

TRAVEL



OREGON

GOVERNOR'S CONFERENCE ON TOURISM
SPONSORSHIP OPPORTUNITIES

March 9-11, 2026

ABOUT US

The Oregon Governor's Conference on Tourism (Gov Con) is Travel Oregon's annual gathering of travel and tourism industry professionals across the state (and beyond).

Whether you're new to the industry or a long-time veteran, the conference provides attendees valuable educational content and an opportunity to gather as an industry.

As a sponsor of Gov Con, you have the unique opportunity to gain visibility among 600+ decision-makers, industry leaders and attendees shaping the future of travel in Oregon.



GOV CON DEMOGRAPHICS

- Outdoor recreation industry/retail
- Economic development agency
- Tour operator, guide, outfitter
- Land management/attraction
- Lodging
- Media
- Policymakers/elected officials
- Transportation
- Arts, culture & heritage
- Destination management organizations
- Food & beverage
- Main Street organization
- Industry Association
- Marketing/advertising/PR
- Sales
- Agritourism



2026 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

\$15,000 Sponsorships

One available >>

1. Presenting Sponsor

As the Presenting Sponsor, you help us deliver a high-quality event with top-tier speakers, engaging programming and impactful networking opportunities. With this VIP sponsorship opportunity, you have the option to work with Travel Oregon to ensure your brand is featured in creative ways throughout the conference.

Additional included items:

- 4 full conference registrations
- 1 VIP exhibit booth
- 2 VIP tables during all general sessions
- Welcome remarks on stage (3 min.)
- Video (max 2 min.) played
- Logo on conference website and printed materials
- Access to attendee list

2026 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

\$5,000 Sponsorships

Five available >

1. Travel & Tourism Industry Achievement Awards Dinner

Start the conference out with an impactful and fun evening honoring excellence in Oregon's tourism industry.

2. Night Out in Portland

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

3. Tuesday breakfast & general session

Breakfast and opening keynote welcomes attendee to the conference. As a sponsor you will receive logo recognition during breakfast.

4. Wednesday breakfast & general session

Breakfast and keynote session kicks off the final day of the conference. As a sponsor you will receive logo recognition during breakfast.

5. Wednesday lunch & general session

Lunch and closing keynote session sends conference attendees home feeling inspired. As a sponsor you will receive logo recognition during lunch.

Additional included items:

- 4 full conference registrations
- 1 VIP exhibit booth
- 2 VIP tables during sponsored session
- Welcome remarks on stage (3 min.), can include a video
- Logo on conference website
- Access to attendee list

2026 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

\$4,000 Sponsorships

Six available >>

1. Hotel Key Card

Your logo on each attendee's room key at the Hyatt Regency at the Oregon Convention Center. Unavailable to hotel partners.

2. Lanyard / Badge Sponsor

High visibility with your organization's logo printed on all conference name badges.

3. First-Timers Networking Reception

Greet 75+ first-time conference attendees, Oregon Tourism Commissioners, Travel Oregon staff and scholarship recipients.

4. Transportation Sponsor

Transportation to and from the Night Out event. Opportunity for logo on signage and to greet attendees as they load transportation.

5. Hospitality Lounge

Opportunity to activate a centrally-located space for conference attendees to meet, catch up on email, or take a break.

6. Wi-Fi Sponsor

Your organization's name included in login credentials as well as logo on printed information.

Additional included items:

- 2 full conference registrations
- 1 VIP table during Tuesday morning general session
- Your organization mentioned from the stage
- Logo on conference website and printed materials
- Access to attendee list

2026 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

\$3,000 Sponsorships

Twelve available >>

1. Hotel Drink Sponsor

Welcome attendees for a complimentary beer or wine following the awards ceremony. Monday only.

2. Lunch & Learn Sponsor (8 available)

Opportunity to address attendees OR show a 2 min. video at one of Tuesday's Lunch & Learns.

3. Green Sponsor

Your sponsorship will be used to increase sustainability efforts.

4. Coffee & Tea Bar (2 available)

Your logo displayed at coffee and tea stations on your sponsored day.

Additional included items:

- 1 full conference registration
- Logo on conference website and printed materials
- Access to attendee list

2026 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

\$2,000 Sponsorships

Twelve available >>

1. Breakout Session Sponsor (12 available)

Sponsor logo will be included outside the breakout session room and on the intro slide of breakout presentation. You'll also receive verbal recognition at the beginning of the session. Breakout sessions have 50-100 attendees.

Additional included items:

- 1 full conference registration
- Logo on conference website
- Access to attendee list

2026 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

\$1,000 Sponsorships

Unlimited availability

Sponsor an Attendee

We know that some of our industry partners do not have the financial resources to attend the conference. Each sponsorship helps support registration and lodging for one attendee.

Additional included items:

- 1 full conference registration
- Logo on conference website
- Access to attendee list

CUSTOM SPONSORSHIPS

Have an idea you don't see listed?

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.

Exhibitor Booths

\$750

Exhibitor Booths Include:

- 1 complimentary conference registration
- Access to standard electricity
- One six-foot skirted table and two chairs
- Access to attendee list (two weeks prior to conference, and final list after the conference)

Booth space can accommodate a few regular sized pop-up banners behind, or in place of your table.

All other items, including shipping, extra tables and other equipment are at cost of exhibitor.

WHO TO CONTACT

Sponsor & Exhibitor

Jaime Eder, Industry Development Manager
jaime@traveloregon.com

General Conference

Lauren Thompson
events@traveloregon.com



industry.traveloregon.com