

— OREGON —
RURAL TOURISM
CONFERENCE
—

Sponsor & Exhibitor
Partnership Opportunities

April 26 – 28, 2020
Sunriver, Oregon



Dear Travel & Tourism Industry Partner,

Travel Oregon is committed to supporting rural communities through education and training, product and community development and partnerships for a healthy Oregon tourism ecosystem. Based on this commitment, Travel Oregon is hosting our first Oregon Rural Tourism Conference, to be held at Sunriver Resort in Central Oregon, April 26-28, 2020.

The mission of the Rural Tourism Conference is to deliver practical and applicable education, collaboration and networking opportunities to support Oregon's destination management organizations (DMOs), businesses and industry partners in rural communities. Our desire is to have attendees leave with a better understanding of how to optimize economic impact and livability in rural destinations and ways to collaborate in order to champion the value of tourism. We invite you to join us at this first-time conference and be part of accomplishing these timely and essential outcomes!

As a Sponsor or Exhibitor, your support of this conference ensures we are able to get all the right people attending, at the right price point. In doing so, Oregon's rural partners can focus their dollars within their communities while benefitting from this educational opportunity. 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 our visitor's experience when they come to Oregon.

Participation in the Rural Tourism Conference will provide you the opportunity to:

- Network with more than 250 attendees who are passionate about the continued success of rural Oregon communities.
- Foster relationships within Oregon's rural communities and other industry partners.
- Share and learn best practices and success stories.
- Show your support of the state's \$12.3 billion tourism industry that employs more than 115,000 Oregonians and tap into the economic engine of the travel and tourism industry.

Whatever your level of participation, we know your investment in this new conference will bring significant returns on investment as well the benefit of being further invested in the people and places within the rural communities of our state. We look forward to seeing you in Central Oregon in 2020!

TODD DAVIDSON

Todd Davidson
Chief Executive Officer
Oregon Tourism Commission/Travel Oregon



What is this new conference?

The Rural Tourism Conference is Travel Oregon's new rural-focused platform delivering practical and applicable education, collaboration and networking opportunities to support our destination management organizations, businesses and industry partners in rural communities.

Why?

Travel Oregon is committed to supporting rural communities through investment in education, development and leveraging of partnerships for a healthy Oregon tourism ecosystem.

Based on this commitment, Travel Oregon is hosting the first-ever Rural Tourism Conference, April 26-28, 2020, in Central Oregon. Anyone who works in or with rural Oregon communities is invited to attend the conference.

Who will be in attendance?

Invitees are those who work in or with Oregon rural communities:

- DMOs, Chambers of Commerce, visitor services of all types
- Owners/managers of lodging properties, restaurants and visitor attractions
- Arts, heritage, museums and interpretive organizations
- Media and publishers
- Organizations producing events that attract visitors
- Marketing agencies
- Craft beverage producers
- Receptive tour operators, guides and packers doing business in rural communities
- Non-profit agencies and organizations serving rural Oregon
- Governments, cities, economic development, elected officials, public land stewards
- Oregon's Tribes
- Underserved populations
- Students and teachers
- Grant funders
- Outdoor recreation agencies

And more!

Conference outcomes for attendees

1. An understanding of how and who to collaborate with in order to champion the value of tourism.
2. Clarity on available resources and tools for developing tourism and running an effective business/organization in a rural destination.
3. An understanding of how to optimize economic impact and livability in rural destinations.
4. They feel welcomed and engaged and understand how to integrate that inclusive message in their own communities.



Benefits of Partnering*

- **Build** brand awareness of your product/service among rural community leaders.
- **Strengthen** existing and build new partnerships among more than 250 attendees who are passionate about the continued success of rural Oregon communities.
- **Your organization's** name, logo and website on conference website, in the conference program, on conference signage and on the conference big screen.
- **Exclusive** access to attendee contact information (build your database!).
- **Share and learn** best practices and success stories.
- **Deliver your message** directly to rural community and tourism leaders before and/or after the conference through targeted attendee communications.
- **Show your commitment** to the state's \$12.3 billion tourism industry that employs more than 115,000 Oregonians and tap into the economic engine of the travel and tourism industry.

Conference Registration Information

Attendee registration will open mid-January 2020. Registration rates and details can be found at oregonruraltourismconference.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) via email in your Partnership Confirmation.*

Hotel Reservations

Sunriver Resort

Secure your sponsorship/exhibit booth early and receive details on how to book your hotel room before the conference room block opens to attendees in January. Details will be emailed in mid-December to sponsors and exhibitors who have completed the online partnership form. Preliminary hotel reservation information can be found on the conference website.

