



TRAVEL



OREGON

GOVERNOR'S CONFERENCE ON TOURISM
SPONSORSHIP OPPORTUNITIES

March 29-31, 2027
Salem, Oregon

2027 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

Lead Sponsor

\$15,000

One available >>

As the Lead 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.

Included items:

- Exposure for your consumer experience across TravelOregon.com's platforms
- Optional sponsorship enhancements
- 6 full conference registrations (\$3,600 value)
- 1 VIP exhibit booth (\$850 value)
- Reserved seating during all general sessions
- Welcome remarks on stage, up to 10 minutes (can include a video)
- Logo on conference website and signage
- Access to attendee list

2027 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

Diamond Sponsor

\$10,000

Two available >

10-minute presentation during the morning General Session

Content must be relevant to Gov Con topics and priorities and should not be solely promotional. While the presentation may feature the sponsoring organization and its brand, it should clearly demonstrate how the organization's work, expertise, or solutions align with and support Oregon's tourism industry.

The presentation should prioritize informative and relevant insights that provide value to the audience, rather than functioning primarily as a sales pitch.

Sponsorship must be confirmed by Monday, January 11, 2027.

Included items:

- Optional sponsorship enhancements
- 5 full conference registrations (\$3,000 value)
- 1 VIP exhibit booth (\$850 value)
- Reserved seating during sponsored general session
- Logo on conference website and signage
- Access to attendee list

2027 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

Platinum Sponsor

\$6,000

Seven available >>

Travel & Tourism Industry Achievement Awards Lunch

Sponsor an impactful lunch on Wednesday, March 31, honoring excellence in Oregon's tourism industry.

Dine Around in Salem

Sponsor a dine around event where conference attendees can experience local community, food and beverages on Tuesday, March 30.

General Session & Keynote (two available)

Option 1: Breakfast and opening keynote welcomes attendees to the conference.

Option 2: Breakfast and keynote session kicks off the final day of the conference.

Networking Lunch

Sponsor a fun opportunity for conference attendees to network and connect on Tuesday, March 30.

Hospitality Lounge

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

Opening Reception

Host a reception for all Gov Con attendees on Monday, March 29.

Included items:

- 3 full conference registrations (\$1,800 value)
- 1 VIP exhibit booth (\$850 value)
- Welcome remarks on stage (3 min.), can include a video
- Reserved seating during one general session
- Logo on conference website and signage
- Access to attendee list

2027 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

Gold Sponsor

\$5,000

Four available >>

Hotel Key Card

Your logo on each attendee's room key at the Grand Hotel in Salem.

Conference Lanyard

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

Conference Name Tag

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

First-timers Networking Reception

Greet 50+ first-time conference attendees, Oregon Tourism Commissioners and Travel Oregon staff.

Included items:

- 2 full conference registrations (\$1,200 value)
- Reserved seating during opening general session & keynote
- Logo on conference website and signage
- Access to attendee list

2027 OREGON GOVERNOR'S
CONFERENCE ON TOURISM

Silver Sponsor

\$4,000

Three available >>

Hotel Drink Sponsor (two available)

Welcome attendees for a complimentary nightcap at Bentley's from 9 – 10 p.m. on Monday, March 29 or Tuesday, March 30.

Wi-Fi Sponsor

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

Included items:

- 1 full conference registration (\$600 value)
- Logo on conference website and signage
- Access to attendee list

Bronze Sponsor

\$3,000

Unlimited availability

Future of Tourism Sponsor

Provide university students studying coursework in a tourism or hospitality-related field with the opportunity to attend Gov Con at no cost (registration and lodging included).

