

Sponsor & Exhibitor Partnership Opportunities

Oregon Governor's
Conference on **Tourism**

OREGON INNOVATES

April 14-16, 2013
Salem Conference Center

LEADERSHIP
STEWARDSHIP
COMMUNITY





December 2012

Dear Tourism Partner,

We look forward to having you join us April 14-16, 2013 at the Oregon Governor's Conference on Tourism. The premier event for Oregon's tourism and hospitality industry will meet in our state's capitol once again where we had both high reviews and attendance when we last met there in 2009.

Oregon loves dreamers, and our focus for the 2013 conference is on the great people, past and present, who have made Oregon an innovative place to do business. From wagon trains of adventurous souls wheeling towards the Willamette Valley, to elected leader's visionary acts to preserve Oregon's landscapes, to today's entrepreneurs transforming our state into a thriving destination for technology, creativity and adventure—Oregon is a beacon for new thinking.

We hope you'll join us as we celebrate the mavericks who've helped Oregon and hear from top thinkers who'll stoke that creative fire to keep imagining a better, brighter way.

Don't miss the opportunity to:

- Network with 400+ creative tourism and hospitality industry professionals
- Show your support of the state's \$8.8 billion tourism industry
- Build new relationships and partnerships
- Share industry success stories with colleagues
- Leverage exciting developments in technology and tourism to grow your business

To help serve you better, the conference has partnered with MEDIAmerica this year. Interested in learning more about partnerships that can benefit you and your business? Contact a member of our expanded sales team and they'll help you find the perfect fit to meet your marketing and sales goals and your budget too!

See you in April.

Todd Davidson

Todd Davidson

Chief Executive Officer

Oregon Tourism Commission/Travel Oregon

250 Church Street SE, Suite 100, Salem, OR 97301
Phone: 503.967.1560 Fax: 503.967.1579 www.traveloregon.com/industry

OREGON. WE LOVE DREAMERS.®



Tyler Roemer



Su Mullenburg



Tim LaBarge



Steve Tomlin



Benefits of Sponsoring and/or Exhibiting:

- Strengthen existing and build new partnerships amongst the 400+ industry attendees
- Position your organization as an industry leader by your presence at the conference
- Show your commitment to the \$8.8 billion tourism industry that employs nearly 92,000 Oregonians
- Get your information directly to industry leaders and decision makers through conference communications, new social media channels available for the first time or from the podium
- Receive pre- and post-attendee registration lists so you can communicate directly with the attendees and continue adding to your client database*

Conference Registration Information:

Sponsors & Exhibitors will receive a separate registration code via email beginning mid-January (or after you are paid in full) if your package includes conference registration(s).

Attendee registration begins mid-January at www.OregonTourismConference.com

(Attendee pricing details can be found on the website)

Who to Contact:

For Sponsor & Exhibitor Information:

MEDIAmerica

(New 2013 Governor's Conference sales partner)

503.445.8824

ORTourismConference@mediamerica.net

For General Conference Information:

Carole Astley, CMP

Senior Manager, Industry & Visitor Services

Travel Oregon

503.967.1563

Carole@TravelOregon.com

Hotel Reservations:

The Grand Hotel in Salem

Conference discounted rates and room type details available on conference website in January.

Deluxe King sgl/dbl \$109/\$119

Deluxe Double Queen ... sgl/dbl \$119/\$129

Suite King sgl/dbl \$129/\$139

You are just a few indoor steps away from the conference sessions when you stay at the headquarter hotel. Complimentary on-site parking and high-speed wireless internet available to overnight guests. Other amenities include in-room recycling, complimentary hot breakfast buffet, indoor pool, spa and fitness center and business center.

*Sponsor and exhibitor benefits vary depending on partnership level. See pages 4-5 for complete listing.

Preliminary Conference Agenda

(Note: Some of these details may change. Please check online conference agenda for the most updated information.)

Saturday, April 13

All Day	Optional pre-conference activities
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Sunday, April 14

8:00 am – 1:00 pm	Optional Industry Meetings
11:00 am – 3:00 pm	Exhibit Set-Up
1:00 – 3:00 pm	Oregon Tourism Commission Meeting
3:30 – 4:30 pm	First Timers' Event*
4:30 – 6:30 pm	Exhibit Hall Opening Reception
6:30 – 9:00 pm	Tourism Industry Awards Dinner
9:00 - ??	Late night fun at the Salem Conference Center!

