

OREGON GOVERNOR'S CONFERENCE ON TOURISM

Sponsor & Exhibitor
Partnership Opportunities

April 12-14, 2015
Hilton Eugene • Oregon



OREGON GOVERNOR'S CONFERENCE ON TOURISM

April 12-14, 2015 Hilton Eugene • Oregon



November 2014

Dear Travel & Tourism Industry Partner,

We look forward to seeing you April 12-14, 2015 at the Oregon Governor's Conference on Tourism at the much-loved Hilton Eugene.

The state's premier travel and tourism industry event has become known as the go-to place for the latest ideas in development, social media, marketing and other topics important to you, your organization and community for over 30 years.

Over the course of three days, you'll enjoy inspiration and collaboration through networking with your tourism peers throughout the state. Moreover, you'll learn how to tap into the economic success of travel and tourism in the state through insight gained at educational sessions with valuable tips from industry experts.

Oregon's communities are powered by travel and we want to support your continued success. As part of recognizing the power of alignment between partners, participation in the conference will give you the opportunity to:

- Network with 450+ like-minded travel and tourism professionals
- Build (and strengthen) important relationships and partnerships
- Share best practices and success stories, and discover what hasn't worked
- Learn how to leverage the latest technology and innovation to grow your business
- Show your support of the state's \$9.6 billion tourism industry that employs nearly 94,000 Oregonians (and find out how to get more of that pie!)

We look forward to sharing the love of this great state with you in Eugene in 2015. Whether you support the conference as a sponsor, exhibitor or attendee, we hope you'll explore the partnership opportunities presented here and let us know how we can help you find the perfect fit for your marketing and sales goals no matter your budget.

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 • Industry.TravelOregon.com
OREGON. WE LOVE DREAMERS.®



Benefits of Partnering

- Seeing all of your Oregon customers (and potential customers) in just three-days time
- Build and strengthen partnerships amongst the 450+ tourism industry professional attendees
- The opportunity to get your information directly to industry leaders and decision makers from the stage, face-to-face from your booth, through targeted attendee communication and social media channels*
- Exclusive access to important attendee contact information (build your leads database!)

Conference Registration Information

Sponsors & Exhibitors will receive a separate registration code via email beginning mid-January (or after you have confirmed your partnership details and payment) if your package includes a conference registration.

Attendee registration begins mid-January at OregonTourismConference.com

Who to Contact

For Sponsor & Exhibitor Information:

MEDIAmerica

503.445.8824

ORTourismConference@mediamerica.net

For General Conference Information:

Carole Astley, CMP

Travel Oregon

503.967.1563

Carole@TravelOregon.com

Hotel Reservations

Hilton Eugene

Sponsor and Exhibitor Partners will receive overnight room discounted reservation information in December 2014. Attendees will receive reservation information beginning January 2015.

Standard Guestroom\$114 single

[Reserving through the Hilton Eugene](#) and staying in the conference room block helps us keep conference costs down. The Hilton offers many amenities including access to the hotel fitness room and pool and free parking to overnight guests.

*Sponsor and exhibitor benefits vary depending on partnership level. See pages 4-6 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.)

Saturday, April 11

All Day	Optional pre-conference activities
All Day	Optional industry meetings

Sunday, April 12

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	Opening Reception
6:30 – 9:00 pm	Dinner and Awards Ceremony
9:00 pm	Late night fun at the Hilton

Monday, April 13

6:30 am	Fun run, walk and bike ride
8:00 – 9:20 am	Opening breakfast general session
9:30 – 10:20 am	Exhibitor break
10:30 – 11:30 am	Mid-morning general session
11:40 am – 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	Workshops – Session II
6:00 – 9:00 pm	Night out in Eugene
9:00 pm	Late night fun at the Hilton

Tuesday, April 14

Wear your business or community logo attire day

8:00 – 9:30 am	Breakfast general session
9:40 – 10:20 am	Exhibitor break
10:30 – 11:50 am	Workshops – Session III
12:00 – 1:30 pm	Closing lunch general session
1:40 – 2:00 pm	Final exhibitor break
2:00 – 4:00 pm	Exhibit Tear Down

Bold items above are the key events happening in the exhibit 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 as the booths will be in the main attendee thoroughfare. *First Timers' is in a separate room near the exhibit area.

