

Official Brands Program

2025/26

An Exclusive invitation

Annual Fee from \$100,000

EXCLUSIVITY	
Category Exclusivity as a Forbes Travel Guide Official Brand	<p>Official Brand status grants automatic rights to category exclusivity, assuring the most premium placement of your brand.</p> <p>* This designation is applicable to the Official Brands program only and does not preclude FTG from engaging with same or like-type brands with other FTG products, platforms and services. i.e. Astria or Astria Live!</p>
PROMOTIONAL RIGHTS	
Customized Forbes Travel Guide Official Brand seal and exclusive E-Signature logo	<p>Use your customized seal on your website, social media, promotional materials, etc., to promote your Forbes Travel Guide (FTG) endorsement. Use your E-signature logo to help promote your exclusive status to your contacts in your company communications.</p>
Custom-curated quote from President, Standards & Ratings	<p>Work with our Executive Editor to custom curate a special message attesting to the quality of your brand from our President, Standards & Ratings that you can use in a press release, on your website, or in other collateral.</p>
FTG Official Brands Directory	<p>The digital directory provides everything you need to maximize your collaboration opportunities.</p> <ol style="list-style-type: none">1. FTG corporate information2. Official Brands contact information to network within the community3. Current List of Global Partner properties to network with FTG's most engaged award winners4. Best Practices to amplify and leverage your official status

NETWORKING & SUPPORT SERVICES

Best Practices Guide for effective marketing and positioning within the luxury segment	This helpful guide will be provided as part of the Official Brand Toolkit.
Inclusion on FTG's mailing list for latest news and information	Official Brands will be notified of Forbes Travel Guide special events, such as webinars and other exclusive content. In turn, Official Brands may take advantage of this benefit to assist their marketing teams in amplifying FTG community news, keeping your brand front and center with FTG hotels and followers.
2025/26 FTG hotel, restaurant, spa and ocean cruise standards	By Request Only: Receive insight into the requirements that determine the official Star Rating for hotels, restaurants spas and ocean cruise ships. FTG refines its service and facility standards every year. Stay ahead of the latest requirements that your customers are being evaluated on.

COMMUNICATIONS

Direct Access	Enjoy direct access to a dedicated access to The Summit leadership team to assist with day-to-day questions and overall relationship management and support to amplify your partnership.
Official Brands All Team Summit Virtual Meetings	Twice a year - Stay in touch and network with other Official Brands, receive behind-the-scenes news and industry insights from The Summit and stay on top of the latest planning information for your event activation and other community opportunities.
Exclusive access to pitch to FTG's editorial and social team	You may provide industry-relevant content to Forbes Travel Guide for potential use in FTG's communications schedule. FTG reserves the right to approve appropriate content, timing, and delivery method.

FTG MARKETING	
Logo and link on FTG's website	Your logo and 250-character description will be positioned in the Official Brands section on the Forbes Travel Guide website with a link to your company website.
Brand exposure to FTG clients and prospects	Your brand will be incorporated into our Partner Services brochure and presentation, providing exposure to luxury hospitality leaders. As FTG seeks new business, we highlight your brand, too.
Inclusion in Astria our exclusive luxury vendor platform	Receive elevated placement to showcase your designation as an Official Brand on FTG's luxury vendor platform and amplify your reach to qualified industry buyers. This online boutique will showcase premium services and solutions to the world's best hotel brands and facilitate direct connections with property decision makers.

SOCIAL MEDIA (B2B & B2C)	
Four (4) social media posts on FTG's LinkedIn channel	<p>Your brand will be featured four times on FTG's LinkedIn channel reaching 104k+ highly qualified followers in the hospitality industry. Once per quarter frequency.</p> <p>* Images provided by the Official Brand must go through an approval process, and all posts will be labeled as sponsored content.</p>
FTG engagement with your brand's social media	FTG will proactively support Official Brands by interacting with your social media posts through likes, comments, hashtags, and reposting (when appropriate).

NEWSLETTER (B2B & B2C)

Inclusion in **Forbes Travel Guide B2B and/or B2C newsletters** one (1) time

FTG will determine the best placement for your brand in FTG's B2B and/or B2C newsletter and collaborate with you on to amplify your years most powerful message.

FTG's B2B Official Brands newsletter:

- Delivered 4-6 times per year to 1,800 highly qualified contacts in luxury hospitality
- Round-up covers trends such as Technology, Food & Beverage, Wellness, Transportation, etc.
- FTG reserves the right to select appropriate Official Brands for newsletter topics

FTG's B2C newsletter:

- Delivered to 60k consumer subscribers
- Newsletter house ad parameters: 600x200 pixels
- FTG reserves the right to select brands most appropriate for consumer audience

THE SUMMIT

Exclusive Premier Level Activation Opportunity

An annual opportunity to be thoughtfully integrated with a custom-curated live activation at The Summit. You will work with an FTG executive and professional event director on your activation.