Monday, April 15

8:00 – 9:50 am	Opening Breakfast General Session
10:00 – 10:25 am	Exhibitor Break
10:30 – 11:50 am	Mid-Morning General Session
12:00 – 12:20 pm	Exhibitor Break
12:30 – 1:45 pm	Lunch General Session
2:00 – 3:20 pm	Workshops – Session I
3:30 – 3:50 pm	Exhibitor Break
4:00 – 5:20 pm	Interactive Shirt Sleeve Sessions
6:00 – 9:00 pm	Take a Bite Out of Salem
9:00 - ??	Late night fun at the Salem Conference Center!

Tuesday, April 16

8:00 – 9:50 am	Breakfast General Session
10:00 – 10:20 am	Exhibitor Break
10:30 – 11:50 am	Workshops – Session II
12:00 – 1:30 pm	Closing Lunch General Session
1:30 – 2:00 pm	Last chance for attendees to visit with exhibitors
2:00 – 4:00 pm	Exhibit Tear Down

Bold items above are the key events happening in the exhibit hall area. 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 is in a separate room.

SPONSORSHIP OPPORTUNITIES

All sponsors will have a link to their business on the conference website and recognition on signage throughout the conference. New social media and attendee communication opportunities have been added to some of the sponsorships for 2013!

Sponsorship opportunity highlights are listed below. See the chart on page 5 for a complete list of all benefits.

Douglas Fir - \$5,000

D-1) Keynote Speaker

Get the highest level of recognition possible for your organization in front of all the attendees by sponsoring one of our five keynote speakers.



- Address all attendees from stage and/or show video
- Exhibit booth with VIP placement
- Two full conference registrations
- Logo shown on big screen
- **NEW!** Highest recognition level via social media & attendee communication pre-, during & post-conference to attendees
- Info or gift to each attendee at sponsored session
- Pre- & post-conference attendee lists

Western Meadowlark - \$3,500

W-1) Tourism Industry Achievement Awards Ceremony

Recognition at this very special opening night Awards Ceremony, which is a sit down dinner this year!



- Address all attendees from stage and/or show video
- Exhibit booth with VIP placement
- One full conference registration
- **NEW!** Recognition to attendees on award nomination forms and website
- Logo shown on big screen
- Info can be placed into registration bag

Chinook Salmon - \$3,000

C-1) Name Badge

See your organization's name on every attendee for 3 days. For an additional fee logo can be added to conference lanyards too.

- One full conference registration

C-2) On-Site Program

Your organization's full-page message on either the back cover or inside the front cover for all to see (you provide camera-ready artwork).

Two opportunities available.

- One full conference registration
- Pre- & post-conference attendee lists
- Discount on exhibit booth

C-3) Take a Bite Out of Salem - NEW!

Sponsor the always popular Monday night out on the town.

You'll receive lots of recognition as we promote this evening in various ways pre-, during and post-conference including in each restaurant that evening.

- One full conference registration
- Pre- & post-conference attendee lists
- Discount on exhibit booth

C-4) Conference Centerpieces

Your organization's logo/message displayed on tables at each of the general sessions.

- Opportunity to be in front of all attendees
- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list

American Beaver - \$2,600

A-1) Opening Night Reception - NEW!

Be recognized at the kick-off event on Sunday evening.

- Your logo/name at bars and food stations
- Greet each attendee and/or hand out drink tickets to personally meet each attendee
- Opportunity to speak for a few minutes
- Logo projected for all to see

A-2) Conference Bag or Gift

Be recognized with your logo on the conference bag or gift alongside the conference logo.

- Your logo/name all over the conference for 3 days (and beyond)
- One full conference registration
- Discount on exhibit booth

A-3) Oregon Bounty

Be recognized at each meal's place setting via a menu card with your logo on it as we share delicious details about the Oregon Bounty being served.

- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list



Oregon Pear - \$2,000

P-1) All Beverage & Snack Breaks

Recognition at all attendee breaks Monday & Tuesday.

- Your organization's logo displayed at all break areas
- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list

P-2) Carbon Offset Program

Your sponsorship allows us to be carbon neutral by helping us to invest in projects that will offset emissions generated at the conference as well as by attendees flying & driving to Salem.

- Special recognition at registration
- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list

P-3) In-Room Attendee Opportunity - NEW!

Your opportunity to place a gift and company info in each attendee's hotel room at the headquarter hotel. Timing can be worked out based on your preference and the conference schedule.

- Special opportunity to reach the attendees in their room away from the rest of the conference messaging
- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list

P-4) Stay Connected - NEW!

Sponsor the attendee wifi, laptop & cell phone charging stations & other possible multi-media components such as text to screen & twitterfalls at the conference. Your name/logo prominently displayed for all to see!