SPONSORSHIP OPPORTUNITIES

We are happy to announce several new partnership opportunities and increased benefits this year! All sponsors and exhibitors will have a link to their business on the conference website and recognition on signage throughout the conference.

Sponsorship opportunity highlights are listed below. See the chart on page 7 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 keynote speakers.



- Address all attendees from stage and/or show video
- Exhibit booth with VIP placement
- Two full conference registrations
- Highest recognition level via communication channels pre-, during & post-conference to attendees
- Info or gift to each attendee at sponsored session (optional)

Sponsorship Opportunities: 2

Western Meadowlark - \$3,500

W-1) Opening Night Reception

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



- Your logo/name at bars and food stations
- Hand out drink tickets to personally meet each attendee from a prominent location near registration, or if you're an exhibitor, from your booth
- Recognition from the podium or able to show short video
- Exhibit booth with VIP placement and one full conference registration
- Info can be placed at registration

Sponsorship Opportunity: 1

W-2) Tourism Industry Achievement Awards Ceremony and Dinner

Recognition at this very special opening night Awards Ceremony and Dinner.

- Address all attendees from stage and/or show video during the dinner
- Exhibit booth with VIP placement and one full conference registration
- Recognition to attendees on award nomination forms and website
- Info can be placed at registration

Sponsorship Opportunity: 1

W-3) Wrap Up the Elevators

Display your ad in a large way by sponsoring the elevators. Your ad will be wrapped to cover the entire front of the main conference hotel elevators. Attendees will remember your organization long after the conference ends.

NEW OPTION
IN 2015!

- Your ad wrapped on (3) conference hotel elevators (Ad specs will be provided separately. You supply the ad.)
- Exhibit booth with VIP placement and one full conference registration
- Pre-conference attendee list

Sponsorship Opportunity: 1

Chinook Salmon - \$3,000

C-1) Name Badge

See your organization name on every attendee for 3 days.

*For an approximate additional fee of \$600 your logo can be added to conference lanyards as well.



- Logo on each name badge
- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunity: 1

C-2) On-Site Program

Your organization's full-page message on either the back cover or inside the front or back cover of the on-site program (you provide camera-ready artwork).

- One full page color ad - 3.75" w x 8.25" h
- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunities: 2

C-3) Experience Eugene!

Sponsor the wildly popular Monday night event where attendees get to experience Eugene up close and personal! You'll receive lots of recognition as we promote this evening in various ways pre-, during and post-conference.

- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunities: 2

C-4) Conference Centerpieces

Your organization's logo/message displayed on tables at each of the general sessions. (No additional cost to you, centerpiece provided by conference.)

- Opportunity to be in front of 450+ attendees
- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunity: 1

American Beaver - \$2,600

A-1) Monday Night Transportation

Be recognized as we transport attendees from the conference site to the off-site event. Your organization will be recognized verbally by each of the bus hosts over the microphone to all the attendees as well as on bus signage. Attendees will be grateful for your generosity when they don't have to drive to and from the venue and can just concentrate on having a great time!



- One full conference registration
- Discount on exhibit booth

A-2) Registration Bag or Gift

Your logo alongside the Travel Oregon logo on the conference bag. Your information/brochure stuffed in the bags. (You will need to provide the bags.)

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

Sponsorship Opportunity: 1

A-3) Conference Social Wall

Display your banner ad on the conference social wall along with the continuous Twitter and Instagram feeds of the #ORGC conversations and posts. The Social Wall will be displayed in multiple places at the conference. (You will provide banner ad.)

- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunity: 1

A-4) Oregon Bounty

Be recognized with your logo on Monday and Tuesday's general session menu cards placed on all attendee tables. Menu cards will describe the delicious details of the Oregon Bounty being served.

