGLTA's vision of the Marketplace. This RFP includes a background of our organization, describes our convention and marketplace, and details specific requests relating to the proposal. The ideal and preferred vendor will bring its own expertise on industry experience, technical capability, and client relations.

About us and our convention

IGLTA was founded in 1983. Our mission is to enable authentic travel that enriches lives and connects the LGBTQ+ community and tourism industry. We believe in opening hearts and minds through the wonder of travel.

The [IGLTA Global Convention](#) is the world's premier educational and networking event for LGBTQ+ tourism professionals. Organized annually by IGLTA, the convention brings together travel industry leaders, travel advisors, destination representatives, tourism professionals, and media from across the globe who are committed to advancing LGBTQ+ travel.

The IGLTA Global Convention serves as a platform to foster inclusivity, innovation, and business growth within the LGBTQ+ tourism sector. It features a robust program of educational sessions, networking events, and business development opportunities, all designed to promote best practices and drive progress in LGBTQ+ travel.

IGLTA hosts a two-day, in-person Buyer/Supplier Marketplace at our signature event, the IGLTA Global Convention. The 2025 convention, held in Palm Springs, California included 113 qualified buyers with US\$706.75 million total buying power and US\$156.56 million LGBTQ+ travel buying power, with 3,485 scheduled appointments.

The Term of this agreement is two years, beginning in January 2026 and ending in December 2027. Both parties agree to a year-one break clause, details to be agreed as part of the full agreement.

The goal of the Marketplace is to attract new buyers and suppliers, grow both the visibility for IGLTA, as well as the revenues from this segment of our convention each year.

Who Does the IGLTA Global Convention Serve?

The convention serves a wide range of professionals and businesses in the global travel and tourism industry, including: **airlines, cruise lines, theme parks/attractions, and financial institutions**, as well as the following:

- LGBTQ+ and ally-owned travel businesses – Travel agencies, tour operators, and hospitality companies looking to expand their LGBTQ+ market reach.
- Destination Marketing Organizations (DMOs) and Tourism Boards – Cities, regions, and countries seeking to promote themselves as inclusive and welcoming destinations.
- Hotel & Hospitality Brands – Global hotel chains and independent properties interested in engaging with LGBTQ+ travelers.
- Corporate Travel & Event Planners – Professionals focused on organizing LGBTQ+ group travel, corporate retreats, and events.
- Media & Influencers – Travel journalists, bloggers, and influencers covering LGBTQ+ travel and hospitality trends.
- LGBTQ+ Advocates & DEI Leaders – Organizations and individuals driving inclusion within the tourism industry.

Each year, the IGLTA Global Convention is held in a different city in either North America or a non-North American location, showcasing destinations that embrace LGBTQ+ travelers and fostering economic growth through inclusive tourism. The event is a key driver in creating a more welcoming and accessible world for LGBTQ+ travelers while providing businesses with the tools and connections needed to succeed in this dynamic market.

Scope of Work

1. Financial Responsibilities

- Partner will be responsible for the following fees:
 - Any API integrations required.
 - Internal staff costs beyond management fee(s) (e.g., airfare, accommodations, meals outside of the convention, transportation).
 - Manual data upload/download for integration with the IGLTA registration convention app.
 - Partner commits to a discount allowance:
 - Partner commits to a discount allowance, by proposing reductions and penalties for not achieving the minimum objective/goal of 110 Buyers, and the 30% of the new Buyer recruitment.
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2. Buyer/Supplier Marketplace Growth & Recruitment

- Partner will grow the Buyer/Supplier Marketplace by:
 - Increasing the number of buyers and suppliers.
 - Enhancing brand awareness of IGLTA. (*Strategy explanation required.*)
 - Partner commits to being the principal partner in producing the Buyer/Supplier Marketplace, ensuring:
 - A minimum of 110 qualified buyers for the Marketplace (2026 & 2027).
 - A buyer-to-supplier ratio of 1.5:1.
 - Partner will lead new buyer recruitment efforts by:
 - Utilizing their own database.
 - Achieving a goal of 30% new buyers covering a cross-section of sectors and geographies.
 - Partner is responsible for reaching out to past and potential buyers based on the IGLTA-provided list(s).
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3. Marketplace Agenda & Experience

- Partner is responsible for designing a creative and engaging agenda, incorporating:
 - Interactive attendee and sponsor activations.
 - Partner will oversee the communications, logistics, and scheduling for the marketplace as a stand-alone event.
 - Partner will ensure the event runs on a 1-to-1 matched appointment system (Delegate Select or equivalent) to be integrated within the IGLTA registration platform (Cvent).
 - Partner will provide an appointment system that includes:
 - Language translation capabilities.
 - A personalized experience for each approved buyer, integrated within the IGLTA app.
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4. Marketing & Communications

- Partner will develop a communication plan and schedule to support the rollout and promotion of the Buyer/Supplier Marketplace, aligning with IGLTA's internal communications plan.
 - The partner is responsible for communicating with the buyers. Partner will provide a schedule for all Buyer and Supplier emails, including:
 - Buyer recruitment
 - Buyer registration approval status
 - Buyer profile/demographic questions
 - Buyer travel itinerary
 - Appointment setting, joining instructions, etc. (Buyers and Suppliers)
 - Follow-up emails to Buyers to ensure they complete all necessary information
 - Reminders and follow ups (copying the IGLTA Convention team)
 - Post-convention survey
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5. Tracking & Reporting

- Partner will provide tracking updates to IGLTA for pending and approved buyers:
 - 50% of the target goal reached 4 months before the convention.
 - 80% of the target goal reached 2 months before the convention.
 - Partner will verify and provide a Buyer/Supplier report of appointment fulfillment (ongoing spreadsheet shared with IGLTA Marketplace team).
 - Partner is responsible for creating and distributing a Marketplace survey to participating buyers and suppliers within 1 day of convention end date.
 - A detailed communications rollout schedule is provided to IGLTA before the event.
 - A final report of respondents and non-respondents, including contact information, is submitted within three weeks post-event.
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6. Logistics & Support

- Partner will collaborate with the IGLTA Meeting Planner(s) to manage accommodations for all approved buyers.
 - Partner will collaborate with the IGLTA Fulfillment Team to ensure that all Marketplace Sponsors receive the activations, fulfillment, visibility and other deliverables included in their sponsorship packages.
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7. Payment Schedule

- 50% deposit within 2nd quarter of convention year
- Balance due 30 days prior to convention start date

If you have any questions, feel free to reach out to us. We appreciate your interest and look forward to reviewing your submission.

January 2026