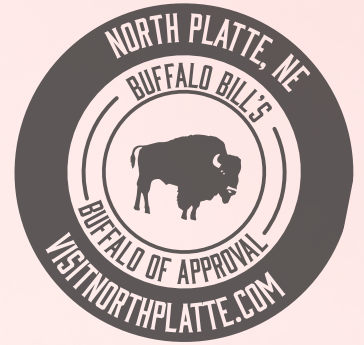


2019 NEBRASKA TOURISM CONFERENCE

EXPERIENCE NORTH PLATTE'S BRAND OF HOSPITALITY



SPONSORSHIP PACKET

SANDHILLS CONVENTION CENTER
NORTH PLATTE
OCTOBER 22-24

Nebraska
HONESTLY. IT'S NOT FOR EVERYONE.



2019 NEBRASKA TOURISM CONFERENCE

Tuesday, Oct. 22 – Thursday, Oct. 24, 2019
Sandhills Convention Center in North Platte

The Nebraska Tourism Commission and North Platte Visitors Bureau have collaborated efforts to design an exciting and informative tourism conference for Nebraska's tourism industry professionals.

Conference attendees will have the opportunity to participate in educational sessions that will help them better market their tourism businesses to traveler audiences, design more effective tourism events, improve their management decision making abilities, and much more.

The goal of the 2019 Tourism Conference is to give sponsors the opportunity to network with conference attendees and create key partnerships. Sponsors are encouraged to share new ideas with conference attendees and teach them about new and progressive means of doing business.

Become a valued 2019 Tourism Conference sponsor and be an integral part of the conference's success. As a sponsor, you will be promoting and targeting your product or service to the people who will benefit from it the most while increasing your share of the state's growing tourism market.

Expected Attendance: 225

Audience Description:

- Tourism businesses (attractions, lodging facilities, festivals and events, arts, retail stores, golf courses, restaurants, etc.)
- Convention and visitors bureau offices and chambers of commerce
- Tourism related state agencies
- Students and educators

Sponsors will:

- Promote your services, products and other offerings directly to tourism industry decision makers
- Meet a number of prospective clients in one place and develop connections in order to generate quality sales leads and partnerships
- Have ample one-on-one time with conference attendees, including five networking breaks, a community event, meals, and evening functions

You will find a sponsorship package that will fit your budget and needs on the following pages. If you have any questions about sponsorship packages or sponsorship benefits please contact:

Callie Austad

Phone: 402-471-7755

Email: callie.austad@nebraska.gov

Visit Nebraska.com/Media/Industry

2019 CONFERENCE SPONSORSHIP LEVELS

STANDARD BENEFITS FOR ALL SPONSORS

- Exhibit space including a table and two chairs
- Name on conference website
- Name & contact information in conference program
- A contact list of conference attendees

\$750 BRONZE SPONSORSHIP

- Name on official conference signage
- One complimentary attendee full registration
- Name featured in pre-conference emails

\$2,000 SILVER SPONSORSHIP

- 1/4 page ad in conference program
- One \$125 additional registration for a person from your company
- Name on official conference signage
- Name featured in pre-conference emails
- Two complimentary attendee full registrations

\$4,000 GOLD SPONSORSHIP

- Two minute formal presentation time at general session
- Three complimentary attendee full registrations
- 1/2 page ad in conference program
- One \$125 additional registration for a person from your company
- Name and logo on official conference signage
- Name and logo featured on conference website
- Name and logo featured in pre-conference emails

\$7,000 PLATINUM SPONSORSHIP

- Sponsor either the evening banquet or keynote speaker
- Name and logo featured in pre-conference emails
- Five minute formal presentation or video at a general session
- Four complimentary attendee full registrations
- Full page advertisement in conference program
- Two \$125 additional registration for a person from your company
- Name and logo on official conference signage
- Name and logo featured on conference website

"THE NEBRASKA TOURISM CONFERENCE IS A PLACE TO COME TOGETHER AS AN INDUSTRY (A VERY DIVERSE ONE!) – AND TALK ABOUT THE ISSUES, TRENDS AND CHALLENGES THAT IMPACT ALL OF US, AND FIGURE OUT HOW WE CAN WORK TOGETHER TO ADDRESS OR EMBRACE THESE THINGS AND CONTINUE TO MAKE NEBRASKA A BETTER, MORE UNIQUE DESTINATION THAT PEOPLE WANT TO VISIT."

-Jane Gustafson, Nebraska Game and Parks Commission

CONFERENCE SPONSOR INFORMATION

BOOTH SPACE

- Booth includes one skirted table and two chairs
- The sponsor area will be located in the North Loup River Room along with the NETA Silent Auction. This is also the location for networking breaks.
- A sign with your company name will designate your booth space
- Sponsors needing electricity will be placed in an area near an electrical outlet. Advanced request required. Please bring your own extension cords.

Shipping Booth Materials

- Items may be shipped to Sandhills Convention Center (2102 S. Jeffers St., North Platte, NE 69101) to arrive by Monday, October 21.

- Please mark all materials "2019 Nebraska Tourism Conference Sponsor" and put "Attn: Your booth name."

Exhibit Hours

- Tuesday, October 22 10:00 am - 5:30 pm
- Wednesday, October 23 7:30 am - 4:00 pm

Booth Setup and Teardown

- Setup
Monday, October 21 5:00 pm - 8:00 pm
Tuesday, October 22 7:00 am - 9:00 am
*** Booths must be set up by 9:30 am.
- Teardown
Wednesday, October 23 4:00 pm - 6:00 pm

CONFERENCE PROGRAM ADS

Please email completed ads - either jpeg, png or pdf files - to Callie Austad (callie.austad@nebraska.gov) by August 30, 2019.

