

An aerial photograph of a dense evergreen forest. A river flows through the center, featuring a large, vibrant blue pool of water and several white-water rapids and falls. The surrounding forest is lush and green, with some bare tree trunks visible.

— OREGON — GOVERNOR'S CONFERENCE ON TOURISM

Sponsor & Exhibitor
Partnership Opportunities

April 14 – 16, 2019

EUGENE

TRAVEL



OREGON



NOVEMBER 2018

Dear Travel & Tourism Industry Partner,

This year we celebrate the 35th annual Oregon Governor's Conference on Tourism. Our vision for this event is to educate and connect tourism stakeholders and business partners, advancing alignment for a healthy Oregon tourism ecosystem, which inspires travelers to visit Oregon.

Your support of this conference as a sponsor or exhibitor partner ensures we are able to serve the broadest array of travel and tourism industry professionals from across the state. Every one of you in this industry helps to increase visitation to Oregon and boost the positive statewide economic impact. Collectively, we not only create a powerful economic driver, we support each other, our businesses, our communities and we enhance the visitor experience when they come to Oregon.

Please join us April 14–16, 2019 at the Oregon Governor's Conference on Tourism at the Hilton Eugene.

Participation in the conference will provide you the opportunity to:

- Network with 500+ travel and tourism professionals
- Cultivate and strengthen relationships within the industry
- Share best practices and success stories
- Learn the latest in technology and innovation to grow your business
- Show your support of the state's \$11.8 billion tourism industry that employs more than 112,000 Oregonians and tap into the economic engine of the travel and tourism industry

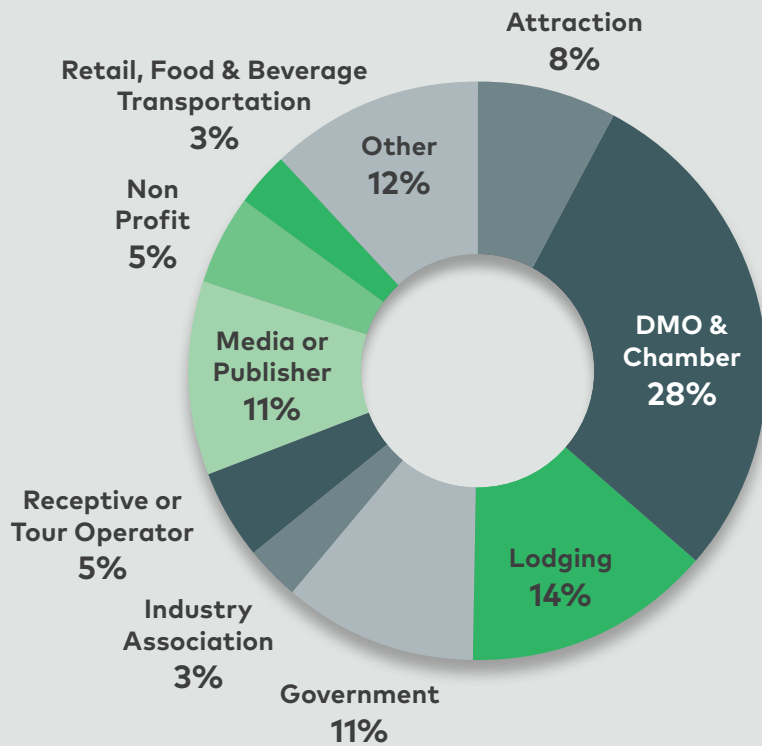
Whatever your level of participation, we know your contribution to this conference will bring significant returns on investment as well as the benefit of being further invested with the people and places of our state. We look forward to seeing you in Eugene in April!

TODD DAVIDSON

Todd Davidson
Chief Executive Officer



Who Attends



Conference Mission Statement

The Oregon Governor's Conference on Tourism brings the industry together to educate, inspire and connect tourism stakeholders and business partners. Through innovative programming, we help advance, guide and align Oregon's seven diverse tourism regions.



Benefits of Partnering¹

- **Build** brand awareness of your product or destination among industry leaders
- **Strengthen** existing and build new partnerships among the 500+ industry attendees
- **Your organization's** name, logo, website and social media info on conference website & mobile app
- **Exclusive** access to attendee contact information (build your database!)
- **Deliver your message** directly to industry leaders and decision makers before and/or after the conference through targeted attendee communications
- **Show your commitment** to the \$11.8 billion tourism industry that employs more than 112,000 Oregonians

Conference Registration Information

Attendee registration opens February 2019.