Breakout Session Sponsor

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

Included items:

- 1 full conference registration (\$600 value)
- Logo on conference website and signage
- 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

\$700-\$850*

Exhibitor Booths Include:

- 1 complimentary conference registration (\$600 value)
- 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)

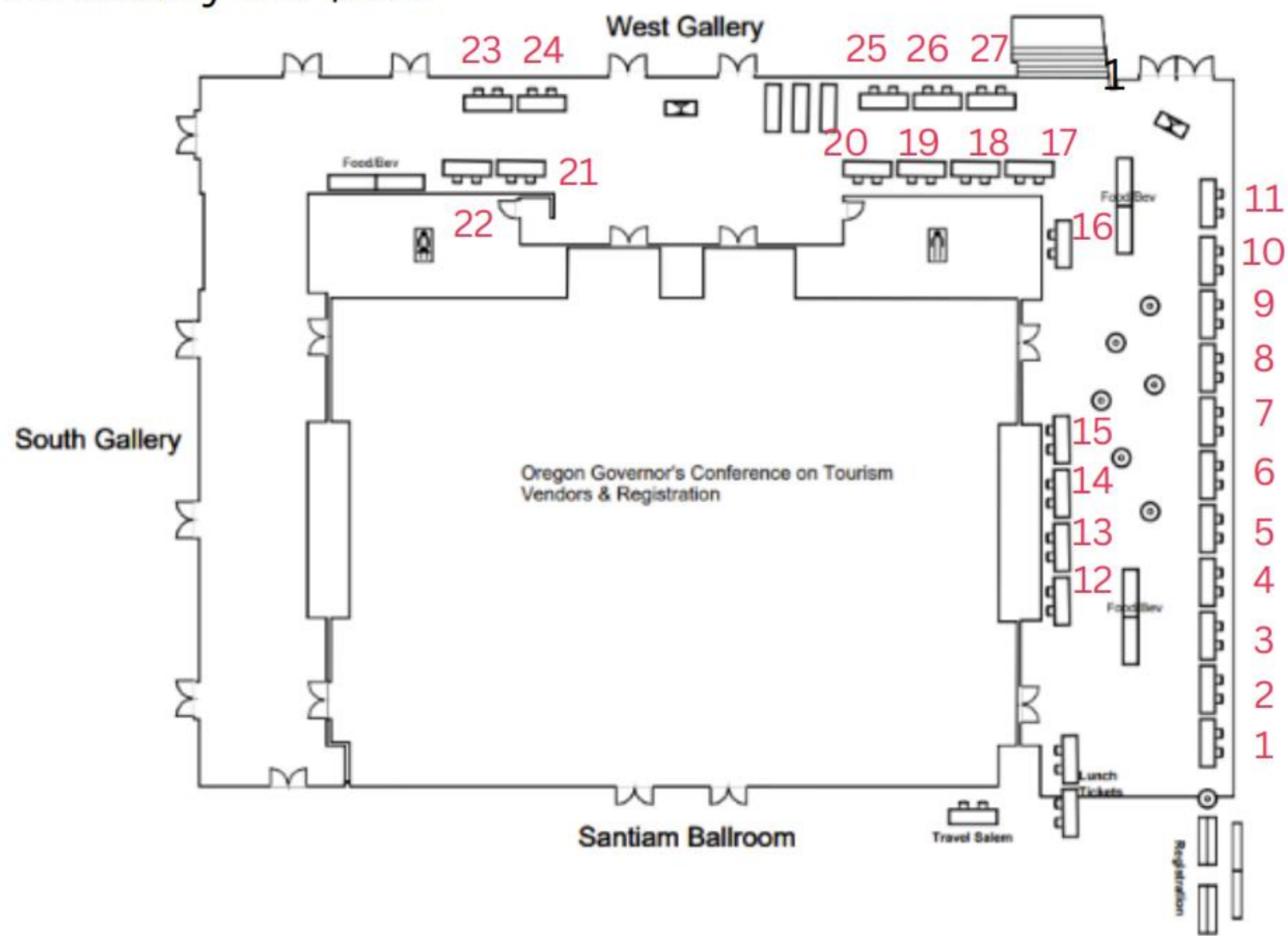
Booth space can accommodate a few regular sized pop-up banners behind, or in place of your table.