- Recognition in front of 450+ attendees at each meal
- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunity: 1

NEW OPTION
IN 2015!

SPONSORSHIP OPPORTUNITIES

Oregon Pear - \$2,000

P-1) All Beverage & Snack Breaks

Recognition at all attendee breaks on Monday & Tuesday.

- Your organization's logo displayed at multiple break areas
- One full conference registration
- Discount on exhibit booth

Sponsorship Opportunity: 1

P-2) Photo Booth Backdrop

Display your logo on the photo booth backdrop that will be used for many fun photo-ops throughout the conference.

- Your organization's logo prominently displayed on the conference photo booth backdrop
- One full conference registration
- Discount on exhibit booth (if separate from photo booth)

Sponsorship Opportunities: 2

P-3) Conference Mobile Site

Brand the conference mobile site with your company's logo or banner ad for all attendees to see as they use the mobile conference site pre-, during, and post-conference. (You provide the banner ad.)

- Your organization's banner ad on conference website pre-, during and post-conference for a set amount of time
- One full conference registration
- Discount on exhibit booth

P-4) Carbon Offset Program

Your sponsorship allow 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 Eugene.

- Special signage recognition at registration
- Opportunity to have information at registration

P-5) Networking with First Timers

Have the chance to meet 150+ first time conference attendees personally at this exclusive event. Be the one to greet first-time attendees, Travel Oregon staff and Commissioners while handing out drink tickets for this kick-off conference event.

- Address all first time attendees from podium and/or show video

Sponsorship Opportunity: 1

Oregon Grape - \$1,000

G-1) Industry Friends Scholarship Program

Be a hero and send three folks from the travel and tourism industry that wouldn't otherwise be able to attend the conference. You can select attendees or we can do it for you.

Sponsorship Opportunities: Unlimited

G-2) Stay Connected

Sponsor the free Wi-Fi and charging stations around the conference. Your name/logo prominently displayed for all to see. You will have many thankful attendees singing your praises!

Sponsorship Opportunities: 2

G-3) Hotel Key Card

From the moment attendees check into the Hilton Eugene they will see your organization name and continue to think of you as they come and go.

Sponsorship Opportunity: 1

She Flies With Her Own Wings - \$750

F-1) Workshop Session Sponsor

Support a pre- or conference session. Have the opportunity to address attendees in one session during your sponsored timeframe. Your logo and/or banner will be displayed for attendees to see.

Sponsorship Opportunities: 7



NEW OPTION
IN 2015!

F-2) Environmental Stewardship

Your support allows the conference to have as light a footprint as possible by using real tableware and dishes (no plastic!), using locally grown food when possible and making recycling opportunities available where ever possible at the conference.

Sponsorship Opportunity: 1

Oregon Hazelnut - \$500

H-1) In-Room Attendee Opportunity

An opportunity to sponsor the in-room gift basket delivered to each attendee's hotel room at the Hilton Eugene. Add a personalized sponsor note and item and we will take care of the rest. This special opportunity allows you to reach the attendees in their room as they relax and are away from the rest of the conference messaging. Think Oscars swag bags!

*See Pacific Golden Chanterelle for additional details on product donations.

Sponsorship Opportunities: 2

Pacific Golden Chanterelle - \$100

PG-1) In-Room Gift Basket Product Donation

Take advantage of this opportunity to add your product to the in-room gift basket delivered to all conference attendees staying at the Hilton Eugene. Space and products are limited.

On-Site Program Advertising

Have your message seen by all the attendees as they use the conference program many times over the course of three days (you provide camera-ready artwork).

See the "She Flies With Her Own Wings" sponsor level for list of other benefits advertisers receive.