Registration rates and details can be found at OregonTourismConference.com.

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

Hotel Reservations

HILTON EUGENE

Secure your partnership early and receive details on how to book your room at the conference headquarter hotel before the conference room block opens to attendees in February. Information will be included in your Partnership Confirmation email. Preliminary hotel reservation information can be found at OregonTourismConference.com.

Room Type & Rates

Standard: \$144 (single or double)

Reserving through Hilton Eugene and staying in the conference room block helps us keep conference costs down. The Hilton offers many amenities including: complimentary WiFi in all guestrooms, access to the hotel business center, pool, fitness center, room service, complimentary on-site parking and complimentary shuttle service to/from the Eugene Airport and Eugene Amtrak station.

Who to Contact

For Sponsor & Exhibitor Information

Lisa Itel, Director of Strategic Partnerships
(503) 967-1564 | Lisal@TravelOregon.com

For General Conference Information

Kendra Perry, CMP, Industry Services Coordinator
(503) 967-1561 | Kendra@TravelOregon.com

Preliminary Conference Agenda

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

Saturday, April 13, 2019

All Day	Optional pre-conference activities
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All Day	Optional industry meetings
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Sunday, April 14, 2019

8 a.m. – 3 p.m.	Optional industry meetings
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11 a.m. – 3 p.m.	Exhibitor Set-up
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12:30 p.m. – 3:30 p.m.	Oregon Tourism Commission Meeting
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3:30 p.m. – 4:30 p.m.	First Timers' Event²
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6 p.m. – 8 p.m.	Evening Event
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Monday, April 15, 2019

6:30 a.m.	Fun Run and Walk
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7:30 a.m. – 8:30 a.m.	Breakfast Pavilion Open
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8:45 a.m. – 10 a.m.	Opening General Session
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10 a.m. – 10:30 a.m.	Exhibitor Break
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10:40 a.m. – 12 p.m.	Workshops – Session I
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12:10 p.m. – 1:30 p.m.	Lunch General Session
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1:40 p.m. – 3 p.m.	Workshops – Session II
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3 p.m. – 5 p.m.	Exhibitor Break & Appointments
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6 p.m. – 9 p.m.	Evening Event
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Tuesday, April 16, 2019

7:30 a.m. – 8:30 a.m.	Breakfast Pavilion Open
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8:45 a.m. – 10 a.m.	General Session
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10 a.m. – 10:40 a.m.	Exhibitor Break (Door prize winners selected by exhibitors)
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10:50 a.m.–12:10 p.m.	Workshops – Session III
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12:20 p.m. – 1:30 p.m.	Closing Lunch General Session (Door prize winners announced)
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1:30 p.m. – 2 p.m.	Final Exhibitor Break (Door prize winners collect their items)
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2 p.m. – 4 p.m.	Exhibitor Tear Down
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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.

¹ Benefits vary depending on partnership level (see pages 5-10 for complete listing)

² First Timers' Event is in a separate room from the exhibits

SPONSORSHIP OPPORTUNITIES

Title Sponsor \$25,000—NEW

Be the exclusive overall conference sponsor with the highest level of exposure pre-, during and post-conference.

- Exclusive customized promotion opportunities that will put you in front of Oregon's consumer and/or industry audience, giving you the marketing exposure you are looking for
- Opportunity to have a VIP lounge (expanded double booth size) in a prominent location near the conference registration (\$2,000 value)
- Your logo on all conference-branded marketing
- Opportunity to have conference programming or a special event in your lounge at a designated time (we will work with you on specific programming)
- Opportunity to display a digital banner ad on the conference mobile app
- Three-minute presentation/video from the stage
- Reserved seating for your group at each general session
- Four full conference registrations (\$1,800 value)
- Up to two additional attendees from your organization at discounted rate (up to \$150 savings)
- Up to five guest passes to both the Sunday and Monday evening events – invite clients, staff, partners (up to \$750 in savings)
- Opportunity to place a banner ad in pre- and post-conference attendee communications
- Opportunity to provide a gift to each attendee

SPONSORSHIP OPPORTUNITY: 1

Night Out in Eugene \$15,000—NEW

This event showcases local community, food and beverage and is one of the most anticipated events of the conference.

