



Photo Credit: Vermont Tourism, photo by Dennis Curran

36TH ANNUAL VERMONT TOURISM SUMMIT

APRIL 4-5, 2019
DOUBLETREE BY HILTON | SOUTH BURLINGTON, VT

SPONSORSHIP BROCHURE



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.

Highlights of this year's Summit include a pre-conference FAM tour, welcome mixer train ride, an awards dinner co-hosted by the Vermont Tourism Summit and Vermont Chamber of Commerce, two days of workshops on pertinent industry topics, engaging panel discussions, a keynote address, an industry update from the Vermont Department of Tourism and Marketing, and lots of fun! Mark your calendar and plan to join us at the Doubletree by Hilton in South Burlington, Vermont, April 4-5, 2019. See you there.

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.
- ★ **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!



NEW LEVELS, NEW ENTITLEMENTS, NEW OPPORTUNITIES!

Funds raised through sponsorships help to make the event affordable for attendees, and go directly toward conference related expenses. Your support is crucial to the success of the Summit – we could not do it without you! That is why we've made a special effort this year to kick things up a notch when it comes to value for your expenditure. We have new levels, new entitlements, and new opportunities for exposure! One noteworthy new entitlement included with standard levels of sponsorship is the option to host a special event or item. For example, at the B&B Sponsor level, you can choose to host a coffee break. The cost of the coffee will be covered by the Summit, but you can take some ownership of the event and increase your exposure by getting creative with your hosted event. Check out the TAKE YOUR SPONSORSHIP TO THE NEXT LEVEL section of this brochure for some ideas on how. We invite you to review the entitlement grid on the follow page to learn more about opportunities to get involved, and to select the sponsorship level that's right for you.



SPONSORSHIP BENEFITS

Pricing & Benefits	Resort Level \$3,500	Hotel Level \$2,000	Inn Level \$1,500	B&B Level \$1,000
	<i>Choose one event or item to host! One sponsor per event. First-come, first-serve.</i>			
Host a Special Event or Giveaway (additional opportunities to kick it up a notch are available!)	General Support Awards Dinner (T) VDTM Presentation (F)	General Support Welcome Mixer (W) Keynote Address (T) Keynote Address (F) Cocktail Hour (T) Night Cap Social (T) Final Program & Postcard Media Coverage	General Support Marketing Track Case Study Track Experience Track Grab Bag Track Signage	General Support Coffee Break (T) Coffee Break (F) Breakfast (F) Lunch (T) Lunch (F) Lanyard* Conference Bag*
Exhibit Space to show your products & services (6' draped table)	Double space in premium location	✓	✓	✓
Conference registrations for your staff to attend sessions and network (includes all meals)	4	3	2	1
Advertisement in the final program to reinforce your brand	Full-color ad premium location	½ page ad	¼ page ad	Additional fee applies
Company description in the final program to share your mission and contact info with all attendees	Enhanced listing with logo	✓	✓	✓
Recognition on conference website on a year-round basis	2 month - Banner ad, Logo & link to your website; and listing on Facebook page	Logo & link to your website	Logo & link to your website	Name listed
Logo on conference signage	✓	✓	✓	✓
Verbal recognition during general session and/or your hosted event by a board member	✓	✓	✓	✓
Company banner on display at conference for added exposure	✓			
Featured Sponsor Highlight in a Summit promotional email blast	✓			
Conference bag insert (if bag provided)	✓	✓	✓	
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	✓	✓	✓	✓

Items in **RED** are sold out!

Note: Panelists and sessions within a track are not determined by the sponsor. The Program Committee will select presenters and presentations, but the sponsor can choose the track or panel they prefer to host. First come, first-serve.

Sponsors have the option to host an event or item within their level of sponsorship, or lower. Contact elise@delaneymeetingevent.com for assistance. The "general support" option is unlimited.

*Sponsor is responsible for purchasing item; additional fee applies. Suggested quantity is 350.



TAKE YOUR SPONSORSHIP TO THE NEXT LEVEL!

The possibilities are endless! We encourage you to get creative with the event you host, or item you sponsor. This is your opportunity to shine and make a lasting impression! Here are some examples: Generate some buzz during your **coffee break** by placing your branded mugs on the coffee bar for attendees to take! Provide each attendee with a branded drink ticket for 1 complimentary signature cocktail or local brew for them to enjoy during the hosted **cocktail reception** or **awards dinner**. For more information or to learn about customizing your event sponsorship, contact Elise Pecue at Delaney Meeting & Event Management, elise@delaneymeetingevent.com or 802-865-5202.

EXHIBIT SPACE DETAILS:

Have fun with it! Use the table for materials, or ditch the table and transform your space to better represent your brand!

- **All Sponsorship levels will receive a standard exhibit space.**
Space includes a 6ft skirted table and chairs. The Resort level includes a double space (2 tables). Internet is complimentary and electricity is available for an additional fee.
- **A Non-Profit Display Space is available for \$650.00.**
Space includes a 6ft skirted table and chair. Non-profit exhibitor registration includes 1 attendee registration, company description in the final program to share your mission and contact info with all attendees, and your company name listed on the conference website. *Must be 501c3 to be eligible for this reduced rate.*



ADDITIONAL OPPORTUNITIES:

Additional Attendee Registrations: \$225.00 required for every additional attendee (above what's included in booth fee or sponsorship level).

Want more exposure? Program ad space is available! (*Black & White Ads Only*)

- Full Page \$500: 8.25" tall x 5.25" wide (\$500)
- Half Page \$250: 4" tall x 5.25" wide (\$250)
- Quarter Page \$125: 4" tall x 2.5" wide (\$125)

QUESTIONS?

Delaney Meeting & Event Management
Elise Pecue
802-865-5202
elise@delaneymeetingevent.com

Visit www.VTTourismSummit.org to sign up as an Exhibitor or Sponsor!

READY TO REGISTER?