

# 38<sup>th</sup> Annual Vermont Tourism Summit

April 26 & 27, 2023 • Stowe, Vermont



Photo: Stoweflake Mountain Resort & Spa

## 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.

Vermont's tourism industry was hit hard during the COVID-19 pandemic. Funds raised through sponsorships help to make the event affordable for all 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! Additionally, we invite you to contribute to our scholarship fund which allows those in need to attend the Summit, free of charge.

Mark your calendar and plan to join us at the Stoweflake Mountain Resort & Spa in Stowe, Vermont, April 26 & 27, 2023. 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 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.

### QUESTIONS?

**Delaney Meeting & Event Management**  
Karen Forbes  
802-865-5202  
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Visit [www.VTTourismSummit.org](http://www.VTTourismSummit.org) to sign up as an Exhibitor or Sponsor!

**READY TO  
REGISTER?**



# SPONSORSHIP BENEFITS

Pricing & Benefits	Resort Level \$3,500	Hotel Level \$2,000	Inn Level \$1,500	B&B Level \$1,000
	<b>Choose one event or item to host! One sponsor per event. First-come, first-serve.</b>			
Branded Event or Item (1 sponsor per event or item)	Lunch & Keynote Presentation (W) Dinner & Awards (W) Breakfast & VDTM Presentation (Th) Lunch & Keynote Presentation (Th)	Coffee Service (W) Coffee Service (Th) 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	✓	✓	✓
Conference registrations for your staff to attend sessions networking events and meals.	4	3	2	1
Company logo, description, and contact information in the program	✓	✓		
Recognition on conference website	Logo & link to your website; and listing on VTS Facebook page	Logo & link to your website	Logo & link to your website	Company name listed
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	✓	✓	✓	✓

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.

## **A Non-Profit Display Space is available for \$650.00.**

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.*