

10th International Adventure Conference

BEING-WITH AND BEING-WELL IN NATURE: OUR TENTACULAR ADVENTURES

7-9 JUNE 2023, TREUCHTLINGEN, GERMANY



SPONSORSHIP OPPORTUNITIES

International Adventure Conference - at a glance

The International Adventure Conference is an academic format organised by the Adventure Tourism Research Association since 2012. It is the most significant academic conference in the field of adventure – outdoor – tourism – education. This years 10th edition will be the first event in Germany (history of previous events <https://atra.global/iac-history/>) following last years event in Queenstown New Zealand.

Target audience: Leading academics, PhD students and students from the field of adventure tourism (and other adventure and outdoor related fields), as well as practitioners from the outdoor adventure industry.

Expected participant numbers: about 40-60 participants from academia and 20-40 additional guests from the industry.

Participants origin: Mostly Europe, as well as South Africa, USA, New Zealand, Canada and other countries.

Event Format

Three-day event from Wednesday 7th to Friday 9th of June. The conference will consist of keynotes, parallel-sessions (submitted papers in different themed sessions in separate rooms) and a panel discussion. There will be a poster exhibition showcasing current research findings. In the afternoons there will be a choice of outdoor activities, an ideal opportunity to meet likeminded people and to network. In the evenings there is an informal outdoor dinner on one night and a formal conference dinner on the second night, followed by an after-dinner speech by a well-known adventurer.



The venue – Adventure Campus

The conference will be held at the Adventure Campus in Treuchtlingen. Situated in the south of Franconia in between the tourist destinations Franconian Lake District and Nature Park Altmuehl Valley the campus is the university's base for a degree in outdoor studies and for extracurricular outdoor activities. The Adventure Campus is also a seminar hotel and can accommodate most of the conference's delegates. During the conference and the activities, we will explore the surrounding nature.

2023 conference

This year's event will be intimate and intense with everyone staying at the Adventure Campus. It will be a lighthouse event for the region and the German outdoor and adventure industry. It will be great to present the the region with its outdoor sports opportunities. The conference will work together with local partners and providers for an attractive activity programme and showcase the opportunities of the region as well as the beautiful landscape. We want to involve as many practitioners as possible to close the gap between research and industry. Apart from generating visibility and leads for our partners and sponsors, we will also Include strategic partners and sponsors in the programme. For all details and the conference programme check the conference website



Sponsorship packs



Activity/product

Opportunities

- Logo on website, programme and other publications
- Opportunity to present flyers
- Social media post about activity
- 1 Conference ticket

Costs
Costs of activity and/or products for goody bags




Mont blanc

Opportunities

- Logo on website, programme and other publications
- Opportunity to present flyers, roll-ups, booth, etc. at venue
- Promo-posts on social media
- 1 Conference ticket

Costs
1.500€



Mount everest

Opportunities

Same as Mont blanc plus:

- 2 additional conference tickets
- Naming rights for a workshop room, activity or dinner
- Present your expertise at a panel discussion/presentation

Costs
5.000€



Your benefits at a glance

- Present your company and products to respected researchers and industry representatives.
- Learn about latest research in outdoor recreation and adventure tourism.
- Meet new people and companies and generate new leads.
- Demonstrate your expertise in outdoor recreation and adventure tourism.
- Advertise your products in an emotional and relaxed setting to adventure enthusiasts.
- Media presence in social media and known outdoor magazines.
- Become part of the ATRA network and connect with likeminded people.



Contact

Prof. Dr. Manuel Sand
Conference Organiser
Professor for Outdoorsports and Adventuremanagement
+49 9141 806 250
manuel.sand@fham.de
www.adventure-campus.com/iac2023

