



IRU
International Roundup

Why Sponsor?

The state tourism offices of Idaho, Montana, North Dakota, South Dakota and Wyoming have already collectively invested \$1.6 million into marketing this region – The Great American West – as a premier travel destination in the international marketplace. International Roundup is their annual event that brings in 80 regional suppliers and 50 international and domestic tour operators who are all focused on doing business specifically in the five-state region.

Leveraging the international efforts of the Great American West at this event is not only mutually beneficial and cost-effective, it's also your chance to reach one of the most targeted tourism-related audiences this region hosts. Whether it's a new hotel, restaurant, activity or destination, every tour operator in attendance will be looking for new and unique ways to sell this region to their clients. Take advantage of the many sponsorship opportunities available to you at this event to capture their attention. If that isn't reason enough, here are six more reasons you should consider sponsoring at IRU:



Connect & Engage

Connect with your target and engage with your existing audience. Although you may be focused on capturing the attention of the international audience, this event is also a great chance to increase your own community's involvement and improve the loyalty of your existing customer base.



Stay Cost-Effective

Running a campaign overseas could cost you tens of thousands of dollars, and you still might not know who saw it. Save time and money by investing at this event, and rest assured you'll know exactly who received your message!



Brand Awareness

Increase your brand's visibility and awareness domestically and internationally. Attendees will be sharing photos, videos, blogs and more across their own social media channels and websites. Establish brand recognition and take advantage of the additional digital exposure your brand can receive.



Set Yourself Apart

Get a leg up on your competition through the many opportunities available at this unique event to position your brand in front of a targeted international audience.



Reach Your Target Market

Every attendee is interested in selling travel to this region – introduce your brand to your target audience.



Partnerships

Learn more about The Great American West cooperative and ways we can partner together to further leverage your international involvement.

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“There's no way I could put a price tag on all the benefits I get from attending IRU ... you get to make personal connections, know the needs of the companies, and show your product and go over everything in person. My properties have formed invaluable relationships across the globe over the years attending International Roundup.”

Tim Johnson, Rushmore Destinations, South Dakota

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