- Signage at conference stations and on screen for all to see
- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list

Oregon Grape - \$1,000

G-1) Industry Friends Scholarship Program

Be a hero and send three industry members to the conference who wouldn't otherwise be able to attend.

G-2) Networking with First Timers

Have the chance to meet and address 100+ first time conference attendees from the stage at this exclusive kick-off conference event.



SPONSORSHIP OPPORTUNITIES

G-3) On-Site Program Advertising - NEW!

We are opening up the conference program for a few **full-page ads**. Your message will be seen by all attendees as they look through the program many times over the course of three days

She Flies With Her Own Wings - \$750

F-1) Conference Mobile Site - NEW!

Your company name/logo prominently displayed every time an attendee uses the mobile site to see what workshop they are attending next, maneuver their way around the conference and much more!

- One full conference registration
- Discount on exhibit booth
- Pre-conference attendee list



F-2) Hotel Key Card - NEW!

From the moment attendees check into the headquarter hotel they will see your logo and continue to see it as they come and go.

- Pre-conference attendee list

F-3) Workshop Session Sponsor

Support a workshop or shirtsleeve session (4+ different topics per session) on Monday or Tuesday. Three sponsorship opportunities.

- Recognition from the podium as speakers are announced
- Recognition on signage outside room
- Pre-conference attendee list

F-4) Environmental Stewardship

Support the extra costs associated with having a light conference footprint: no plastic or disposable products or dishes, only real tableware and dishes, recycling stations all around the conference, etc.

- Signage around conference at multiple recycling stations
- Pre-conference attendee list

F-5) On-Site Program Advertising - NEW!

We are opening up the conference program for a few **half-page ads**. Your message will be seen by all attendees as they look through the program many times over the course of three days.

Pacific Golden Chanterelle - \$250



PG-1) Your Information Direct to the Attendees

The perfect opportunity to get your information into the hands of the attendees via the registration bag or out on the registration desk. If you are signing up for a full conference registration you can add this on for just \$200 (\$50 savings)!

Custom Sponsorships!

Have an idea that you don't see here? Let's talk. We have lots of ideas and would love to hear yours!

SPONSOR & EXHIBITOR LEVEL BENEFITS

	Douglas Fir	Western Meadowlark	Chinook Salmon	American Beaver	Oregon Pear	Oregon Grape	She Flies With Her Own Wings	Pacific Golden Chanterelle	Exhibitor	DMO Exhibitor
Full conference registration	2	1	1	1	1				✓	
Attendee registration discounted rate of \$250 for up to 2 additional people from your organization	✓	✓	✓	✓					✓	
Exhibit booth	✓	✓							✓	✓
Exhibit booth discount			Reduced by \$200	Reduced by \$175	Reduced by \$100					
Two-minute presentation from podium or show video	✓	✓		✓ (A-1 only)		✓ (G-2 only)				
NEW! Social media mentions pre-, during & post-conference	✓	✓	✓							
NEW! Pre-conference attendee communication	✓	✓	✓							
Seat at head table during your event/ acknowledgment from podium	✓	✓		✓ (A-1 only)						
Logo on conference bag or gift				✓ (A-2 only)						
Your organization's name on conference website with link to your website	✓	✓	✓	✓	✓	✓	✓		✓	✓
Your organization's description, website, Twitter, Facebook info in program	✓	✓	✓	✓	✓	✓	✓		✓	✓
Your organization's name on signage throughout conference	✓	✓	✓	✓	✓	✓	✓		✓	✓
Pre-conference attendee list provided	✓	✓	✓	✓	✓	✓	✓		✓	✓
Post-conference final attendee list provided	✓	✓							✓	✓
Your information distributed at your sponsored event	✓	✓	✓ (C-3 only)	✓ (A-1 only)	✓ (P-1 only)	✓ (G-2 only)				
Your organization's information distributed in registration bag or at registration desk		✓						✓		

EXHIBITOR OPPORTUNITIES

The Oregon Governor's Conference on Tourism exhibit area is a very popular gathering place for attendees to re-acquaint with old friends, strategize new partnership ideas, nibble on 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 \$8.8 billion tourism industry.