- * Rules and terms apply and are based upon host venue guidelines and subject to compliance with local laws and regulations.
- * Activation costs such as S&H, storage, printing, power, staffing and other participation expenses such as travel and accommodation are not included in fee and are the responsibility of the Official Brand.

Event Marketing Integration

You will receive thoughtful marketing and media integration specific to The Summit. This will include social coverage and brand presence on The Summit's private event registration site, pre- and post-event communication, and strategic on-site logo placement.

- * All on-site coverage will be designated by FTG in compliance with host venue rules and approved design direction. FTG will work to ensure fair and equal coverage for each Official Brand.

Inclusion in Event Social Media Coverage two (2) times	FTG will include your brand twice on social media in conjunction with The Summit. Appropriate channels will be determined by FTG, and can include Facebook, Twitter, Instagram stories, and Instagram posts.
Attendance at The Summit	<p>Up to two (2) all-access invitations to the event will be made available for executive members of your company.</p> <p>* Official Brand may bring additional staff for purposes of set up at their own expense. Private events and evening shows are not included.</p> <p>* All tickets are subject to availability and are guaranteed up to the issued registration deadline.</p>
Preferential guest room fees at host hotel	<p>Access to any preferential room rates and enhancements extended to event attendees.</p> <p>* Accommodation and travel-related costs are at own expense.</p>
Attendee guest list pre- and post-event * Legal terms apply	<p>Receive a list of attendees. In compliance to the GDPR Privacy Laws, lists will contain name, title and brand for guests who will have opted-in to provide additional contact details. Email addresses and phone numbers cannot be provided per GDPR Privacy Laws.</p>

YEAR-ROUND GIFTING

Gifting opportunities for increased brand exposure	<p>You may have the additional opportunity to provide products/ amenities to be used during the Salon Series regional events, pop-up events, etc.</p> <p>* Forbes Travel Guide to approve all gift items. All items are required to be gift-wrapped and include a personal note from the Official Brand. Gift item provision costs, including shipping and gift wrapping, are the responsibility of the Official Brand.</p>
---	---

A La Carte Opportunities

Additional Costs Apply

ANNUAL “BEST OF THE YEAR” AWARDS

Opportunity to sponsor FTG’s “Of the Year” awards

A unique honor celebrated during The Summit, these special accolades recognize notable industry achievements such as Travel Professional of the Year and Employee of the Year. Official Brands are invited to sponsor one of these awards and receive additional media coverage and brand placement on the award plaque. This opportunity includes your brand logo on the award winners plaque.

* Limited award categories are honored and sponsor opportunities are extended on a first-come, first-served basis.

\$10,000 per award sponsored

NEWSLETTER (B2B & B2C)

One (1) Forbes Travel Guide co-curated **dedicated newsletter to B2B OR B2C** audience featuring your brand with industry relevant content

Forbes Travel Guide will coordinate with your team on content for a newsletter dedicated to your brand. FTG to approve content and appropriate Newsletter audience.

B2B newsletter – Distribution list includes 1,800 highly qualified luxury hospitality contacts

B2C newsletter - Distribution list includes 60,000 consumer subscribers

B2B List: \$8,000

B2C List: \$8,000

B2B & B2C bundle: \$15,000

EDITORIAL AND STORIES

Official Brand mention or inclusion in an **FTG editorial story that will run on ForbesTravelGuide.com and Forbes.com**

FTG will collaborate with you on including your brand in a story to run on **forbes.com** and **forbestravelguide.com**.

You can provide photos and information, subject to FTG approval.

Stories can include a link to your official website.

Availability of Stories placement is subject to FTG approval.

\$10,000

INSTAGRAM SPONSORED POST

Instagram Sponsored Post

FTG will collaborate with you on a post to @forbestravelguide on Instagram (900k+ followers)

\$10,000

SOCIAL MEDIA

Custom-curated **Social Media Initiative** with Forbes Travel Guide

Work with FTGs Vice President/Executive Editor to create a bespoke media opportunity for your brand such as a give-away or other activations. Details upon request.

Please inquire

For more information, contact:

FORBES TRAVEL GUIDE AND THE SUMMIT

Amanda Frasier

President

afrasier@forbestravelguide.com

Sarah Louise

Director

slouise@forbestravelguide.com