
Amazing
ALASKA
ANCHORAGE
Experience
February 22-26, 2027
Partner Registration and
Sponsorship Opportunities
TRAVEL
ALASKA
VISIT
anchorage
ALASKA

AMAZING ALASKA EXPERIENCE: ANCHORAGE

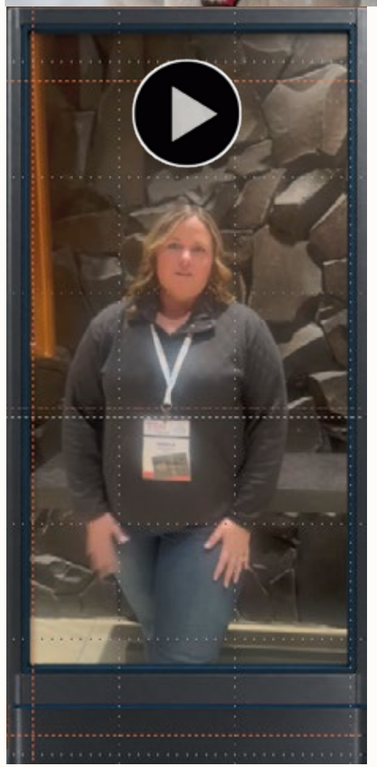
CONNECT WITH THE ADVISORS WHO HELP TRAVELERS CHOOSE ALASKA

Amazing Alaska Experience brings 30 travel advisors to Alaska to build their destination knowledge and relationships with Alaska tourism businesses.

Introduce your experiences, explain how advisors can book or recommend them, and help these travel professionals understand where your business fits into an Alaska itinerary.

Choose individual advisor meetings, small-group training presentations, or both.





Hear what past travel advisors and Alaska partners have to say about Amazing Alaska Experience.

Since the Amazing Alaska Experience: Fairbanks

- Over $1 million in Alaska land sales has been booked
- 169 land itineraries booked for 335 travelers
- Trips averaging about 7 nights
- 32 suppliers mentioned by name



Schedule

Times are subject to change.

Day 1 - Monday, February 22

Arrival Day

TBD	Welcome Reception

Day 2 - Tuesday, February 23

7:15 - 8:20 am	Welcome Breakfast
8:30 -12:00 pm	Discovery & Alaska Adventure Sessions, & Breaks
12:00 - 1:05 pm	Lunch
1:15 - 6:35 pm	Alaska Knowledge Treks & Breaks
7:00 - 9:00 pm	Evening Networking Event



Day 3 - Wednesday, February 24

8:00 - 9:30 am	Breakfast & Coffee Break
9:30 - 10:57 am	Aurora Exchange
10:57 - 11:12 am	Break
11:12 am - 12:28 pm	Aurora Exchange
12:30 - 2:00 pm	Lunch & Coffee Break
2:00 - 3:27 pm	Aurora Exchange
3:27 - 3:42 pm	Break
3:42 - 4:58 pm	Aurora Exchange
5:30 - 7:30 pm	Evening Networking Event

Day 4 - Thursday, February 25

	Pick your Adventure Day (travel trade only)
TBD	Final Evening Event

Day 5 - Friday, February 26

Post-FAMs begin (travel trade only)

Note: Alaskans partners participating in the Amazing Alaska Experience should plan on attending Days 1-3. If coming from outside the host community, plan to arrive on or before Day 1. The first function on day 1 is the welcome reception. Days 4 and 5 are for travel advisors only, except the Final Evening Event, which is open to everyone.

Registration Options

ADVISOR MEETINGS | AURORA EXCHANGE
(1-on-1 Meetings) - Day 3
$1,250 per business (limit 28)

Have focused conversations about your business and the travelers you serve with up to 30 advisors. During scheduled, 10-minute appointments, introduce your experiences, learn about each advisor's clients, and discuss opportunities to work together.

Advisors rotate between partner tables. Up to two representatives from your business may participate together.

Best for: Businesses and destinations seeking individual conversations about products, itineraries, booking arrangements, and future partnerships.

SMALL-GROUP ADVISOR TRAINING | ALASKA KNOWLEDGE TREKS
$1,250 per business (limit 24)

Help advisors understand how to recommend and sell your experience. Present a 4-6 15-minute sessions to small groups of advisors, repeating your presentation as groups rotate, reaching all attending advisors.

Use photos, a demonstration, an activity, or a conversation to explain what makes your business distinctive, which travelers it suits, and how to include it in an Alaska itinerary. Presentation equipment is provided.

Best for: Businesses and destinations whose experiences benefit from a deeper introduction or visual demonstration.

Note: About 2/3 of the Alaska Knowledge Treks are reserved for the host region businesses and destinations.

MEETINGS & TRAINING PACKAGE
$2,250 | Save $250

Introduce your business through small-group training, then build on those connections during individual advisor meetings.

Includes participation in both Aurora Exchange and Alaska Knowledge Treks, with up to two representatives from your business.

All three registration options Include:
- 2-badges
- All meals and events as outlined in the schedule
- Industry education sessions (Discovery Sessions)

NEED HELP CHOOSING?

