

OREGON GOVERNOR'S CONFERENCE ON TOURISM

Sponsor & Exhibitor
Partnership Opportunities

May 10 – 12, 2017
Salem Convention Center



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.COM

OREGON GOVERNOR'S CONFERENCE ON TOURISM

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October 2016

Dear Travel & Tourism Industry Partner,

We believe in the power of travel. What you do helps enhance communities and creates positive economic effects throughout Oregon. To further enhance our collective impact, we at Travel Oregon look forward to having you join us May 10 – 12, 2017 at the Oregon Governor's Conference on Tourism when we meet in our state's capital city at the Salem Convention Center.



Now in its 33rd year, the state's premier travel and tourism industry event is the go-to place for the latest thinking around development, social media, marketing and other topics important to you, your organization and community. Over the course of three days you'll learn how you can tap into and enhance the economic success of the state's travel and tourism industry through insight gained by networking with your peers and learning valuable tips from industry experts.

As part of developing the power of collaboration and alignment with partners, participation in the conference will allow you the opportunity to:

- Network with 450+ like-minded travel and tourism professionals
- Build (and maintain) key relationships within the industry
- Share best practices and success stories
- Leverage the latest in technology and innovation to grow your business
- Show your support of the state's \$10.8 billion tourism industry that employs more than 105,000 Oregonians and tap into the economic engine of the travel and tourism industry

We look forward to sharing our love of this great state with you in Salem in 2017. Whether you support the conference as a sponsor, exhibitor or attendee, we hope you'll find the perfect partnership opportunity presented here. Let us know how we can help you find the perfect partnership opportunity to meet your marketing and sales goals within your budget.

See you in May.

TODD DAVIDSON

Todd Davidson
Chief Executive Officer
Oregon Tourism Commission/Travel Oregon

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Phone: 971.717.6205 • Industry.TravelOregon.com



Benefits of Partnering*

- Strengthen existing and build new partnerships among the 450+ industry attendees
- Your organization’s name, logo, website and social media info on website and on signage throughout conference
- Exclusive access to attendee contact information (build your database!)
- Deliver your information directly to industry leaders and decision makers before and/or after the conference through targeted attendee communications
- Show your commitment to the \$10.8 billion tourism industry that employs more than 105,000 Oregonians

Conference Registration Information

Attendee registration begins mid-January 2017. Registration rates and details can be found at OregonTourismConference.com.

Sponsors and exhibitors who have a conference registration as part of their partnership package will receive instructions on how to register (using a specific code) via email in their “Partnership Confirmation.”

Who to Contact

For Sponsor & Exhibitor Information

MEDIAmerica
Terra Moreland and Nancy Burke
503.445.8830 | ORTourismConference@mediamerica.net

For General Conference Information

Travel Oregon
Kendra Perry,
503.967.1561 | Kendra@TravelOregon.com

Hotel Reservations

The Grand Hotel in Salem

Lock in your sponsorship/exhibit booth early and receive details on how to book your hotel room before the conference room block opens to attendees. Information will be included in your confirmation email once your online partnership form has been submitted. Preliminary hotel reservation information can be found on the conference website.

ROOM TYPES & RATES:

Single/Double: \$125/\$135 Suites: \$145 - \$399

Reserving through The Grand Hotel in Salem and staying in the conference room block helps us keep conference costs down. The Grand Hotel in Salem offers many amenities, including complimentary high speed internet, access to the hotel’s 24 hour business center, indoor pool and spa, fitness center, room service and complimentary on-site parking.

*Sponsor and exhibitor benefits vary depending on partnership level (see pages 4-7 for complete listing).

Preliminary Conference Agenda

Note: Some of this information may change as the conference agenda is finalized. Please check the online [conference agenda](#) for the most updated information.

Tuesday, May 9

All Day	Optional Pre-Conference Activities
All Day	Optional Industry Meetings

Wednesday, May 10

All Day	Optional Pre-Conference Activities
8:00 a.m. – 3:00 p.m.	Optional Industry Meetings
11:00 a.m. – 3:00 p.m.	Exhibit Set-up
3:30 p.m. – 4:30 p.m.	First Timers’ Event*
4:30 p.m. – 6:30 p.m.	Opening Reception
6:30 p.m. – 8:30 p.m.	Travel & Tourism Industry Achievement Awards
8:30 p.m.	After Party

