



**GOVERNOR'S
TOURISM
SUMMIT**

2024 Sponsorship Opportunities

November 13 – 15, 2024 | Hot Springs, Virginia

www.VA1TourismSummit.org

Presented by:



2024 VAI Governor's Tourism Summit

- Virginia's premier tourism and hospitality conference
- Tourism marketing and development sessions encouraging attendees to maximize Virginia's potential
- Industry decision makers from DMO, CVBs, economic development, government administration and hotels in attendance
- Unique opportunities are available for sponsors and exhibitors to network with decision makers seeking new and innovative solutions for their organizations



2023 Event Recap

— The Omni Homestead, Hot Springs, VA —



575

ATTENDEES



27

SPONSORS



46

EXHIBITORS



29

PRESENTATIONS

Notable Guest Speakers



**Virginia Governor
Glenn Youngkin**



Bruce Smith
NFL Hall of Fame
Defensive End & Virginia
Hotelier



Alicia Rainwater
Certified Keynote
Speaker & Generational
Expert



Sarah Dandashy
Verified Travel Expert,
Best-Selling Author & TV
Personality

2023 Event – Attendees

575 attendees included:

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

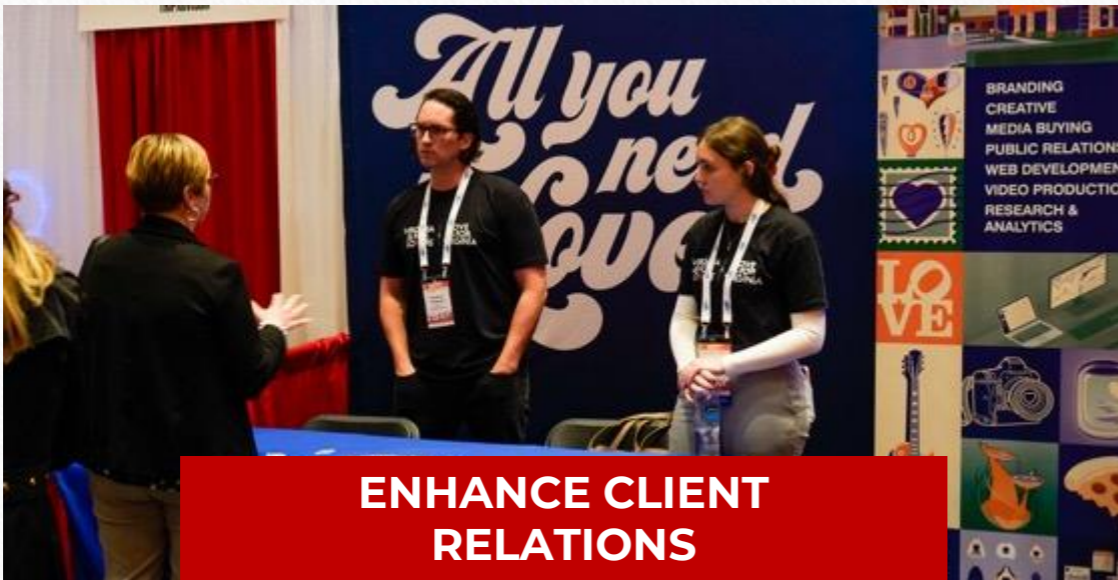




NETWORK WITH DECISION MAKERS



INCREASE BRAND AWARENESS



ENHANCE CLIENT RELATIONS



SUPPORT VIRGINIA'S TOURISM + TRAVEL INDUSTRY

2024 VAI VENUE:

The Omni Homestead Resort

Hot Springs, VA

Wednesday, November 13 - Friday, November 15, 2024



Presenting Sponsor

\$25,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Logo placement in print advertising, with sponsorship commitment by August 1
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI emails (promotion and attendee confirmation) with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Opportunity for company-branded email sent to attendees
- Conference attendee list with contact information
- On-stage acknowledgement during a VAI General Session
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Large exhibit space (8' x 20') in a high-traffic location with premium comfortable seating package and free electricity
- 10 complimentary event registrations (25% discount for additional participants)
- 1 reserved table for Day 1 lunch, Day 2 breakfast and lunch
- 4 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- Opportunity to distribute marketing materials at a general session
- Opportunity to give a 4-minute presentation and/or show promotional video during Opening Session and 2 Super Sessions
- Opportunity to introduce a keynote speaker