- Opportunity to have a VIP lounge (expanded double booth size) in a prominent location at the event
- Opportunity to greet each attendee and hand out drink tickets upon arrival
- Your logo prominently displayed at the event
- Opportunity to display a digital banner ad on the conference mobile app
- Two full conference registrations (\$900 value)
- Up to five guest passes for the Night Out Event (\$375 value)

SPONSORSHIP OPPORTUNITY: 1

Breakfast Pavilion \$10,000—NEW

Be the rockstar sponsor of this reception-style networking breakfast before the conference programming begins for the day.

- Opportunity to greet each attendee upon arrival
- Opportunity to have a pop-up booth presence during your sponsored event
- Your organization recognized on signage and on stage the day of your sponsored event
- Two full conference registrations (\$900 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$150 savings)
- One standard exhibit booth with VIP placement (\$950 value)

SPONSORSHIP OPPORTUNITIES: 2

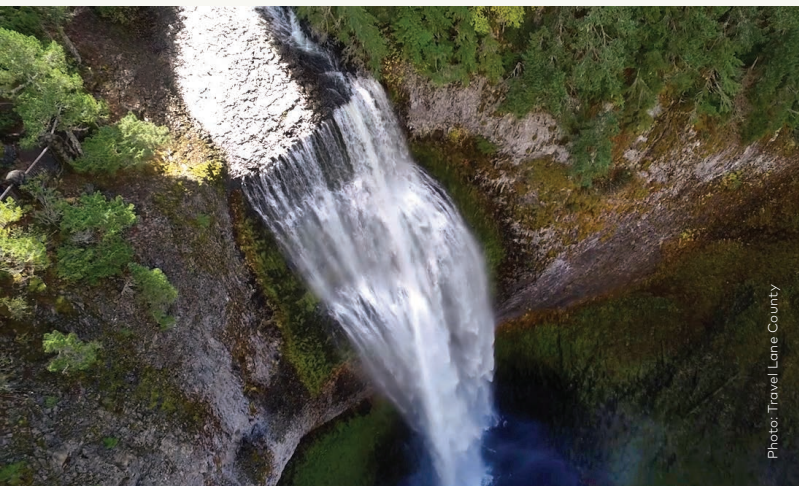


Photo: Travel Lane County



Western Meadowlark \$7,500

Benefits at this level include:

- Two full conference registrations (\$900 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$150 savings)
- One standard exhibit booth with VIP placement (\$950 value)

■ Keynote Speaker

In addition to the Western Meadowlark benefits listed, this sponsorship includes:

- Customized promotion opportunity that will put you in front of Oregon's consumer and/or industry audience, giving you the marketing exposure you are looking for
- Opportunity to address attendees from the stage with a three-minute talk or video at your sponsored event
- Reserved seating for your group at your sponsored event

SPONSORSHIP OPPORTUNITIES: 4

■ Oregon's Travel & Tourism Industry Achievement Awards

In addition to the Western Meadowlark benefits listed, this sponsorship includes:

- Opportunity to address attendees from the stage with a three-minute talk or video at your sponsored event
- Reserved seating for your group at your sponsored event
- Your logo displayed on the online award nomination form for pre-conference exposure, on the cover of the on-site awards program and on the awards presentation
- Your logo displayed on the photo backdrop used for award recipients' photographs for a lifetime of memories
- Opportunity to greet each attendee and hand out awards programs as they arrive

SPONSORSHIP OPPORTUNITY: 1

■ Name Badges & Lanyards

In addition to the Western Meadowlark benefits listed, this sponsorship includes:

- High visibility with your organization's logo printed on all 500+ attendee name badges and lanyards (if secured by March 11, 2019)
- Your logo prominently displayed on the registration check-in kiosks—the first thing attendees see upon arrival

SPONSORSHIP OPPORTUNITY: 1



Chinook Salmon \$5,000

Benefits at this level include:

- One full conference registration (\$450 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$150 savings)
- One standard exhibit booth (\$950 value)

■ Evening Reception

In addition to the Chinook Salmon benefits listed, this sponsorship includes:

- Your logo displayed at your sponsored event, including reception bars and food stations
- Opportunity to greet each attendee and hand out drink tickets during your sponsored event
- Opportunity to address attendees from the stage with a three-minute talk or video at the next general session

SPONSORSHIP OPPORTUNITY: 1

■ Charging Stations

In addition to the Chinook Salmon benefits listed, this sponsorship includes:

- Your message/logo prominently displayed on the charging stations around the conference and at the Night Out in Eugene Event
- Your exhibit booth placed in a high traffic area near the charging stations
- Your organization mentioned from the stage

SPONSORSHIP OPPORTUNITY: 1

■ Networking with First Timers

In addition to the Chinook Salmon benefits listed, this sponsorship includes:

- Opportunity to address 130+ first-time conference attendees, Oregon Tourism Commissioners, Travel Oregon staff, conference sponsors and exhibitors from the microphone or show a three-minute video at your sponsored event
- Opportunity to greet each attendee and hand out drink tickets
- Your organization's collateral available to attendees at your sponsored event

SPONSORSHIP OPPORTUNITY: 1

■ Night Out Transportation

In addition to the Chinook Salmon benefits listed, this sponsorship includes:

- Your organization recognized by Travel Oregon staff on each bus headed to the Night Out in Eugene (either your organization's description or short video, depending on bus capabilities)
- Opportunity to greet attendees as they get on and off buses
- Your organization mentioned from the stage

SPONSORSHIP OPPORTUNITY: 1

■ Stay Connected

In addition to the Chinook Salmon benefits listed, this sponsorship includes:

- Your organization's logo on WiFi and mobile app signage all around the conference and in the on-site program
- 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 digital banner ad featured in the conference mobile app
- Opportunity to send two targeted messages through the app to all attendees during the conference

SPONSORSHIP OPPORTUNITIES: 2



American Beaver \$3,000

Benefits at this level include:

- One full conference registration (\$450 value)
- Up to two additional attendees from your organization at a discounted rate (up to \$150 savings)

■ General Session Table Display

In addition to the American Beaver benefits listed, this sponsorship includes:

- Your logo/short message displayed in front of 500+ attendees on all general session tables for the duration of the conference

SPONSORSHIP OPPORTUNITY: 1

■ Conference Social Wall

In addition to the benefits listed, this sponsorship includes:

- Your organization recognized by 500+ attendees with your banner ad on the popular conference social wall displaying a continuous Twitter and Instagram feed of the #ORGC19 conversations and posts

SPONSORSHIP OPPORTUNITY: 1

■ Industry Awards Beverages—NEW

Exclusive beverage sponsor rights at the Travel & Tourism Industry Achievement Awards.

In addition to the American Beaver benefits listed, this sponsorship includes:

- Your organization's logo displayed on all dinner tables along with the sponsored beverages
- Your organization mentioned from the stage

SPONSORSHIP OPPORTUNITY: 1

■ Coffee & Tea Bar—NEW

Be the caffeine superhero, ensuring the coffee and tea bar remains open for the duration of the conference.

In addition to the American Beaver benefits listed, this sponsorship includes:

- Your organization's logo displayed at all coffee & tea bars on your sponsored day

- Your organization's collateral available to attendees at all coffee & tea bars on your sponsored day

SPONSORSHIP OPPORTUNITIES: 2

■ Attendee & Exhibitor Registration and Information Area—NEW

In addition to the American Beaver benefits listed, this sponsorship includes:

- Your organization's logo displayed at the on-site and exhibitor registration and information services area
- Opportunity to greet each attendee as they check-in on Sunday

SPONSORSHIP OPPORTUNITY: 1

■ Late Night Amenity Station—NEW

Brand the Sunday night amenity station—a place where attendees can grab snacks as they head to their rooms for the night.

In addition to the American Beaver benefits listed, this sponsorship includes:

- Opportunity to greet each attendee as they 'shop' the amenity station
- Your organization's logo prominently displayed at the amenity station in the headquarter hotel's lobby
- Opportunity to include a branded item from your organization in the amenity station

SPONSORSHIP OPPORTUNITY: 1

■ Workshops Session

In addition to the American Beaver benefits listed, this sponsorship includes:

- Opportunity to address attendees in one of the four workshops during your sponsored session on either Monday or Tuesday
- Opportunity to show a two-minute video in the other three workshops during your sponsored session
- Your organization's logo displayed in each workshop during your sponsored session
- Opportunity to display your collateral at each workshop during your sponsored session

SPONSORSHIP OPPORTUNITIES: 3

SPONSORSHIP OPPORTUNITIES

Oregon Pear \$2,000

Benefits at this level include:

- One full conference registration (\$450 value)