Rooms & Rates

Rates start at \$115 for a lodge village guestroom and \$139 for a lodge village suite or river lodge room (while supplies last).

Reserving through Sunriver Resort and staying in the conference room block helps us keep conference costs down. Sunriver Resort offers many amenities, including: complimentary WiFi in all guestrooms, access to Sage Springs Club and Spa, resort swimming pools and hot tubs, intra-resort transportation, complimentary on-site parking and more.

*Sponsor and exhibitor benefits vary depending on partnership level (see page 9)

Who to Contact

For Sponsor & Exhibitor Information

Lisa Itel, Director of Strategic Partnerships
503.967.1564 | lisai@traveloregon.com

For General Conference Information

Courtney Brie Doss, Regional Meetings and Events Coordinator
971.352.6719 | courtney@traveloregon.com

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.

Sunday, April 26, 2020

12 p.m. – 8 p.m.	Registration open
1:30 p.m. – 4:30 p.m.	Exhibit Set-up
1:30 p.m. – 4:30 p.m.	Optional pre-conference meetings
5 p.m. – 7 p.m.	Opening reception amongst the exhibits
7 p.m. – 8 p.m.	Entertainment

Monday, April 27, 2020

6:30 a.m.	Fun Run or Walk
8:30 a.m. – 10:20 a.m.	Opening Breakfast General Session
10:20 a.m. – 10:50 a.m.	Exhibitor Break
11 a.m. – 12 p.m.	Workshops – Session I
12 p.m. – 1:30 p.m.	Lunch General Session
1:45 p.m. – 3 p.m.	Workshops – Session II
3 p.m. – 3:30 p.m.	Exhibitor Break
3:45 p.m. – 5 p.m.	Workshops – Session III
5 p.m. – 5:45 p.m.	Exhibitor Break/Reception
	Attendees on own for dinner in rural Central Oregon

Tuesday, April 28, 2020

8:30 a.m. – 9:30 a.m.	Breakfast General Session
9:45 a.m. – 10:45 a.m.	Workshops – Session IIII
10:45 a.m. – 11:15 a.m.	Exhibitor Break
11:30 a.m. – 12:30 p.m.	Workshops – Session IV
12:45 a.m. – 2 p.m.	Closing Lunch General Session
2:30 p.m. – 5 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.

SPONSORSHIP OPPORTUNITIES

\$10,000

Benefits at this level include:

- Four full conference registrations (\$800 value)
- One standard exhibit booth with VIP placement
- Opportunity to address attendees from the stage with a five-minute talk or video

■ Title Sponsor

Be the exclusive overall conference sponsor with the highest level of exposure, before, during and after the conference.

- Your logo on all conference-branded collateral.
- Reserved seating for your group at each general session.
- Opportunity to provide a gift to all attendees.

SPONSORSHIP OPPORTUNITY: 1

■ Opening Night Sponsor

Start the attendee conference experience off right with an impactful and fun evening showcasing regional food and beverages.

- Opportunity to invite guests to the Opening Night event.
- Greet each attendee and/or hand out drink tickets at the Opening Night event.
- One pop-up display during the Opening Night event.

SPONSORSHIP OPPORTUNITY: 1

\$5,000

Benefits at this level include:

- Two full conference registrations (\$400 value)
- One standard exhibit booth with VIP placement (\$600 value)

■ Keynote Speaker

In addition to the benefits listed above, this sponsorship includes:

- Opportunity to address attendees from the stage with a three-minute talk or video.
- Reserved seating at your sponsored event.

SPONSORSHIP OPPORTUNITIES: 4

■ Sunday Night Entertainment

In addition to the benefits listed above, this sponsorship includes:

- Opportunity to address attendees from the stage with a three-minute talk or video.
- Reserved seating at your sponsored event.

SPONSORSHIP OPPORTUNITY: 1

■ Monday Night Reception

In addition to the benefits listed above, this sponsorship includes:

- Your logo and information displayed around event.
- Opportunity to greet each attendee and hand out drink tickets.
- Opportunity to address attendees from the stage with a three-minute talk or video at the conference.

SPONSORSHIP OPPORTUNITY: 1



SPONSORSHIP OPPORTUNITIES

■ Stay Connected - Charging Stations and WiFi

In addition to the benefits listed above, this sponsorship includes:

- Your message/logo prominently displayed on the charging stations at the conference.
- Your logo on WiFi signage around the conference.
- Your exhibit booth placed in a high traffic area near the charging station.
- Your company mentioned several times from the stage.