Opening General Session & Lunch

\$15,000

Promotional Benefits

- Company name and logo, with link to company website, on VA1 website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VA1 mobile app home screen and in VA1 promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Opportunity for company-branded email sent to attendees
- Conference attendee list with contact information
- Logo placement on Opening Session signage
- On-stage acknowledgement during Opening Session
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Large exhibit space (8' x 20') in a high-traffic location with 6' skirted table, standard pipe + drape, and free electricity
- 8 complimentary event registrations (25% discount for additional participants)
- 1 reserved table for Day 1 lunch
- 4 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- Opportunity to distribute marketing materials at a general session
- 4-minute presentation and/or promotional video during Opening Session
- Opportunity to introduce a keynote speaker





SOLD

Host City Sponsor

\$10,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Opportunity for company-branded email sent to attendees
- Conference attendee list with contact information
- On-stage acknowledgement during a VAI General Session
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Large exhibit space (8' x 20') in a high-traffic location with 6' skirted table, standard pipe + drape, and free electricity
- 6 complimentary event registrations (15% discount for additional participants)
- 6 reserved seats for Day 1 & Day 2 lunches
- 2 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video at Opening Session
- Opportunity to introduce a keynote speaker



Official Travel Sponsor

\$10,000

Promotional Benefits

- Company name and logo, with link to company website via a dedicated Travel Sponsor landing page, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Conference attendee list with contact information
- On-stage acknowledgement during a VAI General Session
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Large exhibit space (8' x 20') in a high-traffic location with 6' skirted table, standard pipe + drape, and free electricity
- 6 complimentary event registrations (15% discount for additional participants)
- 6 reserved seats Day 1 & Day 2 lunches
- 2 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video at Opening Session
- Opportunity to introduce a keynote speaker



Closing General Session & Lunch

\$10,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Conference attendee list with contact information
- Logo placement on Closing Session lunch signage
- On-stage acknowledgement during Closing Session
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Large exhibit space (8' x 20') in a high-traffic location with 6' skirted table, standard pipe + drape, and free electricity
- 6 complimentary event registrations (15% discount for additional participants)
- 6 reserved seats for Day 2 lunch
- 2 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video during Closing Session
- Opportunity to introduce a keynote speaker



Taste of Virginia Reception

\$8,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo placement on Taste of Virginia Reception signage
- On-stage acknowledgement during Taste of Virginia Reception
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 4 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop
- 3-minute presentation and/or promotional video at Day 1 Afternoon General Session



Day 2 Morning General Session/Breakfast

\$7,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo placement on Day 2 General Session signage
- On-stage acknowledgement during Day 2 General Session
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 4 complimentary event registrations (15% discount for additional participants)
- 4 reserved seats for Day 2 breakfast
- 1 complimentary ticket to Digital Content Workshop
- 2-minute presentation and/or promotional video at Day 2 General Session

Welcome Kickoff Event

\$6,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo placement on Welcome Kickoff Event signage
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 4 complimentary event registrations (15% discount for additional participants)
- 4 complimentary tickets to Welcome Kickoff Event
- 1 complimentary ticket to Digital Content Workshop



Conference Sponsor

\$6,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session or provide a 5-minute presentation during the Conference based on agenda availability
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 2 complimentary tickets to Welcome Kickoff Event
- 1 complimentary ticket to Digital Content Workshop

SOLD

Registration Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity for banner ad, provided by sponsor, in VAI attendee confirmation email with link to company website
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on registration signage and attendee lanyards
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop



Super Session Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session. Content must be approved by the VAI Programming Committee in advance of sponsorship invoicing.
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop





SOLD

Dessert Break Sponsor

\$5,000

Host the premier conference break on Monday after the Opening General Session, a unique opportunity to network with attendees and taste the sweet success of new connections.

