



**GOVERNOR'S  
TOURISM  
SUMMIT**

**2024 Sponsorship Opportunities**

November 13 – 15, 2024 | Hot Springs, Virginia

[www.VA1TourismSummit.org](http://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

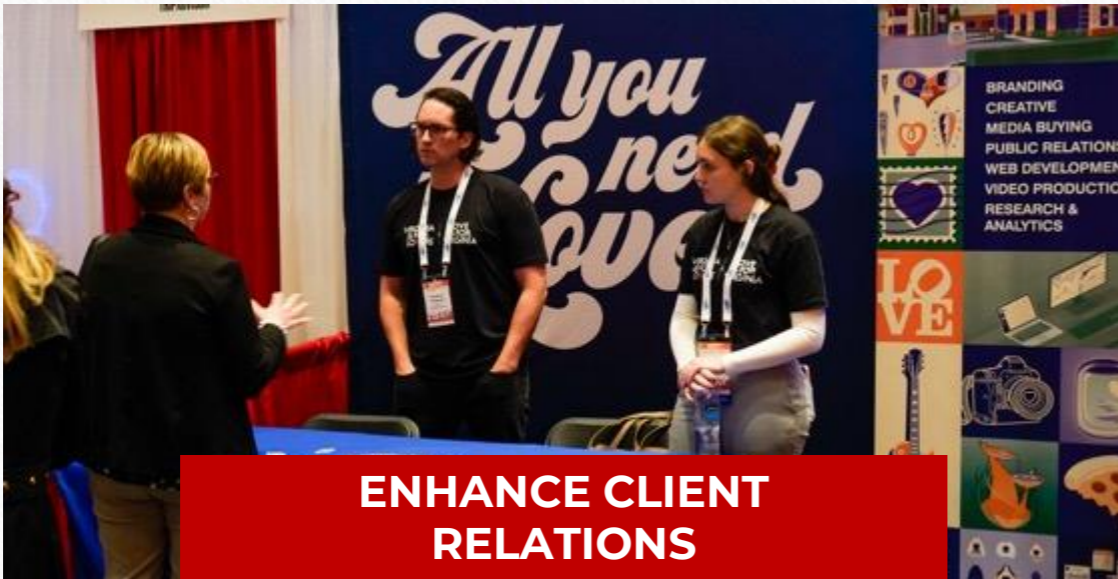




**NETWORK WITH DECISION  
MAKERS**



**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 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
- 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





**SOLD**

# 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 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
- 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



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# 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







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# 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



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# Media Sponsor

**\$5,000**

## 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
- 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

**RIDING NEW WAVES OF TOURISM**  
2022 VA1 GOVERNOR'S TOURISM SUMMIT  
NOVEMBER 13-15, 2022 | HILTON NORFOLK THE MAIN | NORFOLK, VIRGINIA

Join us for the 2022 VA1 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**

<b>Neville Bhada</b> <i>President and CEO of Applied Strategies and Principles</i>	<b>Chris Chiames</b> <i>Chief Communications Officer, Carnival Cruise Line</i>	<b>Stephanie Stuckey</b> <i>CEO of Stockley's</i>	<b>Jon Schallert</b> <i>Creator of 14-step "Destination Business" process</i>
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**VA1 GOVERNOR'S TOURISM SUMMIT** Join us to celebrate travel in Virginia [va1tourismsummit.org](http://va1tourismsummit.org)

**PRESENTED BY**  
VIRGINIA GOVERNMENT TOURISM BOARD, VADMO, VIRGINIA IS FOR LOVERS

**MAJOR SPONSORS**  
VDOT Norfolk, LEISURE MEDIA 360, DESTINATION MARKETING, SUSHI, VA1 NAUTICS, virginia

**VA1 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

**SOLD**

**\$4,500**

## 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 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

**SOLD**

**\$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

**SOLD**

# Newcomers Welcome

**\$3,500**

## 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 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





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# Break Sponsor

**\$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
- 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 —

**SOLD**

**BEVERAGE SPONSOR**

— \$2,500 —

**SOLD**

**ENTERTAINMENT SPONSOR**

— \$2,500 —

**SOLD**

## 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









# Contact Us Today:

## **Eric Terry**

President  
Cell: 214-215-8534  
eric@vrlta.org

## **Brittany Wojdyla**

Vice President of Membership & Business  
Development  
Cell: 912-506-9004  
brittany@vrlta.org

Virginia Restaurant Lodging & Travel Association  
5101 Monument Avenue, Suite 206 Richmond,  
Virginia 23230

Phone: 804-288-3065 | Fax: 804-285-3093  
info@vrlta.org | www.VRLTA.org