SPONSORSHIP OPPORTUNITY: 1

\$3,000

Benefits at this level include:

- One full conference registration (\$200 value)

■ Attendee Name Badges

In addition to the benefit listed above, this sponsorship includes:

- High visibility with your organization's logo printed on all name badges for attendees (if secured by March 2020).
- Your logo prominently displayed on the registration kiosks - the first thing attendees see when they arrive.
- Lanyard sponsorship can be added onto package for additional charge.

SPONSORSHIP OPPORTUNITY: 1

■ Attendee Registration

In addition to the benefit listed above, this sponsorship includes:

- Your logo prominently displayed at the registration desk and on the sign-in kiosks – the first thing attendees see when they arrive.
- Opportunity to greet each attendee as they check-in on Sunday.
- Exhibit booth + one additional conference registration with placement next to registration can be added onto package for discounted price of \$400.

SPONSORSHIP OPPORTUNITY: 1

■ Exhibitor Break

In addition to the benefit listed above, this sponsorship includes:

- Your organization's logo displayed on signage provided by the conference at your sponsored exhibitor break.
- Opportunity to place one pop-up display at a food station in a high-traffic area during your sponsored break.
- Your organization mentioned from the stage.

SPONSORSHIP OPPORTUNITIES: 4

■ Breakfast or Lunch

In addition to the benefit listed above, this sponsorship includes:

- Your organization recognized from the stage and on menu cards.
- Reserved seating at your sponsored event.

SPONSORSHIP OPPORTUNITIES: 4

■ Beverages

In addition to the benefit listed above, this sponsorship includes:

- Exclusive rights as the beverage sponsor at Sunday night event.
- Your logo displayed on signage around your sponsored event.
- Your organization mentioned from the stage.

SPONSORSHIP OPPORTUNITIES: UNLIMITED

■ Coffee and Tea Bar

In addition to the benefit listed above, this sponsorship includes:

- Your logo displayed on signage at all coffee and tea bars on your sponsored day.
- Your organization's information/brochure available to attendees at all coffee and tea bars on your sponsored day.

SPONSORSHIP OPPORTUNITIES: 2

SPONSORSHIP OPPORTUNITIES

\$2,000

Benefits at this level include:

- One full conference registration (\$200 value)

■ Late Night Amenities Station

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

In addition to the benefit listed above, this sponsorship includes:

- Opportunity to greet each attendee as they "shop" the amenity station.
- One pop-up display at the amenities station.
- Opportunity to include a branded item from your organization in the amenity station.

SPONSORSHIP OPPORTUNITY: 1

■ Workshop Session

In addition to the benefit listed above, 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 logo displayed in each workshop during your sponsored session.
- Opportunity to display your brochure/information at each workshop during your sponsored session.

SPONSORSHIP OPPORTUNITIES: 5

■ Wrap the Conference

In addition to the benefit listed above, this sponsorship includes:

- One wrap of your organization's artwork/message displayed on windows around the conference sessions.

SPONSORSHIP OPPORTUNITIES: UNLIMITED

■ General Session Table Display

In addition to the benefit listed above, this sponsorship includes:

- Your logo displayed in front of attendees on all general session tables for the duration of the conference.

SPONSORSHIP OPPORTUNITY: 1

■ Hotel Key Card

In addition to the benefit listed above, this sponsorship includes:

- Your logo on each attendees key card that they will see every time they come and go from their room.

SPONSORSHIP OPPORTUNITY: 1

\$1,000

■ Reception Entertainment

- Your organization recognized from the stage at the Sunday or Monday reception.

SPONSORSHIP OPPORTUNITIES: 2

■ 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 information above may change slightly as the conference agenda is finalized. First priority will be given to 2019 Oregon Governor's Conference on Tourism sponsors and exhibitors.



EXHIBITOR OPPORTUNITIES

The Rural Tourism Conference is a great opportunity to connect with partners from around the state who are passionate about rural Oregon and its continued success. The exhibits area is always a popular gathering place for attendees to connect with each other, strategize new partnership ideas, grab a snack or sip a tasty beverage, all while networking with creative people and successful organizations to understand how they partner and be stronger together as part of Oregon's \$12.3 billion tourism industry.

This is a new event, but we expect to sell out based on past conferences and the excitement we are hearing from our industry partners about this rural focused conference. In addition to the breaks held amongst the exhibits, there are other networking events at the conference to help you meet the attendees in a comfortable relaxed atmosphere.

One-on-one time with the attendees during the conference:

- Pre-conference networking time when no other events are scheduled (optional).
- Conference breaks on Monday and Tuesday.
- Sunday and Monday night receptions.