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Dessert Break signage
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop



Media Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop

Join us for the 2022 VAI Governor's Tourism Summit to network with colleagues and industry experts, attend presentations and panel discussions, and celebrate travel in Virginia. Planning is underway for an excellent dose of compelling speakers, sessions, and activities.

JUST A FEW OF OUR KEY NOTE SPEAKERS

Neville Bhada <i>President and CEO of Applied Strategies and Principles</i>	Chris Chiames <i>Chief Communications Officer, Carnival Cruise Line</i>	Stephanie Stuckey <i>CEO of Stockley's</i>	Jon Schallert <i>Creator of 14-step "Destination Business" process</i>
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VAI GOVERNOR'S TOURISM SUMMIT Join us to celebrate travel in Virginia vaiftourismsummit.org

PRESENTED BY
VIRGINIA DEPARTMENT OF TOURISM, VADMO, VIRGINIA IS FOR LOVERS

MAJOR SPONSORS
VDOT Norfolk, LEISURE MEDIA 360, DESTINATION MARKETING, Sunj, VANTAGE, virginia

VAI GOVERNOR'S TOURISM SUMMIT

Student Conference Sponsor

\$5,000

Help to underwrite student registration costs and provide an opportunity for tourism & hospitality students to network and participate in educational content.

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Student Conference signage
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop





Digital Content Workshop Sponsor

\$4,500

Promotional Benefits

- Company name and logo, with link to company website, on VA1 website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Digital Content Workshop signage
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 2 complimentary tickets to Digital Content Workshop



Conference Key Card Sponsor

\$4,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company logo on hotel key cards (co-branded)*
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

*Hotel Key Cards for Primary Conference Hotel only

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop



Newcomers Welcome

\$3,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Newcomers Welcome event signage
- Logo on digital loop presentation during conference breaks

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table and free electricity
- 1 complimentary event registration (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop



Break Sponsor

\$3,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company logo on hotel key cards (co-branded)
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks
- Logo placement on break signage

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop



Other Opportunities

SUPPORTING SPONSOR

— \$2,500 —

BEVERAGE SPONSOR

— \$2,500 —

ENTERTAINMENT SPONSOR

— \$2,500 —

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Conference attendee list prior to the start of the conference

On-Site Amenities & Engagement

- Exhibit space with 6' skirted table
- 1 complimentary event registration (15% discount on additional)



TENTATIVE CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 13

Mid-Afternoon

Registration
Exhibitor Move-In
Newcomers Welcome

Evening

Welcome Kickoff Event

THURSDAY, NOVEMBER 14

All Day

Registration

Morning

Exhibitor Move-In
Student Conference
Digital Content Workshop

10:30 am – 7:00 pm

Exhibit Hall Open

11:45 am – 1:45 pm

Opening General Session & Lunch

1:45 – 2:00 pm

Dessert Break

2:00 – 3:00 pm

Super Sessions

3:00 – 3:15 pm

Networking Break

3:15 – 4:15 pm

Super Sessions

4:30 – 5:30 pm

General Session

5:30 – 6:30 pm

Welcome Reception

9:00 - 11:30pm

After Party

FRIDAY, NOVEMBER 15

Morning

Registration
Exhibit Hall Open

7:15 – 8:00 am

Continental Breakfast Buffet

8:00 – 9:30 am

General Session

9:30 – 9:45 am

Networking Break

9:45 – 10:45 am

Super Sessions

10:45 – 11:00 am

Networking Break

11:00 am – 12:00 pm

Super Sessions

12:00 – 2:15 pm

Closing Session & Lunch







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