Full page (platinum) - 7.5" x 10" ½ page (gold) - 7.5" x 4.75" ¼ page (silver) - 3.5" x 4.75"

CONFERENCE AGENDA

For up-to-date information, visit VisitNebraska.com/Media/Industry

Tues., Oct. 22

8:00 am - 5:30 pm
8:00 am - 9:30 am
9:45 am - 11:45 am
10:00 am - 5:30 pm
12:00 am
1:45 pm - 5:15 pm
6:00 pm - 9:00 pm

Casual Business Attire

Registration Open
Association Meetings
Nebraska Tourism Commission Meeting
Exhibit Hall & Silent Auction Open
Conference Begins
Afternoon Breakout Sessions
North Platte Showcase Event

Weds., Oct. 23

7:30 am - 7:00 pm
7:00 am - 8:00 am
8:15 am - 12:00 am
12:00 pm - 1:30 pm
1:45 pm - 5:15 pm
6:00 pm - 6:50 pm
7:00 pm - 9:00 pm

Casual Business Attire

Registration Open
Commissioner's Breakfast Round Table
Morning Sessions
Lunch/ NTC Marketing Session
Afternoon Sessions
Celebrate Nebraska Reception
Celebrate Nebraska Awards Banquet

*Dress Attire

Thurs., Oct. 24

8:00 am - 10:00 am
10:15 am - 11:15 am

Nebraska Travel Association Meeting
Industry Sidebar Meetings

HOTEL RESERVATIONS

Call now to make your arrangements.

Ramada By Wyndham North Platte & Sandhills Convention Center

2102 South Jeffers Street
North Platte, NE 69101

- Phone: 308-532-9090
- Request the "Nebraska Tourism Conference" block when making your reservations.
- Reservations must be booked by Sept. 25, 2019.

Conference Rates:

- \$72 per standard room with exterior entrance per night + tax
- \$99 per two-room suite per night + tax

These rates include overnight accommodations and a breakfast buffet in the Riverfront Terrace.

SPONSORSHIP FORM

Please return this completed form along with your total sponsorship/registration fee by August 30, 2019 to:
Nebraska Tourism Commission, Attn: Callie Austad, PO Box 98907, Lincoln, NE 68509
Make check payable to "Nebraska Tourism Commission"

CONFERENCE SPONSOR LEVEL

- | | | |
|-----------------------------------|---------|---|
| <input type="checkbox"/> Platinum | \$7,000 | 4 complimentary registrations and full page (7.5" x 10") ad |
| <input type="checkbox"/> Gold | \$4,000 | 3 complimentary registrations and ½ page (7.5" x 4.75") ad |
| <input type="checkbox"/> Silver | \$2,000 | 2 complimentary registrations and ¼ page (3.5" x 4.75") ad |
| <input type="checkbox"/> Bronze | \$750 | 1 complimentary registration |

SPONSOR CONTACT INFORMATION

Organization Name: _____

Contact Name: _____ Title: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

SPONSOR BOOTH REQUESTS

I will need an exhibitor booth. Yes ___ No ___ I will be attending the conference. Yes ___ No ___
I will need electricity. Yes ___ No ___

NAMES OF ATTENDEES BASED ON YOUR SPONSOR LEVEL. PLEASE CHECK WHAT MEALS THEY WILL BE ATTENDING.

Registrant #1: _____ Email: _____

☐ Tues. Lunch ☐ Tues. Comm. Event ☐ Wed. Lunch ☐ Wed. Banquet

Registrant #2: _____ Email: _____

☐ Tues. Lunch ☐ Tues. Comm. Event ☐ Wed. Lunch ☐ Wed. Banquet

Registrant #3: _____ Email: _____

☐ Tues. Lunch ☐ Tues. Comm. Event ☐ Wed. Lunch ☐ Wed. Banquet

Registrant #4: _____ Email: _____

☐ Tues. Lunch ☐ Tues. Comm. Event ☐ Wed. Lunch ☐ Wed. Banquet

Platinum sponsors may add two additional registrants for a discounted rate of \$125 each. Gold and Silver sponsors may add one additional registrant for the discounted rate of \$125 each.


Registrant #1: _____ Email: _____

☐ Tues. Lunch ☐ Tues. Comm. Event ☐ Wed. Lunch ☐ Wed. Banquet

Registrant #2: _____ Email: _____

☐ Tues. Lunch ☐ Tues. Comm. Event ☐ Wed. Lunch ☐ Wed. Banquet

Registration covers Tuesday and Wednesday meals, materials, breaks, and activities. It does NOT include lodging. Additional representatives from your organization that are not listed above need to complete a 2019 Nebraska Tourism Conference registration form at VisitNebraska.com/Media/Industry.

A photograph of a horse's head and neck in profile, facing left. The horse is wearing a bridle. The background shows a field with tall grass and a line of trees. The entire image is covered with a semi-transparent red overlay.

"WE HAVE FOUND SPONSORSHIP OF THE ANNUAL TOURISM CONFERENCE TO BE VERY BENEFICIAL TO OUR BUSINESS. I'M OFTEN ASKED HOW WE GOT OUR START IN THE TOURISM INDUSTRY. MY NUMBER ONE RESPONSE HAS BEEN ATTENDING AND SPONSORING THIS EVENT."

-Jameon Rush, CEO & Lead Producer, Optix Digital Media, LLC