Thursday, May 11

6:30 a.m.	Fun Run and Walk
8:00 a.m. – 9:30 a.m.	Opening Breakfast General Session
9:30 a.m. – 10:10 a.m.	Exhibitor Break
10:20 a.m. – 11:40 a.m.	Workshops – Session I
11:40 a.m. – 12:10 p.m.	Exhibitor Break
12:20 p.m. – 1:30 p.m.	Lunch General Session
1:40 p.m. – 3:00 p.m.	Workshops – Session II
3:00 p.m. – 3:35 p.m.	Exhibitor Break
3:45 p.m. – 5:00 p.m.	Afternoon General Session
6:00 p.m. – 9:00 p.m.	Night Out in Salem
9:00 p.m.	After Party

Friday, May 12

8:00 a.m. – 9:30 a.m.	Breakfast General Session
9:40 a.m. – 10:20 a.m.	Exhibitor Break (Door prize winners selected by exhibitors)
10:30 a.m. – 11:50 a.m.	Workshops – Session III
12:00 p.m. – 1:30 p.m.	Closing Lunch General Session (Door prize winners announced)
1:30 p.m. – 2:00 p.m.	Final Exhibitor Break (Door prize winners collect their items)
2:00 p.m. – 4:00 p.m.	Exhibit tear down

Bold items above are the key events happening around the exhibits. Exhibitors should plan on staffing their booths during these times. It is your choice if you want to be at your booth during other times of the conference. *First Timers’ Event is in a separate room from the exhibits.

SPONSORSHIP OPPORTUNITIES

Douglas Fir - \$5,000

D-1) Keynote Speaker

Have your organization recognized at the highest level of sponsorship. Your partnership helps the conference bring in cutting-edge, relevant and inspiring keynote speakers from around the nation.

- Opportunity to address attendees from the stage with a two-minute talk or video
- Your logo shown on big screen
- Highest recognition level via social media & communication pre-, during & post-conference
- Opportunity to provide info or gift to each attendee
- Two full conference registrations (\$650 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- One standard exhibit booth with VIP placement (\$875 value)
- Pre- & post-conference attendee lists

Sponsorship Opportunities: 5

Western Meadowlark - \$3,500

W-1) Opening Night Reception

Be recognized at the Wednesday evening opening reception.

- Your logo displayed at evening reception bars and food stations
- Opportunity to greet attendees and hand out drink tickets
- Opportunity to address attendees from the stage with a two-minute talk or video before the Awards dinner
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- One standard exhibit booth (\$875 value)
- Pre- & post-conference attendee lists

Sponsorship Opportunity: 1

W-2) Oregon's Travel & Tourism Industry Achievement Awards

Be a part of this evening as we recognize and congratulate our travel and tourism industry awards recipients on their outstanding achievements that have helped shape Oregon's tourism economy.

- Opportunity to address attendees from the stage with a two-minute talk or video
- Your logo displayed on the online award nomination form and voting ballot
- Your logo shown on big screen and on photo backdrop used for award recipients
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- One standard exhibit booth (\$875 value)
- Pre- & post-conference attendee lists

Sponsorship Opportunity: 1

W-3) Conference Mobile App

Get your organization's message in the hands of all attendees as the Conference Mobile App sponsor. Attendees will be utilizing the app for the latest conference updates, speaker information, exhibit hall maps, connecting with other attendees, and more.

- Your organization's logo or ad prominently displayed on the mobile app splash page - the first thing attendees see when they open the app
- One push notification - send a targeted message through the app to all attendees during the conference
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- One standard exhibit booth (\$875 value)
- Pre- & post-conference attendee lists

Sponsorship Opportunities: 2

Chinook Salmon - \$3,000

C-1) Name Badge

See your organization's logo on all attendees for 3 days.

(Sponsorship must be secured by April 1).

- Your organization's logo printed on attendee name badges
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at discounted rate (up to \$110 savings)
- Discount on exhibit booth
- Pre- & post-conference attendee lists
- Your logo can also be printed on conference lanyards (for an additional fee)

Sponsorship Opportunity: 1

C-2) On-Site Program

Your organization's full-page message/ad on the inside front cover or outside back cover of the on-site program (you provide high resolution digital artwork).

- One full page color ad - 3.75" w x 8.25" h
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- Discount on exhibit booth
- Pre- & post-conference attendee lists

Sponsorship Opportunities: 2

C-3) Conference Centerpieces

Your organization's logo displayed as part of the centerpieces on each of the general session tables throughout the duration of the conference. Conference will provide the actual centerpieces.

- Your logo/message displayed in front of 450+ attendees
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- Discount on exhibit booth
- Pre- & post-conference attendee lists

Sponsorship Opportunity: 1

American Beaver - \$2,600

A-1) Night Out Transportation

Give conference attendees the ease and comfort of group transportation to and from the Thursday Night Out event in Salem. Bus hosts will recognize your organization and share a short description of who you are to all attendees on the way to the event.

- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunity: 1

A-2) Conference Social Wall

Display your banner ad on the popular conference social wall displaying a continuous Twitter and Instagram feed of the #ORGC conversations and posts. The Social Wall will be displayed around the conference with endless potential for your organization's recognition (you supply the high resolution digital artwork).

- Your organization recognized by 450+ attendees on the Social Wall
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$110 savings)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunity: 1

A-3) Stay Connected

Be the conference superhero by sponsoring the expanded WiFi and multiple mobile device charging stations to ensure all attendees stay connected at the conference. Your logo will be displayed on the wifi splash page and at each charging station. Go one step further and provide your collateral for them to read while they wait, or be there to network with attendees as they charge up!

SPONSORSHIP OPPORTUNITIES

- Your logo displayed on the convention center's WiFi splash page for all attendees to see when they connect to the internet
- Your logo displayed on multiple charging stations
- One full conference registration (\$325 value)
- Up to two additional attendees from your organization at discounted rate (up to \$110 savings)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunity: 1

Oregon Pear - \$2,000

P-1) All Beverage & Snack Breaks

Recognition at all conference breaks between sessions on Thursday and Friday.

- Your organization's logo displayed on signage provided by the conference at multiple break areas
- One full conference registration (\$325 value)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunity: 1

P-2) Photo Booth

Attendees will feel like they are on the red carpet as they take fun and memorable pictures in the conference photo booth. Your logo will be printed on a backdrop beside the Travel Oregon logo. Sit back and watch your logo appear on multiple social media channels as attendees post pictures that capture their fun conference experience.

- Your organization's logo prominently displayed on the conference photo booth backdrop
- Your organization's information/brochure available to attendees at the photo booth
- One full conference registration (\$325 value)
- Discount on exhibit booth (can be next to the photo booth if you wish)
- Pre-conference attendee list

Sponsorship Opportunities: 2

P-3) Conference Attendee Bag or Gift

Your logo beside the Travel Oregon logo on the conference bag or conference gift. Your information/brochure available for attendees at conference registration (you provide the bags with conference staff input).

- Your logo all over the conference for three days and beyond
- One full conference registration (\$325 value)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunities: 2

P-4) Carbon Offset Program

Your sponsorship allows the conference to be carbon neutral by helping us to invest in projects that will offset emissions generated at the conference including how attendees travel to Salem.

- Special signage recognition at conference registration
- Your organization's information/brochure available to attendees at conference registration
- One full conference registration (\$325 value)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunity: 1

P-5) Networking with First Timers

Network with and address from the stage, 130+ first time conference attendees at this exclusive kick-off event.

- Address all first time attendees from podium and/or show video during the First Timers Event
- Your organization's information/brochure available to attendees at the First Timers Event and/or at conference registration
- One full conference registration (\$325 value)
- Discount on exhibit booth
- Pre-conference attendee list

Sponsorship Opportunity: 1

Oregon Grape - \$1,000

G-1) Industry Friends Scholarship Program

Send three folks from the travel and tourism industry to the conference (not from your organization), who wouldn't otherwise be able to attend. Your generous gift will be recognized from the podium to all attendees.

Sponsorship Opportunities: Unlimited

G-2) Hotel Key Card

From the moment attendees check in to the headquarter hotel they will see and carry your organization's logo with them throughout the conference.

Sponsorship Opportunity: 1

G-3) Oregon Bounty

Be recognized with your organization's logo on Thursday's and Friday's menu cards placed on all general session tables. Menu cards will describe the delicious Oregon Bounty being served at each seated meal.

Sponsorship Opportunity: 1

G-4) Wrap Up the Elevators

Boldly display your organization's message by wrapping the inside of one of the on-site elevators. Your message/ad will be placed inside one of the elevators at the convention center or hotel. (You supply the eye-catching and witty high resolution digital artwork and the conference will produce the elevator clings.)

Sponsorship Opportunities: 5

G-5) Workshop Session

Help us bring top-notch education and training to the conference by sponsoring one of the three workshop sessions on either Thursday or Friday. Have the opportunity to address attendees in one workshop during your sponsored session. Your logo will be displayed in each workshop and you have the opportunity to put your information out for attendees.

Sponsorship Opportunities: 3

Oregon Hazelnut - \$500

H-1) In-Room Attendee Opportunity

Be a part of the surprise and delight for attendees staying at the headquarter hotel by sponsoring the in-room gift bag delivered to each attendee's hotel room. This special opportunity allows you to reach the attendees in their room with a simple message attached to their conference gift bag as they relax away from the rest of the conference messaging. Think Oscars swag bags!