■ Oregon Bounty

In addition to the Oregon Pear benefits listed, this sponsorship includes:

- Your organization recognized in front of all the attendees for helping the conference provide locally sourced ingredients for the Monday or Tuesday lunch

SPONSORSHIP OPPORTUNITIES: 2

■ Wrap the Conference

In addition to the Oregon Pear benefits listed, this sponsorship includes:

- One wrap of your organization's artwork/message displayed around the conference (examples: outside the elevator doors, large window clings, pillars, floors)

SPONSORSHIP OPPORTUNITIES: UNLIMITED

■ Exhibitor Break

In addition to the Oregon Pear benefits listed, this sponsorship includes:

- Opportunity to have a pop-up display at a high-traffic location during your sponsored break

- Your organization's logo displayed on signage provided by the conference at your sponsored exhibitor break
- Your organization mentioned from the stage

SPONSORSHIP OPPORTUNITIES: 4

Oregon Grape \$1,000

■ Awards Entertainment

- Your organization recognized from the stage at the Travel & Tourism Industry Achievement Awards

SPONSORSHIP OPPORTUNITIES: 2

■ Exhibits Directional Signage

- Your organization's logo prominently displayed on all directional signage throughout the exhibit areas

SPONSORSHIP OPPORTUNITIES: 3

Custom Sponsorships

Have an idea that you don't see here? We welcome new and creative ways to showcase your organization as a conference partner in a way that makes the most sense for your budget and marketing goals. Let's talk.

Note: Some of the sponsorship benefits may change slightly as the conference agenda is finalized. First priority is given to returning 2018 sponsors and exhibitors through December 7, 2018.



EXHIBITOR OPPORTUNITIES

The Oregon Governor's Conference on Tourism exhibit area is a very popular gathering place for attendees to connect with each other, strategize new partnership ideas, grab a snack or sip a beverage, all while networking with creative people and successful organizations who can help them in earning a bigger share of Oregon's \$11.8 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 500+ travel & tourism industry attendees. Add in the many hours of conference networking time, including the reception and conference breaks held exclusively in the exhibit areas, and you'll see you are in good company when you exhibit at the 2019 Oregon Governor's Conference on Tourism!

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

- First Timer's Event—130+ attendees (including first-time attendees, Oregon Tourism Commissioners, Travel Oregon staff, conference sponsors and exhibitors)
- Evening Reception among the exhibits
- All beverage and snack breaks between sessions held in and around the exhibits

Exhibitor Benefits

- One full conference registration (\$450 value)
- Up to two additional discounted registrations for people from your organization (up to \$150 savings)
- Standard booth amenities include: WiFi, standard electricity, skirted table with linen, two chairs, a trash can and nearby recycling
- Pipe & drape available on a limited, first-come, first-serve basis
- Opportunity to reserve your room at the headquarter hotel before the room block opens to attendees in February 2019
- Receive pre- and post-conference attendee contact lists (with attendee's consent)
- Opportunity to connect with and/or book appointments with attendees through the conference mobile app (app will be live in March)

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

Exhibitor Booth Rates

\$850 (by Feb. 18) | \$950 (beginning Feb. 19)

- One booth space with all benefits as listed
- Space can accommodate an 8' wide pop-up banner behind your table or in place of your table
- Option to purchase additional booth spaces next to each other (subject to availability)

Door Prizes

We want to help get attendees to your booth to connect with you. Take advantage of the 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 connect with.

EXHIBITOR PROSPECTUS

The Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hilton Eugene/Hotel Eugene, 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, SAVE, HOLD HARMLESS, AND INDEMNIFY THE STATE OF OREGON, OTC, AND THEIR OFFICERS, EMPLOYEES AND AGENTS, FROM AND AGAINST ALL CLAIMS, SUITS, ACTIONS, LOSSES, DAMAGES, LIABILITIES, COSTS AND EXPENSES OF ANY NATURE WHATSOEVER, INCLUDING ATTORNEYS FEES, RESULTING FROM, ARISING OUT OF, OR RELATING TO THE ALLEGED NEGLIGENT OR WILLFUL ACTS, OMISSIONS, OR ANY BREACH OF EXHIBITOR AGREEMENT BY THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, SUBCONTRACTORS, OR AGENTS. Exhibitor agrees to defend, indemnify and hold harmless the Hilton Eugene/Hotel 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, the Hilton Eugene/Hotel Eugene, or any part thereof. The Exhibitor understands the Hilton Eugene/Hotel Eugene 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.

