

SYTA'S ANNUAL CONFERENCE 2016

AUGUST 18–23, 2016 | ORLANDO, FLORIDA

ROSEN SHINGLE CREEK



#SYTA2016 | #20YEARSOFSYTA



STUDENT TRAVEL is a
\$194 BILLION
INDUSTRY



20%
OF ALL GLOBAL
TOURISM REVENUE
represented by student travel



STUDENT TRAVEL
is expected to
**DOUBLE
ITS VALUE**
IN LESS THAN TEN YEARS



1.5M
YOUTH TRAVELERS
represented
by SYTA annually

ourstory

As SYTA celebrates 20 years of promoting the common business interests of those engaged in promoting, selling, and providing travel experiences for youth, it's important to reflect on the journey.

SYTA was formed because competition and passion between two direct competitors ignited a need. What started as a business argument became the mutual agreement that industry standards needed to be set to protect the interests of educators, parents, and students, and to ensure growth in the marketplace. Our founders put aside their differences and created what we now call **SYTA—The Voice of Student & Youth Travel®**.

Over the years, SYTA has experienced tremendous growth in membership and action. From standards and guidelines, to providing educational and business opportunities, SYTA has lead the student travel industry with its initiatives. But what our members will tell you is that what makes SYTA so incredible is the people, the passion, the commitment, and the opportunity to be a part of the SYTA community.

As we celebrate 20 years of SYTA, we not only celebrate the successes and accomplishments of our organization, but the stories of our membership. We hope you join us for this journey!

ourcommunity

SYTA is much more than just a membership organization. IT'S A COMMUNITY. There are many ways to become involved and something for everyone!

EDUCATION: Workshops and educational sessions at the SYTA Annual Conference as well as webinars and exclusive articles on topics of interest.

SUPPORT: Business growth ideas, resources, and promotional opportunities.

KNOWLEDGE: Shared information keeps members at the forefront of industry developments and enhancements.

NETWORKING: Intimate access to leading decision-makers on both tour operator and supplier sides of the industry.

LEADERSHIP: A wide variety of ways to get involved for personal and professional growth, including CSTP designation.

ourtradeshow

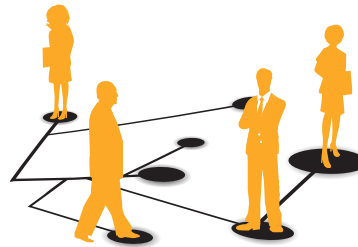
The SYTA Annual Conference is much more than a trade show. It's a community of passionate, educated, and engaged members, committed to promoting, selling, and providing travel experiences for students while advancing the student and youth travel industry.

We welcome all representatives in the student and youth market including tour operators (inbound and outbound), group travel planners, travel agents, international senders, and receptive operators. Professionals from destination marketing organizations, convention & visitors bureaus, international tourism boards, hotels, attractions, restaurants, insurance, technology, transportation, and many more.

SYTA's Annual Conference is the premier event for the student and youth travel industry. Join 1,500+ of your colleagues from across the globe for three full days of powerful networking, valuable business appointments, thought-provoking education sessions, and innovative business solutions. There are hundreds of reasons why you shouldn't miss the SYTA Annual Conference.



OVER 20,000
of **PRE-SCHEDULED BUSINESS**
TRADE MEETINGS will take place



SHOWCASE
YOUR
BUSINESS

by **CONNECTING WITH ATTENDEES** on the tradeshow floor where our Partners & Sponsors will showcase their latest products & services. *Special booth packages available starting at \$5,000 and tabletop displays at \$2,500.*

52+ HOURS
of **NETWORKING**
OPPORTUNITIES



Every evening is a special event at Orlando's premier attractions including The Walt Disney World Resort®, Universal Orlando Resort, Orlando Eye, Merlin Entertainments, and Sea World Orlando with wonderful food, entertainment and amazing rides and shows.

theSYTA
GUARANTEE

If there is a person or company that you desire to meet, a SYTA staff will ensure the connection is made!

SIGHT
SEEING



Venture into Orlando and surrounding areas as you visit iconic attractions, historical sites, and the "new" student product to grow your business.

Transportation is provided to and from the hotel for all attendees.

FIRST
TIMER?

If you're a first timer to SYTA, our Bootcamp will quickly educate you on all you need to know to maximize your experience.



