

# SPONSORSHIP PROGRAM

# CHINA TOURISM FORUM 2019 – USA

July 21-22, 2019

Philadelphia, Pennsylvania, USA

[sthm.temple.edu/china-tourism-forum](http://sthm.temple.edu/china-tourism-forum)



## DESCRIPTION

We are pleased to announce that **China Tourism Forum 2019 - USA**, co-organized by the School of Sport, Tourism and Hospitality Management at Temple University and the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, will be held from **21-22 July 2019 in Philadelphia, USA**, with Fliggy, the travel brand of Alibaba Group, being the Forum's strategic partner. As one of the world's largest source markets and destination countries, China contributed 131 million border-crossing trips to the global market and received 139 million inbound tourist arrivals earning a total of 115.29 billion USD in 2017. In particular, tourism demand between China and the U.S. has been growing at a fast pace. In 2017, 3.2 million Chinese tourists visited the U.S. while 2.31 million U.S. tourists traveled to China. China is now the U.S.'s top source market in terms of visitor spending, and the U.S. is China's largest long-haul source market. It has been predicted that the travel exchanges between two of the largest economies in the world will continue to grow. However, from the ongoing trade tensions to visa policies, travel between China and the U.S. could be affected by numerous emerging and historic factors, representing tremendous opportunities and challenges for the tourism industries in China and the U.S. This calls for more strategic discussions and dialogues between researchers and the tourism and hospitality industry leaders in these two countries.

**China Tourism Forum** has been organized in mainland China and Hong Kong SAR since 2004 and has been recognized as one of the major annual events for both academics and industry practitioners in China's tourism and hospitality industry. Building on its 14 years of success, this year's China Tourism Forum will be held, for the first time in its history, outside of China. Aiming to bridge cutting edge research with innovative practice and to connect western thinking with oriental wisdom, **China Tourism Forum 2019 - USA** presents a gateway to understanding China's tourism and hospitality market. By organizing both research paper presentations and industry sharing sessions, this Forum will be a unique platform to foster creativity, to promote cooperation, and to integrate perspectives of academics and industry practitioners.

## DEMOGRAPHICS

 Educators, Faculty, & Researchers

 Industry Professionals & Publishers

 Students

## CONTACTS

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School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

# SPONSORSHIP PACKAGES

## DIAMOND SPONSORSHIP

\$20,000 to \$25,000

- Speaking opportunity at the Conference
- Acknowledgement during Reception, Opening Ceremony, Luncheon, and Closing Event
- 200 word company write-up with logo and link on website
- Logo and link on website
- Logo on all printed materials related to the event (invitation, registration page, program)
- Logo in the official event program
- Logo on screen before presentation sessions
- Opportunity for an advertisement in the official event program
- Logo on conference social media
- Logo in thank you letter and survey to attendees
- Logo on signage
- Opportunity for an on-site table to promote sponsor
- Name recognition in all press releases related to events
- Conference registration – 4 guests
- Preferred seating/tables/tickets at events
- Opportunity to provide a gift for the official conference bag

## GOLD SPONSORSHIP

\$10,000 to \$15,000

- Acknowledgement during Reception, Opening Ceremony, Luncheon, and Closing Event
- 200 word company write-up with logo and link on website
- Logo and link on website
- Logo on all printed materials related to the event (invitation, registration page, program)
- Logo in the official event program
- Logo on screen before presentation sessions

## PLATINUM SPONSORSHIP

\$15,000 to \$20,000

- Acknowledgement during Reception, Opening Ceremony, Luncheon, and Closing Event
- 200 word company write-up with logo and link on website
- Logo and link on website
- Logo on all printed materials related to the event (invitation, registration page, program)
- Logo in the official event program
- Logo on screen before presentation sessions
- Opportunity for an advertisement in the official event program
- Logo on conference social media
- Logo on signage
- Opportunity for an on-site table to promote sponsor
- Name recognition in all press releases related to events
- Conference registration – 4 guests
- Preferred seating/tables/tickets at events
- Opportunity to provide a leaflet for the official conference bag
- Opportunity for an advertisement in the official event program
- Logo on conference social media
- Logo on signage
- Opportunity for an on-site table to promote sponsor
- Conference registration – 4 guests
- Preferred seating/tables/tickets at events
- Opportunity to provide a leaflet for the official conference bag

## **SILVER SPONSORSHIP**

**\$5,000 to \$10,000**

- 200 word company write-up with logo and link on website
- Logo and link on website
- Logo on all printed materials related to the event
- Logo in the official event program
- Logo on screen before presentation sessions
- Opportunity for an advertisement in the official event program
- Logo on conference social media
- Logo on signage
- Opportunity for an on-site table to promote sponsor
- Conference registration – 4 guests
- Preferred seating/tables/tickets at events
- Opportunity to provide a leaflet for the official conference bag

## **DINNER RECEPTION SPONSOR**

**\$10,000**

- Sponsor name will be part of the official reception name (i.e. *The 2019 China Tourism Forum Dinner Reception Brought to you by – NAME*)
- Logo to be included into official reception decor
- Sponsor has the opportunity to provide an attendee gift for the official reception
- 200 word company write-up with logo and link on website
- Logo and link on website
- Logo on all printed materials related to the event
- Logo in the official event program
- Logo on screen before presentation sessions
- Opportunity for an advertisement in the official event program
- Logo on conference social media
- Logo on signage
- Opportunity for an on-site table to promote sponsor
- Conference registration – 4 guests
- Preferred seating/tables/tickets at events
- Opportunity to provide a leaflet for the official conference bag

## **SUPPORTING EDUCATIONAL SPONSOR**

**\$1,000 to \$5,000**

- Logo in the official event program
- Logo on signage
- Conference registration – 2 guests
- Opportunity to provide a leaflet for the official conference bag

## **EVENING RECEPTION/LUNCHEON**

**\$5,000**

- Sponsor name will be part of the official reception name
- Logo to be included into official reception decor
- Sponsor has the opportunity to provide an attendee gift for the official reception
- Logo in the official event program
- Logo on signage
- Conference registration – 2 guests
- Opportunity to provide a leaflet for the official conference bag

## **TEA BREAK SPONSOR**

**\$3,000**

- Sponsor name will be part of the official reception name
- Logo to be included into official reception decor
- Sponsor has the opportunity to provide an attendee gift for the official reception
- Logo in the official event program
- Logo on signage
- Conference registration – 2 guests
- Opportunity to provide a leaflet for the official conference bag

## **CREDENTIAL AND LANYARD SPONSOR**

**\$2,000**

- Logo in the official event program
- Logo on signage
- Conference registration – 2 guests
- Opportunity to provide a leaflet for the official conference bag