\$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]

Official Conference Culinary Sponsor

Just like the Olympics, we too have an opportunity for you to become the official conference culinary sponsor! Whether it is Oregon coffee, beer, wine, cider, spirits, pears, cheese or more, get your culinary product in front of the tourism industry! Prices vary depending on the individual conference event. If you really want to go big, become a culinary sponsor of the entire conference and showcase your food or beverage at all conference events. We look forward to working with you on how we can get you the most exposure to this important audience for your Oregon company!

Custom Sponsorships

Have an idea that you don't see here? Let's talk. We would love to hear your ideas and get creative with what works best for your organization!

NOTE: Some of the sponsor information may change slightly as the conference agenda is finalized. First priority is given to returning exhibitors and sponsors.



NEW OPTION
IN 2015!



NEW OPTION
IN 2015!

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, 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 \$9.6 billion tourism industry. We have a high rate of return exhibitors and they tell us it is because they are pleased with the exposure their business receives as well as the lead generation amongst the 450+ travel & tourism industry attendees and the many hours of conference networking time.

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

- First Timers' Event – 150+ attendees
- Opening Night Reception held in exhibit area
- All refreshment breaks held in exhibit area
- Passing time between sessions

EXHIBITOR OPTIONS

Standard Exhibitor

\$775 (by February 20) | **\$875** (beginning February 21)

- Includes a skirted table (against a back wall) with pipe and drape available behind table to hang materials
- Includes small space in front of booth in which to stand
- Includes one Conference Registration
- Space can accommodate a regular sized banner located within your booth

NEW OPTION
IN 2015!

Exhibitor with Space for a Backdrop

\$825 (by February 20) | **\$925** (beginning February 21)

- Includes a skirted table (no pipe and drape behind table to accommodate backdrop)
- Extra space available behind your table to accommodate up to a 12' wide backdrop/banner
- Includes small space in front of booth in which to stand
- Includes one Conference Registration
- LIMITED AVAILABILITY! Act fast to reserve this booth type

NEW OPTION
IN 2015!

Exhibitor in Center Aisle

\$675 (by February 20) | **\$775** (beginning February 21)

- Includes a skirted table located in a center aisle (NOTE: This option has no wall or ability to but up a banner or backdrop)
- Includes small space in front/to the side of table
- Table located in high traffic area of exhibits
- Includes one Conference Registration

Destination Marketing Organization (DMO) Exhibitors

\$350 (by February 20) | **\$450** (beginning February 21)

- Similar benefits to other exhibitor booth types
- MUST purchase one Conference Registration in order to qualify for the discounted DMO Exhibitor rate
- DMO booths are limited (first come, first served) and available in specific locations only in exhibit area



ADDITIONAL BENEFITS

- Up to two (2) additional full conference registrations per exhibit booth can be added on for people from your same organization (if purchased by February 20)
you can send other colleagues from your same organization (if purchased by February 20 only)
- Pre-conference attendee list minimum of two weeks out (or earlier if requested)
- Post-conference attendee list complete with email addresses (if permission provided by attendees)
- Free WiFi available in exhibit area and for an additional charge hard-wired internet is available in some locations. Standard electricity available in some booth locations. Select these options on your application form.

EXHIBIT SCHEDULE

(preliminary schedule – some details may change)

Exhibit Set-Up	Sunday, April 12	11:00 am – 3:00 pm
Sunday, April 12	3:30 pm – 4:30 pm 4:30 pm – 6:30 pm	First Timers' Event* Opening Reception
Monday, April 13	9:30 am – 10:20 am 11:40 am – 12:20 pm 3:30 pm – 3:50 pm	Exhibitor Break Exhibitor Break Exhibitor Break
Tuesday, April 14	9:40 am – 10:20 am 1:40 pm – 2:00 pm	Exhibitor Break Final Exhibitor Break
Exhibit Tear Down	Tuesday, April 14	2:00 pm – 4:00 pm

*First Timers' Event is in a separate area near the exhibits.

The Sponsor and/or Exhibitor (referred to as Exhibitor here) shall be fully responsible to pay for any and all damages to property owned by Hilton Eugene, Davidson Hotel Company, 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 Hilton Eugene, 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, Hilton, or any part thereof. The Exhibitor understands that Hilton 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 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 contact information!).