Sponsorship Opportunity: 1

H-2) Exhibits Directional Signage

Help attendees find the exhibitors they are looking to connect with as the exhibits signage sponsor. Your logo prominently displayed on large signs suspended from the ceilings throughout the exhibit spaces.

Sponsorship Opportunities: 3

On-Site Program Advertising

Get your branded advertisement in front of the conference attendees by securing space in the heavily-used on-site conference program (you provide high-resolution digital artwork).

\$900 - Full Page Color Ad [3.75" w x 8.25" h]

\$450 - 1/2 Page Color Ad [3.75" w x 3.75" h]

\$250 - 1/4 Page Color Ad [3.75" w x 1.875" h]

Custom Sponsorships

Have an idea that you don't see here? We welcome new and creative ways to showcase your organization as a conference sponsor. Let's talk.

NOTE: Some of the information above may change slightly as the conference agenda is finalized. First priority is given to returning exhibitors and sponsors. Sponsor partnerships may be considered.

EXHIBITOR OPPORTUNITIES

The Oregon Governor's Conference on Tourism exhibit area is a very popular gathering place for attendees to reacquaint with old friends, strategize new partnership ideas, grab a snack or sip a tasty beverage, all while networking with creative people and successful organizations to help them earn a bigger share of Oregon's \$10.8 billion tourism industry. We have a high rate of return of exhibitors to the conference every year; they tell us it is because they are pleased with the exposure their business receives, as well as the lead generation among the 450+ travel & tourism industry attendees. Add in the many hours of conference networking time, including the opening night reception and conference breaks held exclusively in the exhibit areas, and you'll see you are in good company when you partner with the Oregon Governor's Conference on Tourism!

One-on-one time with the attendees at the following conference events:

- First Timer's Event - 130+ attendees
- Opening Night Reception among the exhibits
- All beverage and snack breaks between sessions held in and around the exhibits

EXHIBITOR BOOTH OPTIONS*

Standard Exhibitor

\$775 (by February 28) | **\$875** (beginning March 1)

- One booth space with a skirted table
- Space can accommodate a few regular sized pop-up banners behind your table or in place of your table

Oversize Exhibitor

\$825 (by February 28) | **\$925** (beginning March 1)

- One larger booth space with a skirted table
- Space can accommodate larger banners
- LIMITED AVAILABILITY

EXHIBITOR BENEFITS

- One full conference registration (\$325 value) and up to two additional discounted registrations for people from your organization (up to \$110 savings)
- WiFi, standard electricity, two chairs, and wastebasket
- Pipe & drape available for some booths (first come, first served)
- Early reservation of your room at the headquarter hotel (The Grand Hotel in Salem) before room block opens to attendees in mid-January 2017
- Receive pre-conference attendee list with email addresses (if permission provided by attendees) two weeks before the conference and a final attendee list post-conference

*Exhibitor benefits vary depending on availability of booth types at the time of sign-up



DOOR PRIZES

We want to help get attendees to your booth to connect with you. Take advantage of the annual door prize program by bringing a giveaway valued at \$25 or more that you will award on the last day of the conference. Not only will a lucky attendee leave the conference with a special gift from your organization, but you will have the opportunity to leave the conference with business leads generated from those you connected with.

EXHIBITOR PROSPECTUS

The Exhibitor shall be fully responsible to pay for any and all damages to property owned by The Salem Group, LLC, The Salem Group Conference Center Company, LLC, the Urban Renewal Agency of the City of Salem, Oregon, and The Grand Hotel in Salem, and VIPS Hotels, Inc., member, its owners or managers, officers or directors, agents, employees, contractors, subsidiaries and affiliates which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Oregon Tourism Commission dba Travel Oregon and The Salem Group, LLC, The Salem Group Conference Center Company, LLC, the Urban Renewal Agency of the City of Salem, Oregon, and The Grand Hotel in Salem, and VIPS Hotels, Inc., member, its owners, managers, officers or directors, agents, employees, contractors, subsidiaries and affiliates, from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, contractors and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, The Salem Group, LLC, The Salem Group Conference Center Company, LLC, the Urban Renewal Agency of the City of Salem, Oregon, and The Grand Hotel in Salem, and VIPS Hotels, Inc., member, or any part thereof. The Exhibitor understands that the Salem Convention Center, The Grand Hotel in Salem and Travel Oregon do not maintain insurance covering the Exhibitor's property or any property brought into the facilities and that it is the sole responsibility of the Exhibitor to obtain such insurance. This information serves as the official Exhibitor Prospectus.

