

— OREGON — GOVERNOR'S CONFERENCE ON TOURISM

March 11-13, 2024 • Salem, Oregon

TRAVEL  OREGON

SPONSORSHIP OPPORTUNITIES

\$5,000

Benefits at this level include:

- Two full conference registrations (\$900 value).
- One standard exhibit booth with VIP placement (\$600 value).

■ 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

■ Transportation Sponsor

- Opportunity to address attendees on the buses to the night out event.
- Activation space at the night out event.
- Reserved seating for at least one day's general sessions.

SPONSORSHIP OPPORTUNITY: 1

■ Keynote Speaker

- Opportunity to address attendees from the stage with a three-minute talk or video.
- Reserved seating at your sponsored event.
- Promotional/giveaway items must be approved by Travel Oregon by February 28.

SPONSORSHIP OPPORTUNITIES: 4

■ Hotel Drink Sponsor

- Monday night only.
- Your logo on each of the drink tickets that attendees can redeem for one complimentary beer or wine at the host hotel bar between 8:30 and 10:30 p.m.
- Sponsor can host an activation at the bar to engage with attendees.
- Your organization mentioned from the stage.

SPONSORSHIP OPPORTUNITY: 1

\$4,000

Benefits at this level include:

- One full conference registration (\$450 value).
- Your organization mentioned from the stage.

■ Hotel Key Card

- Your logo on each attendee's key card that they will see every time they come and go from their room.
- This must be secured by December 2023.

SPONSORSHIP OPPORTUNITY: 1

■ Lanyard/Badge Sponsor

- High visibility with your organization's logo printed on all lanyards and name badges (if secured by January 2024).

SPONSORSHIP OPPORTUNITY: 1

MORE SPONSORS ON NEXT PAGE

\$3,000

Benefits at this level include:

- One full conference registration (\$450 value).
- Your organization mentioned from the stage.

■ Learning Lab Sponsor

- Opportunity to address all attendees participating in a learning lab/field experience.
- Two complimentary passes to attend each learning lab.

SPONSORSHIP OPPORTUNITIES: 2

■ Attendee Registration

- 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 Monday.
- Exhibit booth + one additional conference registration with placement next to registration can be added onto package for discounted price of \$500.

SPONSORSHIP OPPORTUNITY: 1

■ Exhibitor Break

- 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.

SPONSORSHIP OPPORTUNITIES: 3

■ Beverages

- Exclusive rights as the beverage sponsor at Monday night event.
- Your logo displayed on signage around your sponsored event.

SPONSORSHIP OPPORTUNITIES: UNLIMITED

■ Coffee and Tea Bar

- 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

■ Wellness Lounge Sponsor:

Support attendee wellness throughout the conference.

- Activation area outside of the lounge.
- Opportunity to provide branded items.

SPONSORSHIP OPPORTUNITY: 1

\$2,000

Benefits at this level include:

- One full conference registration (\$450 value).

■ Workshop Session

- Opportunity to address attendees in one of the four workshops during your sponsored session on either Tuesday or Wednesday.
- 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: 4

■ 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.

EXHIBIT BOOTH DETAILS

- Each booth comes with one full conference registration (\$450 value).
- Access to standard electricity, six foot skirted table and chair.
- 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.
- Exhibit booth is limited to a 10' x 10' space.
- Pipe and drape can be purchased for an additional fee.

Exhibit booth rate

\$600

Who to Contact

For Sponsor & Exhibitor Information

Lisa Itel, Director, Industry Relations
503.967.1564 | lisai@traveloregon.com

For General Conference Information

Matthew Finn, events@traveloregon.com

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industry.traveloregon.com