BENEFITS OF EXHIBITING

\$775 (by 2/15/13) **\$875** (beginning 2/16/13) *Includes one Conference Registration*

Two booth discount: \$1,295 (by 2/15/13) **\$1,495** (beginning 2/16/13)

Save \$255! Includes two Conference Registrations

- Early Bird benefits – your business listed on conference website for initial launch in January and on attendee postcard mailed in early February
- One (1) full conference registration (\$275 value) included with each exhibit booth (you will receive the code to register once you are paid in full)
- Up to two (2) additional full conference registrations at \$250, to send colleagues from your company, per exhibit booth (\$25 savings per registration if registered by 3/29)
- Pre-conference attendee list minimum of two weeks out (or earlier if requested)
- Post-conference attendee list with complete list of attendees and contact information
- Exhibit space includes 8' skirted table, linens, 2 chairs, standard electricity and wastebasket
- One-on-one time with the attendees at the following conference events:
 - First Timer's Event (exhibitors & sponsors only other invited guests)
 - Opening Night Reception held in exhibit area
 - All refreshment breaks held in exhibit area
 - Passing time between sessions (doors will remain open for you to do business!)

EXHIBIT SCHEDULE

(preliminary schedule – some details may change)

Exhibit Set-up:	Sunday, April 14	11:00 am – 3:00 pm
Exhibit Hours:	Sunday, April 14	3:30 pm – 6:30 pm*
	Monday, April 15	10:00 am – 10:25 am
	Monday, April 15	12:00 pm – 12:20 pm
	Monday, April 15	3:30 pm – 3:50 pm
	Tuesday, April 16	10:00 am – 10:20 am
	Tuesday, April 16	1:30 pm – 2:00 pm
Tear Down	Tuesday, April 16	2:00 pm – 4:00 pm

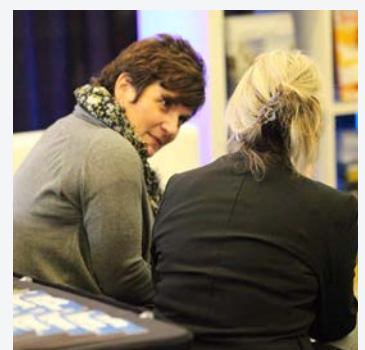
*Event in a separate room near the exhibits from 3:30-4:30 pm.

The Exhibitor shall be fully responsible to pay for any and all damages to property owned by the 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, 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, 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 Salem Conference Center, 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, Salem Conference Center, or any part thereof. The Exhibitor understands that the Salem Conference Center, the Grand Hotel 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 also serves as the official Exhibitor Prospectus.

DOOR PRIZES All exhibitors are encouraged to provide a gift with a minimum value of \$25.00 for the tradeshow door prize program. This program is designed to help get as many of the attendees to your booth as possible (and to get YOU their business cards!). It is the exhibitor's responsibility to collect names and business cards from attendees. Door prize winners will be drawn after the Tuesday morning refreshment break. Names of winners will be announced at the closing lunch general session. It will be the winner's responsibility to pick up the door prize at the exhibitor's booth by the close of the conference on Tuesday, April 16.

SHIPPING AND SET-UP We will provide all paid exhibitors with shipping and set-up information beginning in late January.

NEW DMO exhibit area in 2013: We are adding a special DMO exhibit area with a discounted rate of **\$350** (rate if you are also registering to attend the full conference for \$275; total price = \$625) or **\$450** (rate if you are not registering to attend the full conference). See the chart on page 5 for a list of benefits and contact us if you'd like more details!



SPONSORSHIP & EXHIBITOR APPLICATION

2013 OREGON GOVERNOR'S CONFERENCE ON TOURISM

April 14 – 16, 2013 | Salem Conference Center | Salem, Oregon

☐ SPONSOR*

If your sponsorship includes an exhibit booth, please fill out the exhibitor section too.

\$ _____

Please list the name and number of your sponsorship: _____

Briefly describe your product or service for booth placement purposes: _____

☐ EXHIBITOR*

☐ \$775 (by 2/15/13) ☐ \$875 (beginning 2/16/13) \$ _____

Two booth discount: ☐ \$1,295 (by 2/15/13) ☐ \$1,495 (beginning 2/16/13) \$ _____

☐ \$350 DMO exhibit area (plus \$275 full conference registration = \$625 total price)** \$ _____

☐ \$450 DMO exhibit area (without full conference registration)** \$ _____

There are a limited number of booths with electrical access and/or pipe & drape (for hanging banners) so please let us know below if you need either of these services. Booths with these services will be assigned on a first come, first served basis and you will be notified in advance about your booth amenities so you can plan accordingly.