The best part of
the conference is . . .

“Meeting and getting to
know travel professionals
and making connections
that will help us
build our business.”

2014 CONFERENCE ATTENDEE

PARTNER BENEFITS

HOW DO I SIGN UP?

So you want to sponsor or exhibit at the conference? Great!

We have moved our application process online. Please contact our sales team at MEDIAmerica for access to the online application form. You will be prompted to select a payment option during the process. Your partnership of the conference will not be solidified until your online application has been completed and submitted.

MEDIAmerica

503.445.8824

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)	She Flies With Her Own Wings (F) and Advertisers	Oregon Hazelnut (H)	Pacific Golden Chanterelle (PG)	Exhibitor
Full conference registration	2	1	1	1	1					1
Attendee registration discounted \$260 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)		✓ (F-1 only)			
Seat at reserved table during your event and/or acknowledgment from podium	✓	✓ (W-1 & 2 only)								
Your organization's name and logo on conference website with link to your website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your organization's description, website, social media 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	✓				✓ (P-2 only)		✓ (F-1 only)			
Your organization's information distributed in registration bag or at registration desk		✓	✓	✓	✓ (P-1, 3, 4 & 5 only)		✓ (F-2 only)			
Your product distributed in attendee rooms								✓	✓	

*Discounted registration rate
deadline is February 20.



OregonTourismConference.com

2014 attendees had this to say about the best part of the conference:

"I expected the most important part to be what I would learn in the workshops (and it was indeed valuable), but I think ultimately, talking to the exhibitors and building relationships was the best part of the conference for us."

"Exhibiting and networking. That portion was excellent and I feel I came home with good contacts, strong leads and motivation for tourism in Oregon."

"Getting to know the other players in the industry and building relationships."

"Networking with potential clients and project partners. Being able to re-connect with my tourism friends that I only see once a year. Governor's Conference is always a good segue to building new clients for my business. Thank you for the opportunity to do so!"

"Having all of the critical people statewide in one place to facilitate those conversations and networking for follow up after the Conference."

"Reconnecting and make new connections is always at the top of the list, but I felt like the sessions I attended gave me new insights and enthusiasm for projects that have not been as high on the priority list as maybe they could be for our destination."

Important Sponsor & Exhibitor Deadlines

- January 6** Your company or organization listed on conference website for initial attendee registration launch if your sponsor or exhibitor package finalized by today
- February 20** Last day to get an exhibit booth at early bird rate
- February 21** Exhibitor rates increase \$100 today
- March 20** Deadline for Sponsors & Exhibitors to get logos, etc. to Travel Oregon for inclusion in on-site program
- March 20** Final Sponsors & Exhibitor payments due to Travel Oregon
- April 6** Attendee registration (separate step from your Exhibitor/Sponsor registration) deadline is midnight

To help plan your journey to Eugene

- **Traveling to Eugene by Train**
The Eugene Amtrak station is a few minute walk from the headquarter hotel & conference site. You can walk it in 5 minutes or less or take a short cab ride over. For train information: www.Amtrak.com
- **Traveling to Eugene by Car**
The Hilton Eugene is located a few blocks off Interstate-105 in downtown Eugene, about 60 minutes south of Salem. For maps and directions, visit: <http://www3.hilton.com/en/hotels/oregon/hilton-eugene-EUGEHHF/maps-directions/index.html>
- **Traveling to Eugene by Air**
The Mahlon Sweet airport (15 minutes from the Hilton Eugene) is served by United Airlines and Alaska Airlines/Horizon, Delta, Allegiant, Fly Frontier and American Airlines. For details on flights and ground transportation options, visit: <http://www.flyeug.com/>
- **Traveling to Eugene by Bike**
www.google.com/maps (choose bike option for receiving directions)

Who to Contact

For Sponsor & Exhibitor Information:

MEDIAmerica
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

OregonTourismConference.com