Exhibit booth rates

\$500 (by February 3) | \$600 (beginning February 4)

Exhibit booth details

- Each booth comes with one full conference registration (\$200 value).
- WiFi, access to standard electricity, six foot skirted and draped table and chair.
- Early reservation of your room at the headquarter hotel (Sunriver Resort) before room block opens to attendees in January 2020.
- Receive pre-conference attendee list with email addresses (if permission provided by attendees) two weeks before the conference and final attendee list after the conference.
- Booth space can accommodate a few regular sized pop-up banners behind your table or in place of your table.
- Option to purchase additional booth spaces next to each other may be available.

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 connect with.

EXHIBITOR PROSPECTUS

The Exhibitor shall be fully responsible to pay for any and all damages to property owned by Sunriver Resort, 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 Sunriver Resort, 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, Sunriver Resort, or any part thereof. The Exhibitor understands Sunriver Resort 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.



PARTNER BENEFITS

How do I sign up?

Please contact Lisa Itel to confirm specific partnership availability or to brainstorm about what is best for you! Once you have chosen your partnership level, you will be sent an online application to fill out. Your conference partnership will be confirmed once your online application has been submitted.

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

SPONSOR & EXHIBITOR LEVEL BENEFITS	Title Sponsor	Opening Night Sponsor	Keynote Speaker Sunday Night Monday Reception Stay Connected	Name Badges Registration Exhibitor Break Breakfast/Lunch Beverages Coffee/Tea	Amenities Station Workshop Session Wrap Conference Table Display Hotel Key Card	Entertainment	EXHIBITOR
BENEFITS	\$10,000	\$10,000	\$5,000	\$3,000	\$2,000	\$1,000	\$600 (early bird \$500)
Full-Conference Registration (\$200 value)	4	4	2	1	1		1
One exhibit booth with VIP placement	✓	✓	✓				
One exhibit booth				Attendee Registration (booth can be added for discounted fee)			✓
Opportunity to invite guests to your sponsored event		✓					
Presentation and/or video from the stage	✓	✓	Keynote Speaker Sunday Night Monday Night		Workshop Session		
Reserved seating at your sponsored event	All General Sessions		Keynote Speaker Sunday Night	Breakfast or Lunch			
Opportunity to provide a gift to all attendees	✓						
Your organization's logo on all conference-branded collateral	✓						
Your organization's information displayed at your sponsored event			Monday Night Stay Connected	Beverages Coffee/Tea	Amenities Station Workshop Session	✓	
Greet each attendee and/or hand out drink tickets at your sponsored event		✓	Monday Night	Attendee Registration	Amenities Station		
One pop-up display during your sponsored event		✓		Exhibitor Break	Amenities Station		
Your organization's information displayed on conference website	✓	✓	✓	✓	✓	✓	✓
Your organization's logo on signage at the conference	✓	✓	✓	✓	✓	✓	✓
Pre-conference attendee list	✓	✓	✓	✓	✓	✓	✓
Post-conference attendee list	✓	✓	✓	✓	✓	✓	✓

WHAT INDUSTRY STAKEHOLDERS HAVE SAID ABOUT THE NEW RURAL TOURISM CONFERENCE



"As a rural small business owner for many years, I am excited for the Rural Tourism Conference in 2020. This is a great idea and I applaud you for doing this."

"I'm glad you are having a rural tourism conference. The issues rural communities face are sometimes different than what the urban areas are dealing with."

What is this new conference?

The Rural Tourism Conference is Travel Oregon's new rural-focused platform delivering practical and applicable education, collaboration and networking opportunities to support our destination management organizations, businesses and industry partners in rural communities.

Important sponsor & exhibitor deadlines

February 3	Last day to reserve your exhibit booth at the early bird rate
February 4	Exhibit booth rates increase by \$100
April 20	Attendee registration closes at midnight (separate step from your Sponsor/Exhibitor registration)
April 20	Last day to pay in full for sponsorship and/or exhibit booth

To help plan your journey to Central Oregon

Traveling to Sunriver Resort by car:

Located in the center of the state, Sunriver is approximately 20 minutes outside of Bend. Driving distance from Portland is approximately three and a half hours, two and a half hours from Eugene and four and a half hours from Pendleton.

Traveling to Central Oregon by air:

The Redmond Municipal Airport (RDM) is approximately 40 minutes from Sunriver Resort. Rental cars are available as well as shuttle services. Portland International Airport (PDX) is approximately three and a half hours away from Sunriver Resort. Rental cars are available. For more information, visit flyrdm.com and flypdx.com.

Who to Contact

For Sponsor & Exhibitor Information

Lisa Itel, Director of Strategic Partnerships
503.967.1564 | lisai@traveloregon.com

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