



39th Annual
Vermont Tourism Summit

May 8 - 10, 2024
West Dover, VT

Photo: Mount Snow

SPONSORSHIP OPPORTUNITIES

We invite you to join us to learn, share, connect and grow at Mount Snow Grand Summit Resort Hotel in West Dover, Vermont, Wednesday - Friday, May 8-10, 2024. The Vermont Tourism Summit draws one of the largest gatherings of tourism professionals in the state including owners, managers, and employees of the many businesses connected to this important segment of Vermont's economy.

This is THE opportunity for Vermont's tourism industry businesses and those they do business with to build partnerships that work toward the common goal of sustaining and growing Vermont's tourism industry. Please join us!

Who You'll See There

The business types represented at the Vermont Tourism Summit include: lodging properties, government/state agencies, chambers of commerce, associations, advertising/publishing, marketing, attractions, restaurants, ski resorts, recreation, Vermont products, venues, historic sites, tour operators, educational institutions, agritourism, cannabis, short-term rental properties, beer/wine/spirits, and more!

Key Reasons to Sponsor

Make the investment! Below are some of the benefits of being a sponsor.

Access	Reach the decision makers who need your products and services. Develop new business leads and contacts while building existing relationships.
Education	Attend sessions on a wide range of industry topics such as data and trends, economic outlook, marketing, workplace wellness, recruitment and retention, and more!
Network	This is a great chance to meet, talk and expand your network of contacts to tourism professionals representing resorts, lodges, B & B's, restaurants, trade associations, chambers of commerce, government agencies, attractions, and more!
Exhibit	All sponsors will receive a standard display space. Showcase your company and reinforce your brand awareness! Create a welcoming and fun display to drive traffic to your booth.

TO BECOME A SPONSOR, REGISTER
YOUR BUSINESS **ONLINE** TODAY!

Sponsorship Benefits

<i>Pricing & Benefits</i>	<i>Presenting Level</i> \$6,000	<i>Resort Level</i> \$4,000	<i>Hotel Level</i> \$2,500	<i>Inn Level</i> \$2,000	<i>B&B Level</i> \$1,500
Branded event or item (1 sponsor per event or item)	LEVEL SOLD!	Choose one event or item to host! One sponsor per event. First-come, first-serve.			
	Lunch & Vermont Department of Tourism & Marketing Presentation (Th)	Keynote Presentation (Th) Evening Event (Th) Breakfast & Morning General Session (Fr) Lunch & Keynote (Fr)	Coffee Service (Th) Coffee Service (Fr) Lanyards* Printing* Signage*		
Opportunity to address the audience (limited to 3 minutes) at your hosted event, or a general session	✓	✓			
Exhibit space to show your products & services (8' draped table)	Double space in premium location	Double space in premium location	✓	✓	✓
Conference registrations for your staff to attend sessions networking events and meals.	8	4	3	2	1
Recognized as the "presenting sponsor" in promotion of event (web, email blasts, social, press release, remarks at conference, etc.)	✓				
Company logo, description, and contact information in the program	✓	✓	✓	Company name and contact only	Company name and contact only
Recognition on conference website	Logo & link to your website	Logo & link to your website	Logo & link to your website	Logo & link to your website	Company name listed
Social media recognition	VTS Facebook page and LinkedIn (3)	VTS Facebook page and LinkedIn (2)	VTS Facebook page and LinkedIn (1)		

Note: Keynote presenters are determined by the Program Committee, not by the sponsor.
**Sponsor is responsible for purchasing item; additional fee applies. Suggested quantity is 300.*

Sponsorship Benefits (Continued)

Pricing & Benefits	Presenting Level \$1,000	Resort Level \$4,000	Hotel Level \$2,500	Inn Level \$2,000	B&B Level \$1,500
Logo on conference signage	✓	✓	✓	✓	✓
Verbal recognition during general session and/or your hosted event by a VTS board member	✓	✓	✓	✓	✓
Company banner on display at conference for added exposure (you provide the banner in a stand)	✓	✓			
Featured sponsor highlight in a VTS promotional email blast	✓	✓			
List of pre-registered attendees to help with your marketing strategy (1 - 2 weeks prior to event)	✓	✓			
Registrant mailing list post conference to follow up on connections made	✓	✓	✓	✓	✓

LEVEL SOLD!

Non-Profit Exhibit Table \$800

Space includes an 8ft skirted table and chair,
1 attendee registration, and your company
name listed on the conference website.

Must be 501c3 to be eligible for this reduced rate.



Photo: Bobbi LoCicero

Feedback From Sponsors



“I’ve found that the VT Tourism Summit provides an excellent opportunity to connect with other areas of the industry that I might not normally cross paths with. I always leave the event with new insights, a head full of ideas, and a pocket full of business cards from new potential collaborators.”

“The Summit has been very helpful in growing awareness of our association and in making connections with other likeminded businesses and agencies.”

*88% of our 2023
sponsors anticipate
making sales from
their participation
in the event*

*100% of our 2023
event sponsors
reported making
new contacts at
the event*

***DON'T MISS OUT
ON THIS GREAT
OPPORTUNITY!***

**TO BECOME A SPONSOR, REGISTER
YOUR BUSINESS **ONLINE** TODAY!**

*Questions? Contact Delaney Event Management
802-865-5202 • Marie@delaneymeetingevent.com*