2017 SPONSORSHIP OPPORTUNITIES

www.VA1TourismSummit.org

VA-1 Tourism Summit, formerly known as the Governor's Conference on Tourism, is the Commonwealth of Virginia's premier hospitality and tourism conference. Attended by industry decision makers from destination marketing organization CEOs to restaurateurs and hoteliers, the summit encourages attendees to maximize Virginia's potential by participating in engaging tourism marketing and development sessions. Sponsors and exhibitors have the unique opportunity to network with decision makers who are seeking new and innovative solutions for their organizations.

DATE + LOCATION

Sunday, November 12, 2017 6:00 pm

— through —

Tuesday, November 14, 2017 2:00 pm

Hilton Norfolk The Main

Norfolk, Virginia

2016 RECAP

— The Hotel Roanoke & Conference Center —

ATTENDEES

- Travel Professionals
- Hoteliers
- Restaurateurs
- Hospitality Suppliers
- CVBs + DMOs
- Tourism Investors
- Economic Development Executives
- Government Officials
- VIP Guests

441

ATTENDEES

23

SPONSORS

31

EXHIBITORS

NOTABLE ATTENDEES

- Pete Larkin, Chief of Staff for Congressman Bob Goodlatte
- Robert Kulp, Black Dog Salvage
- Mike Whiteside, , Black Dog Salvage
- Brad Van Dommelen, Virginia Beach CVB
- David Cromwell, Busch Gardens
- Gary Chadwick, Kings Dominion
- Kim Schaller
- Michaela Sigmon, Miss Virginia

SOUTHWEST
VIRGINIA
- HEART OF -
APPALACHIA

TOURISM
SUMMIT

VT
21
FUSION

RESERVED

EXPERIENCE VIRGINIA
IN PARTNERSHIP WITH
BREAKOUT SPONSORS
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outdoors
tripadvisor
EXPERIENCE VIRGINIA LOUNGE SPONSOR
LEISURE MEDIA 360
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@beckynave1

@MyraSTrent

@egbrooks

2017 SPONSORSHIP OPPORTUNITIES

PRESENTING
— $25,000 —

- Category exclusivity
- Recognition on website
- Inclusion in all media releases
- Prime exhibit space
- Signage recognition throughout conference
- Speaking opportunity at lunch + 2 breakouts
- Logo on mobile app splash screen
- Reserved table at lunch + breakfast
- 5 tickets to Sunday evening VADMO kickoff event
- Advertising opportunity on backside of name badge
- Banner ad in pre and post conference notifications
- Inclusion in paid advertising
- 10 event registrations *(50% discount for additional attendees)*

2017 SPONSORSHIP OPPORTUNITIES

OPENING GENERAL SESSION + LUNCH

— $17,500 —

- Recognition on website
- Inclusion in all media releases
- Exhibit space in signature location
- Signage recognition throughout conference
- 4 minute commercial + introduce keynote speaker
- Logo on mobile app
- 8 reserved seats at lunch
- 2 tickets to Sunday evening VADMO kickoff event
- Banner ad in pre-conference notifications
- 8 event registrations (50% discount for additional attendees)

2017 SPONSORSHIP OPPORTUNITIES

MONDAY NIGHT OPENING RECEPTION

— $12,500 —

- Monday Night Opening Reception is conducted in the exhibit hall following Monday's conference activities
- Recognition on website
- Inclusion in all media releases
- Exhibit space in signature location
- Signage recognition
- 3 minute speaking opportunity
- Logo on mobile app
- 5 reserved seats at lunch
- 2 tickets to Sunday evening VADMO kickoff event
- 5 event registrations (50% discount for additional attendees)

2017 SPONSORSHIP OPPORTUNITIES

‘TOURISM WORKS’ LOUNGE

— $12,500 —

- Open during conference hours, this lounge is designed to be a productive space for attendees that need a few minutes to work or recharge.
- Recognition on website
- Inclusion in all media releases
- Exclusive naming rights to lounge
- Signage recognition
- Elite access to attendees Sunday night – Tuesday morning
- Logo on mobile app
- Exhibit space
- 2 tickets to Sunday evening VADMO kickoff event
- 5 event registrations (50% discount for additional attendees)

2017 SPONSORSHIP OPPORTUNITIES

TUESDAY CLOSING GENERAL SESSION + LUNCH

— $10,000 —

- Recognition on website
- Signage during closing lunch
- Exhibit space
- Speaking opportunity at lunch
- 4 reserved seats at lunch
- 4 event registrations (25% discount for additional attendees)

REGISTRATION

— $8,500 —

- Recognition on website
- Signage at registration
- Exhibit space
- Logo on mobile app
- Company logo on co-branded lanyard
- Ad in attendee confirmation email
- 4 event registrations (25% discount for additional attendees)

2017 SPONSORSHIP OPPORTUNITIES

TUESDAY MORNING GENERAL SESSION + BREAKFAST

— $7,500 —

- Recognition on website
- Signage during breakfast
- Exhibit space
- 2 minute commercial
- 2 reserved seats at breakfast
- 3 event registrations (25% discount for additional attendees)

BREAKOUT

— $5,000 —

– 4 Available –

- Recognition on website
- Signage during breakout sessions
- Opportunity to curate content or serve as moderator
- Exhibit space
- 2 event registrations (25% discount for additional attendees)

2017 SPONSORSHIP OPPORTUNITIES

DESSERT / COFFEE BREAK
— $3,000 —

– 4 Available –

- Recognition on website
- Signage during designated break
- Exhibit space
- 1 event registration (25% discount for additional attendees)

EXHIBITOR
— $875* / $975 —

– (*VACVB/VRLTA member) –

- Recognition on website
- 8’ x 10’ exhibit space
- Six foot skirted and draped table
- Two chairs
- Standard pipe and drape
- 1 event registration (25% discount for additional attendees)

EXHIBITOR CONFERENCE SCHEDULE

SUNDAY, NOVEMBER 12	
2:30 – 7:00 pm	Registration
2:30 – 7:00 pm	Exhibitor Move-In
Evening	VADMO kickoff event

MONDAY, NOVEMBER 13	
7:30 – 10:45 am	Exhibitor Move-In
11:00 am – 7:00 pm	Exhibit Hall
7:30 am – 7:00 pm	'Tourism Works' Lounge
2:00 – 2:30 pm	Break with Exhibitors
3:30 – 4:00 pm	Break with Exhibitors
5:30 – 7:00 pm	Opening Reception in Exhibit Hall

TUESDAY, NOVEMBER 14	
7:30 am – 2:30 pm	Exhibit Hall
7:30 am – 2:30 pm	'Tourism Works' Lounge
10:45 – 11:00 am	Break with Exhibitors
12:00 – 12:15 pm	Break with Exhibitors

NETWORK WITH DECISION MAKERS

INCREASE BRAND AWARENESS

SUPPORT VIRGINIA'S TOURISM + TRAVEL INDUSTRY

ENHANCE CLIENT RELATIONS

VA1 TOURISM SUMMIT

NORFOLK • NOV 12-14, 2017

SPONSORSHIP CONTACT

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www.VA1TourismSummit.org