



Then, Now, Forever

— OREGON — GOVERNOR'S CONFERENCE — ON TOURISM —

April 14-16, 2025 Portland, 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).
- Up to two additional attendees from your organization at a discounted rate (up to \$150 savings).

Travel & Tourism Industry Achievement Awards Dinner

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

- Opportunity to invite guests to the Travel & Tourism Industry Achievement Awards Dinner event.
- Greet each attendee and/or hand out drink tickets at the opening reception.
- One pop-up display during the opening reception.
- Opportunity to address attendees from the stage with a three-minute talk or video.

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 at Tuesday'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 **3**

Night Out in Portland

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

- Opportunity to greet each attendee and hand out drink tickets upon arrival.
- Your logo prominently displayed at the event.
- Up to five guest passes for the Night Out in Portland event (\$375 value).

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 2024.

Sponsorship Opportunity **1**

Lanyard/Badge Sponsor

- High visibility with your organization's logo printed on all name badges (if secured by January 2025).

Sponsorship Opportunity **1**

First-Timers Networking Reception

- Opportunity to address 75+ first-time conference attendees, Oregon Tourism Commissioners, Travel Oregon staff, and 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**

MORE OPPORTUNITIES 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.
- 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 at Monday check-in.
- One pop-up display and an additional conference registration can be added to the package for a discounted price of \$500.

Sponsorship Opportunity **1**

■ **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 after the Travel & Tourism Industry Achievement Awards Dinner.
- Sponsor can host an activation at the bar to engage with attendees.

Sponsorship Opportunity **1**

■ **Wellness Lounge Sponsor**

Support attendee wellness throughout the conference.

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

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**

■ **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**

\$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 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.

\$700

Exhibit Booth \$750 beginning March 1

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

- 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.

Who to Contact

Sponsor & Exhibitor

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General Conference

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