I would like to have the following: ☐ Electricity ☐ Pipe & Drape (to hang banners behind your table)

Is there another exhibitor you would like to be near? Another exhibitor you do not want to be near? If so, please list:

Please let us know the name of each registrant associated with your sponsorship/exhibit booth:

1) First and last name: _____ (person included with package – one booth option)

2) First and last name: _____ (second person included with package – two booth option)

3) First and last name: _____ (first additional person at \$250 reduced registration rate)

4) First and last name: _____ (second additional person at \$250 reduced registration rate)

*Sponsors & exhibitors will receive a code via email to register online for the conference once paid in full. **DMO exhibit area limited to DMO's only. See top of page 6 for info.

TOTAL \$ _____

IMPORTANT INFORMATION TO BE INCLUDED IN CONFERENCE COMMUNICATIONS

(This information will be included in the on-site program and on the website.)

If you want different information to be included, please attach a separate sheet of paper with that information to your form.)

Exhibit Booth/Sponsorship Contact Person: _____ **Title:** _____

Organization Name _____ **Website:** _____

Phone: (____) _____ **Fax:** (____) _____ **Email:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Twitter address: @_____ **Facebook address:** facebook.com/_____

Once your application is processed, we will contact you to get additional information on your organization for the on-site conference program.

I accept the terms and conditions herein and all related rules and regulations governing exhibits of the conference as published in this exhibitor prospectus and that may be set by the Oregon Tourism Commission dba Travel Oregon and its agents.

Signature: _____ **Date:** _____

☐ **Yes, I will bring a Door Prize valued at \$25 or more.**

Please scan and email, mail, fax, walk or bike this application contract to:

MEDIAmerica Inc.

Attn: Oregon Governor's Conference on Tourism, 715 SW Morrison, Suite 800, Portland, OR 97205

email: ORTourismConference@mediamerica.net • Fax: 503.221.6544

Questions? Call 503.445.8824 or email us!

All Sponsors & Exhibitors will be emailed an invoice once the application is received.

A receipt will be sent once full payment is received.

Please mark 'Governor's Conference' on your check when you send it to us. Thank you!

OregonTourismConference.com

OFFICE USE ONLY

date app rec'd _____

inv # _____

pd _____ ck# _____ cc _____

conf email sent _____

reg code sent _____

final conf sent _____

Sp _____ Exh _____



Oregon Governor's Conference on Tourism
250 Church Street SE, Suite 100
Salem, OR 97301

"Thank you again for a fantastic conference. I attend many Governor's conferences and Oregon's always stands out!!

Looking forward to next year!"

- Long time exhibitor

"Many thanks to you and all of the great staff at Travel Oregon for allowing us to participate in the conference.

Not only was it a great experience professionally but I also learned a lot and left the conference totally inspired for my new tourism marketing role."

- First-time sponsor/exhibitor

"Just wanted to say GREAT JOB on the conference. Thanks so much for where our booth was located. Good high traffic area!

I had a great time, learned a ton & got to meet a bunch of new people. Thank you for making me feel so welcome!"

- First-time exhibitor

Important Sponsor & Exhibitor Deadlines

- | | |
|--------------------|---|
| February 15 | Last day to get an exhibit booth at early bird rate |
| February 16 | Exhibitor rates increase today |
| March 15 | Deadline for Sponsors & Exhibitors to get logos, company descriptions, etc. into Travel Oregon for inclusion in on-site program |
| March 22 | Final deadline for MEDIAmerica to receive Sponsor & Exhibitor payments |
| March 29 | Sponsor & Exhibitor attendee online registration deadline is midnight |

To help plan your journey to Salem:

- **Traveling to Salem by Train:**
The Salem Amtrak stop is a mile and a half from the headquarter hotel & conference site. You can walk it in 20 minutes or less, take a short cab ride over or you can call the Grand Hotel at (503) 540-7800 once you have arrived at the Salem station and they will send a van to pick you up. For train information: www.Amtrak.com
- **Traveling to Salem by Car:**
Via I-5: Located in the heart of the Willamette Valley, Salem is just an hour South of Portland, or North of Eugene, via I-5.
- **Traveling to Salem by Air:**
Salem is located directly between two airports:
-Portland International Airport (PDX) www.flyPDX.com
-Eugene Airport/ Mahlon Sweet Field (EUG) www.flyEUG.com
- **Traveling to Salem by Bike:**
www.google.com/maps
(choose bike option for receiving directions)

Who to Contact

For Sponsor & Exhibitor Information:
MEDIAmerica
(New 2013 Governor's Conference sales partner)
503.445.8824
ORTourismConference@mediamerica.net

For General Conference Information:
Carole Astley, CMP
Senior Manager, Industry & Visitor Services
Travel Oregon
503.967.1563
Carole@TravelOregon.com