You do not need a polished sales presentation to participate. Contact ATIA to discuss which format best fits your business - sales@alaskatia.org.



Sponsorship Opportunities

EDUCATION SESSION SPONSOR
$500 per session
Six available

Support practical education for travel advisors or Alaska tourism partners.

Choose an available session aligned with your business or destination and receive recognition for supporting learning at Amazing Alaska Experience. Session topics and audiences will be identified as the program is finalized.

Includes:
- Sponsor signage outside the sponsored session.
- Recognition in the event schedule and sponsor materials.
- One pass to the designated evening networking event.

Session content and speakers are coordinated by ATIA. Sponsorship does not include presentation time.

REFRESHMENT BREAK SPONSOR
$500 each
Four available

Keep the conversations going between sessions

Receive recognition at the refreshment station during two designated breaks, giving your business or destination visibility as attendees gather for coffee, snacks, and informal conversation.

Includes:
- Sponsor signage at the refreshment station during both designated breaks.
- Recognition in the event schedule and sponsor materials.
- One pass to the designated evening networking event.

KNOWLEDGE TREK SPONSOR
$750 per session block
Three available

Support the small-group learning that helps travel advisors bring Alaska experiences to their clients.

Receive recognition during one block of Alaska Knowledge Treks, where participating businesses and destinations introduce their products through small-group presentations.

Includes:
- Sponsor signage for the sponsored session block
- Recognition in the event schedule and sponsor materials.
- One pass to the designated evening networking event.

  This sponsorship provides recognition. A Knowledge Trek presentation requires separate partner registration.

AURORA EXCHANGE SPONSOR
$1,000 - One available

Put your business or destination in view throughout a day dedicated to building travel trade relationships.

Receive recognition in the Aurora Exchange meeting area as Alaska partners and travel advisors connect through scheduled individual appointments.

Includes:
- Sponsor signage in the meeting area throughout Aurora Exchange.
- Recognition in the event schedule and sponsor materials.
- Two hospitality passes for designated partner meals and networking events.

Scheduled advisor appointments require separate partner registration.

Sponsorship Opportunities Cont.

REGISTRATION SPONSOR
$1,500 - One available

Welcome attendees with a visible presence at event check-in.

Your business or destination will receive recognition at the registration desk, a central location for attendee arrivals, questions, and event information.

Includes:
- Sponsor logo displayed at registration during partner programming.
- Opportunity to provide one useful welcome item, supplied by the sponsor and approved by ATIA.
- Recognition in event sponsor materials.
- Two hospitality passes for designated partner meals and networking events.

OPENING RECEPTION SPONSOR
$3,000 - One available

Help welcome travel advisors to Alaska and set the stage for the connections ahead.

Receive prominent recognition as the Opening Reception Sponsor, with an opportunity to introduce your business or destination and welcome attendees at the start of Amazing Alaska Experience.

Includes:
- Up to 10 minutes of welcome remarks and an introduction to your business or destination.
- Sponsor signage and the opportunity to display a pop-up banner at the reception.
- Recognition in the event schedule and sponsor materials.
- Two hospitality passes for meals and networking events.



BREAKFAST OR LUNCH SPONSOR
$3,500 each (Day 3)

Share your Alaska story with the full travel advisor audience.

As a meal sponsor, your business or destination receives a dedicated 30-minute presentation during a scheduled breakfast or lunch. Showcase your experiences, explain how they fit into an Alaska itinerary, and help advisors understand how to recommend and book them.

This opportunity combines an extended presentation to the full advisor group with recognition as a supporter of Amazing Alaska Experience.

Includes:
- One 30-minute presentation, including any Q&A, with AV provided.
- Sponsor recognition in the event schedule and at the sponsored meal.
- Opportunity to display a pop-up banner and provide a tabletop handout at the meal.
- Recognition in event sponsor materials.
- Two hospitality passes for designated partner meals and networking events.

One sponsorship is available for breakfast and one for lunch.

ABOUT SPONSORSHIP ACCESS

Sponsorships include the recognition and attendance benefits listed with each opportunity. Aurora Exchange appointments and Knowledge Trek presentations require separate partner registration.

Already registered? Your included sponsorship passes may be used by additional colleagues. Hospitality passes exclude advisor-only activities.

Sponsor Hospitality Passes are included as follows:
- $500–$750 sponsorships: One pass to the designated evening networking event.
- $1,000 and above: Two hospitality passes covering partner meals and networking events.

Additional Opportunities

Pick Your Adventure Day

Visit Anchorage is curating a range of adventures for our travel trade visitors to enjoy during their stay. If you're interested in showcasing your business as part of this event, please contact Visit Anchorage.

FAMs

Pre- and post-event FAM opportunities will be available. If you'd like to showcase your business in a FAM, please contact ATIA or Visit Anchorage. Most FAMs this year will focus on the Southcentral region, as the host region.

Please email Visit Anchorage if you are interested in showcasing your business in the Pick Your Adventure Day or FAMs - tourism@anchorage.net








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