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

***New this year:** There will be exhibit tables in both upstairs and downstairs lobbies of the Salem Convention Center. We will work to ensure that we promote foot traffic to all areas. **Table space is first come, first served and sliding scale based on location.**

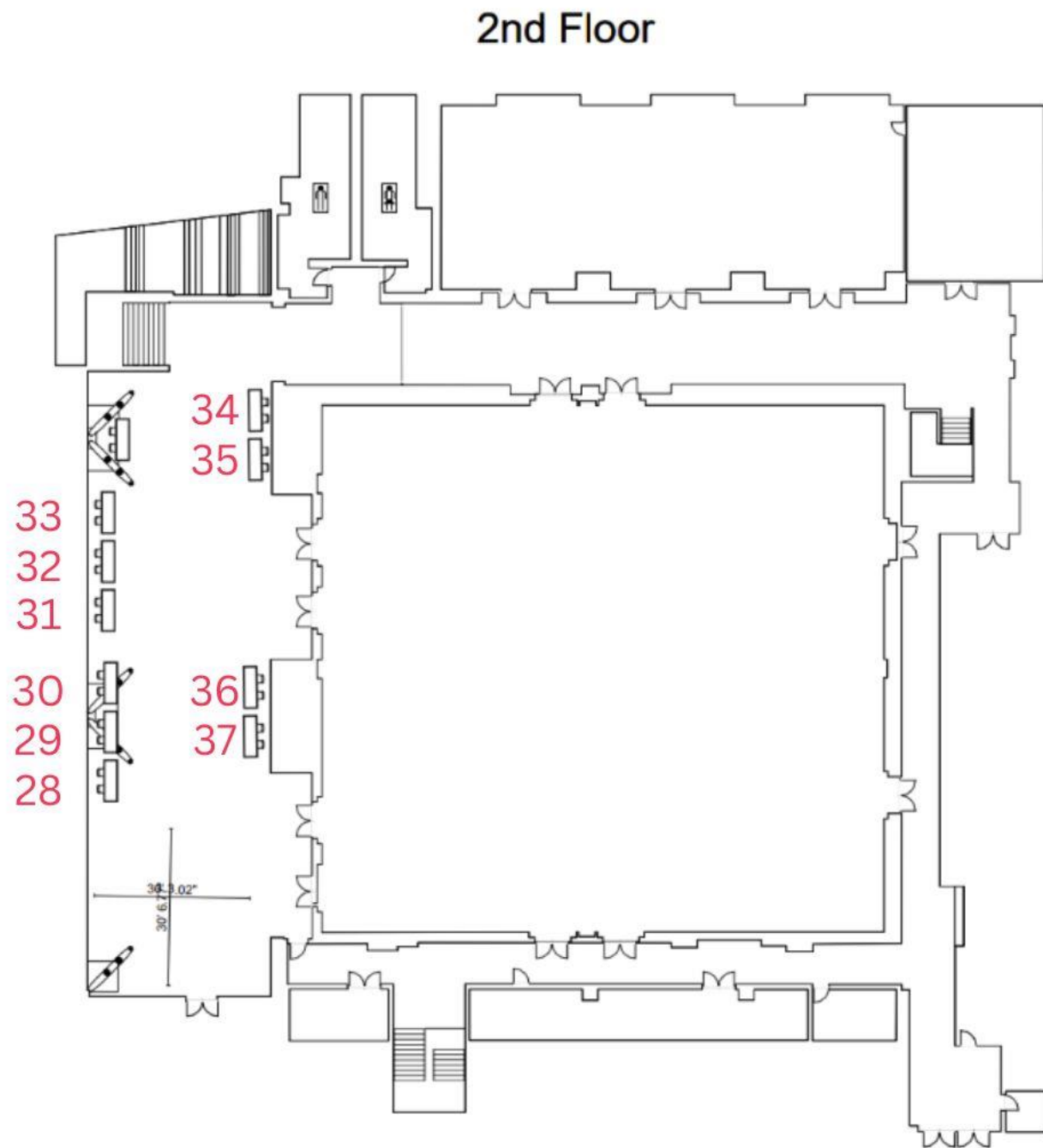
Tables in the West Gallery are \$750

Santiam Gallery & Ballroom



All tables in this gallery are \$850

2nd Floor tables
are \$700



WHO TO CONTACT

Sponsor & Exhibitor

Jaime Eder, Industry Development Manager
jaime@traveloregon.com

General Conference

Lauren Thompson
events@traveloregon.com



industry.traveloregon.com