EDUCATION
SESSIONS



At these targeted sessions for the student travel professional you can hear about trends and innovative solutions to managing your business from industry leaders and top-rated speakers.

ourphilanthropy

Much like the association, the SYTA Youth Foundation (SYF) was created out of need. Passionate members realized that many students don't have the opportunity to experience the gift of travel. SYTA members came together and created SYF to give something back. To date, SYF has impacted the lives of over 3,000 students and provided over \$700,000 in scholarships.



Travel Changes Young Lives for Good

THE IMPACTS OF SYF



OVER 90,000

WAS AWARDED IN 2013 TO
OVER 160 STUDENTS IN NEED



3,000+

STUDENTS IMPACTED BY SYTA'S
STUDENT & YOUTH FOUNDATION



\$700,000

CASH SCHOLARSHIPS PROVIDED

Our goal is to help more kids and we need your help to do so. The SYTA Annual Conference is the largest fundraising gathering of the year and there are many ways to invest.

TO LEARN MORE ABOUT THE STUDENTS SYF IS IMPACTING AND THE PROGRAMS THEY OFFER,
VISIT WWW.SYTAYOUTHFOUNDATION.ORG

strategicpartners





"We've been able to **CONNECT WITH EVERY MAJOR TOUR OPERATOR THROUGHOUT NORTH AMERICA** through our association and its driven our business forward significantly in three years."

SCOTT TANNER, *Cedar Fair Entertainment*

"I'VE SEEN THE TRAVEL FROM STUDENTS GROW EVERY YEAR. There's no place that gives us the same kind of business return consistently year after year than what we get from SYTA."

BOB HOFMANN, *Broadway Inbound*

"SYTA helps facilitate partnerships that eventually turn into friendships with tour operators and with **KEY PARTNERS THAT REALLY WANT TO MAKE A DIFFERENCE.**"

JEAN-YVES GHAZI, *Empire State Building*

"We are a member of SYTA because **WE SEE THE VALUE IN THE ASSOCIATION AND THE OPPORTUNITIES** it provides. We especially find value in the relationships we've built with our other tour operator friends, destinations, hotels, and attractions. If your niche is student travel, SYTA is the premiere travel trade association that you and your company need to be a part of."

BRYAN COLE, *Super Holiday Tours*

"This is our first conference and its been wonderful. **IT'S BEEN THE BEST TRADE SHOW I'VE BEEN TO...EVER!**"

ED MCCALL, *Artist Travel Consultants*



2016 conferencepricing

REGISTER BY APRIL 29, 2016 & SAVE!

www.syta.org

TOUR OPERATOR

TOUR OPERATOR MEMBER TAKING APPOINTMENTS

\$245 (early bird) \$345 (regular rate)

TOUR OPERATOR MEMBER **NOT** TAKING APPOINTMENTS

\$375 (early bird rate) \$475 (regular rate)

NON-MEMBER TAKING APPOINTMENTS

\$535 (early bird rate) \$635 (regular rate)

TOUR OPERATOR **NEW** MEMBERSHIP & TAKING APPOINTMENTS*

\$845 (take advantage and save \$250)

FIRST TIME TOUR OPERATOR RATE**

\$250

EXECUTIVE 1-DAY PASS & EVENING EVENT

\$300

*Savings of \$250, membership is confirmed upon receipt of completed application and board approval.

**First Time Tour Operator—Tour Operators who are not SYTA members and have not attended the Annual Conference in two years. Special rate applies to tour operators taking appointments.

SUPPLIER

SUPPLIER TAKING APPOINTMENT*

\$945 (early bird) \$1,095 (regular rate)

SUPPLIER **NOT** TAKING APPOINTMENTS

\$940 (early bird rate) \$1,090 (regular rate)

SUPPLIER **NEW** MEMBERSHIP & TAKING APPOINTMENTS**

\$1,850

NON-MEMBER SUPPLIER TAKING APPOINTMENTS

\$2,100 (early bird rate) \$2,200 (regular rate)

EXECUTIVE 1-DAY PASS & EVENING EVENT

\$350

*= Includes one appointment taking registration per company. An additional associate member/supplier from the same company may share appointments with another company member, but both must register individually for the conference at full rate.

**Savings of \$490, membership is confirmed upon receipt of completed application and board approval.

SCHOLARSHIPS AVAILABLE for International Tour Operators (outside North America) to attend conference. Contact info@syta.org.



JOIN US!

#SYTA2016 | #20YEARSOF SYTA

Teach&Travel
The World is Your Classroom



SYTA
The Voice of Student & Youth Travel



SYTA Youth Foundation
Your Choice. Being. Unleashed.