How Do I Sign Up?

Contact Lisa Itel to confirm specific partnership availability. Once you have chosen your partnership level, you will be sent an online form to complete, locking in your conference partnership.

Lisa Itel

Director of Strategic Partnerships

(503) 967-1564

Lisal@TravelOregon.com

SPONSOR & EXHIBITOR LEVEL BENEFITS	Title Sponsor \$25,000	Night Out In Eugene \$15,000	Breakfast Pavilion \$10,000	Western Meadowlark \$7,500	Chinook Salmon \$5,000	American Beaver \$3,000	Oregon Pear \$2,000	Oregon Grape \$1,000	Exhibitor \$950
Full-Conference Registration (\$450 value)	4	2	2	2	1	1	1		1
Up to two additional attendees from your organization at a discounted rate of \$375 each (up to \$150 savings)	✓	✓	✓	✓	✓	✓			✓
One standard exhibit booth			✓	✓	✓				✓
One VIP lounge	✓	✓							
One pop-up display during your sponsored event			✓		Exhibitor Break				
Guest passes to the Travel & Tourism Industry Achievement Awards	5								
Guest passes to the Night Out in Eugene	5	5							
Banner ad on conference mobile app	✓	✓			Stay Connected				
Greet each attendee at your sponsored event (hand out drink tickets if applicable)		✓	✓	Industry Awards	Evening Reception First Timers Transportation	Registration Area Amenity Station Workshops Session			
Opportunity to provide a gift to all attendees	✓					Amenity Station			
Exclusive customized promotion opportunities that will put you in front of Oregon's consumer and/or industry audience, giving you the marketing exposure you are looking for	✓	✓		Keynote Speaker					
Presentation/video from the stage	✓			Keynote Speaker Industry Awards	Evening Reception First Timers	Workshops Session			
Reserved seating at your sponsored event	All General Sessions		✓	Keynote Speaker Industry Awards					
Your organization's information displayed on conference website & mobile app	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to place a banner ad in the pre- & post-conference attendee communications	✓								
Your organization's logo on signage throughout the conference	✓	✓	✓	✓	✓	✓	✓	✓	
Pre- and post- conference attendee contact list	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your collateral available at your sponsored event		✓	✓		First Timers Exhibitor Break	Coffee Bar Workshops Session			

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



"I think there was a nice balance of sessions and open networking time. I felt that keynotes tackled some important conversations about how to ensure the industry is doing its part in the stewardship of people and resources arenas, which I suggest continuing. Overall, it continues to be the best conference I attend each year." —**2018 Sponsor**

"The best part of the conference for me was the networking—it was my first time at the conference and getting some time with the leaders of our industry and all of the different individuals that truly form and create the industry we all devote our lives to was inspiring." —**2018 Attendee**

"This is one of the best conferences I've attended. I'm very impressed by the work of Travel Oregon and partners." —**2018 Sponsor**

Important Sponsor & Exhibitor Dates

December 7	Last day for returning 2018 sponsors and exhibitors to have first right of refusal for their same 2018 partnership
February 4	Attendee registration opens (separate step from your partnership registration)
February 18	Last day to reserve your exhibit booth at the early bird rate
February 19	Exhibit booth rates increase by \$100
April 5	Attendee registration closes at midnight (separate step from your partnership registration)
April 5	Last day to pay in full for sponsorship and/or exhibit booth

Plan Your Journey to Eugene

Traveling by car:

Centrally located along I-5, Eugene is easily accessible from all directions—approximately two hours south of Portland and one hour north of Roseburg.

Traveling by air:

The Eugene Airport (EUG) is approximately 15 minutes from the Hilton Eugene. The Portland International Airport (PDX) is approximately two and a half hours from the Hilton Eugene. For more information, visit flypdx.com and flyeug.com.

Traveling by train:

The Eugene Amtrak station is a less than a 5-minute walk from the Hilton Eugene. For more information, visit amtrak.com.



Photo: Dave Bassett

Who to Contact

For Sponsor & Exhibitor Information

Lisa Itel, Director of Strategic Partnerships
(503) 967-1564 | LisaI@TravelOregon.com

For General Conference Information

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Cover photo: McKenzie River by Zak Shelhamer

OregonTourismConference.com