*The best part of
the conference for me was . . .*

*“The power of
partnerships and
networking in the exhibitor
area where I could chat
with others in the industry.”*

HOW DO I SIGN UP?

So this all sounds great to you and now you want to partner with this year’s conference? Please contact our sales team at MEDIAmerica to get things going. Once you have chosen your partnership level, you will be sent an online application to fill out. You will choose your form of payment as part of the application. Your conference partnership will be solidified once your online application has been submitted.

MEDIAmerica

503.445.8830

ORTourismConference@mediamerica.net

NOTE: Some of the Sponsorship Opportunity information may change slightly as the conference agenda is finalized.

SPONSOR & EXHIBITOR LEVEL BENEFITS

	Douglas Fir (D)	Western Meadowlark (W)	Chinook Salmon (C)	American Beaver (A)	Oregon Pear (P)	Oregon Grape (G)	Oregon Hazelnut (H)	Exhibitor
Full conference registration (\$325 value)	2	1	1	1	1			1
Attendee registration discounted \$270 rate for up to 2 additional people*	✓	✓	✓	✓				✓
Exhibit booth	✓	✓						✓
Exhibit booth discount			Reduced by \$150	Reduced by \$125	Reduced by \$100			
Two-minute presentation/video from podium	✓	✓ (W-1 & 2 only)			✓ (P-5 only)			
Seat at reserved table during your event and/or acknowledgment from podium	✓	✓ (W-1 & 2 only)						
Your organization’s information displayed on conference website and mobile app	✓	✓	✓	✓	✓	✓	✓	✓
Your organization’s name, website and social media info listed in the on-site program	✓	✓	✓	✓	✓	✓	✓	✓
Your organization’s logo on signage throughout the conference	✓	✓	✓	✓	✓	✓	✓	✓
Pre-conference attendee list provided	✓	✓	✓	✓	✓	✓	✓	✓
Post-conference attendee list provided	✓	✓	✓					✓
Your information distributed at your sponsored event	✓				✓ (P-5 only)			
Your organization’s information/brochure available to attendees at the conference registration center		✓	✓	✓	✓			

*Discounted registration rate deadline is April 1.



WHY OUR PARTNERS SAY THIS IS THE STATE'S PREMIER TRAVEL & TOURISM EVENT OF THE YEAR



"It's always the sense of comradery and 'team' that is generated at the Governor's Conference. Being able to find new tools and connections is so important. We all tend to get caught up in the 'work' and it's good to be reminded of how fun and important tourism is."

Exhibitor



"This conference is a good reminder that all our work is intertwined to make Oregon an attractive destination/location on all levels, even for industries to which we are not directly connected. Interactions with folks both in our booth and in other settings were, and will continue to be,

highly valuable as we work to advance the mission of our organization. I appreciate the opportunity to participate."

Sponsor/Exhibitor

WHO ATTENDS

- Destination Marketing Organizations & Chambers Of Commerce
- Visitor Attractions
- Tour Operators & Guides
- Lodging, Campground & RV Parks
- Food & Beverage
- Wineries
- Concierges, Visitor & Welcome Center Front Line Staff
- Cities, Counties, Economic Development Agencies
- National, State & Local Park Managers
- Non-Profit Industry Associations
- Marketing Agencies
- Travel Writers & Media
- Tourism & Hospitality
- Industry Students

Important Sponsor & Exhibitor Deadlines

- February 28** Last day to reserve your exhibit booth at the early bird rate
- March 1** Exhibit booth rates increase by \$100 today
- April 14** Last day to sign up to be a sponsor or exhibitor and be included in the on-site program
- May 3** Last day to pay in full for sponsorship and/or exhibit booth
- May 3 at midnight** Attendee Registration Deadline – (Separate step from your Sponsor/Exhibitor Registration)

To help plan your journey to Salem

- **Traveling to Salem by Car**
The Salem Convention Center is located in downtown Salem, about 5 minutes off I-5, exit 260. For maps and directions, visit: salemconventioncenter.org/contact/maps-and-directions
- **Traveling to Salem by Air**
Both the Portland International Airport (PDX) and the Eugene Airport (EUG) are approximately 1 hour away from the Salem Convention Center. For more information, visit flypdx.com and flyeug.com.
- **Traveling to Salem by Train**
The Amtrak station is a 20 minute walk to the conference headquarter hotel or you can call the hotel and have the shuttle come pick you up at the station! Find out about the Amtrak Cascades train at Amtrak.com

Who to Contact

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