



Sponsorship Information



2018 Nebraska Tourism Conference

Tuesday, Oct. 16 – Thursday, Oct. 18, 2018

Lied Lodge & Conference Center in Nebraska City

The Nebraska Tourism Commission and Nebraska City Tourism & Commerce have collaborated efforts to design an exciting and informative tourism conference for Nebraska's tourism industry professionals.

Conference attendees will attend 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 2018 Nebraska Tourism Conference is to give sponsors opportunities 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 ways to do business.

Become a valued 2018 Nebraska 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: 200

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 numerous 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 5 networking breaks, a community event, meals, and evening events

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 sponsor benefits, please contact:

Karen Kollars
Phone: 308-249-3220
Email: karen.kollars@nebraska.gov
VisitNebraska.com/Media/Industry

Erin Wirth
Phone: 402-471-3789
Email: erin.wirth@nebraska.gov
VisitNebraska.com/Media/Industry

2018 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 (1) complimentary attendee full registration
- Name featured in pre-conference emails

\$2,000 Silver Sponsorship

- * Sponsor either registration refreshments or a networking break
- Two complimentary attendee full registrations
- 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

\$4,000 Gold Sponsorship

- * Sponsor either a conference lunch, banquet wine, or a keynote speaker
- Name and logo featured in pre-conference emails
- 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

\$7,000 Platinum Sponsorship

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

* Conference staff will contact you for selection of your sponsored activity. The first sponsor at each sponsorship level whose payment is received has first choice for what event they will sponsor.

Tues., Oct. 16	Registration Refreshments	8:00 am - 11:00 am
Tues., Oct. 16	Lunch	11:30 am - 1:30 pm
Tues., Oct. 16	Keynote Session	11:30 am - 1:30 pm
Tues., Oct. 16	Networking Break	1:30 pm - 2:00 pm
Tues., Oct. 16	Networking Break	3:15 pm - 3:45 pm
Wed., Oct. 17	Keynote Session	9:00 am - 10:00 am
Wed., Oct. 17	Networking Break	10:00 am - 10:30 am
Wed., Oct. 17	Lunch	12:00 pm - 1:30 pm
Wed., Oct. 17	Celebrate Nebraska Awards Banquet	7:00 pm - 9:00 pm
Wed., Oct. 17	Banquet Wine	7:00 pm - 9:00 pm

Conference Sponsor Information

Booth Space

- Booth includes one skirted table and two chairs.
- The sponsor area will be located in the Steinhart 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. Advance request required. *Please bring your own extension cords.*

Shipping Booth Materials

- Items may be shipped to Lied Lodge & Conference Center (2700 Sylvan Road, Nebraska City, NE 68410) to arrive by Monday, October 15.

- Please mark all materials “2018 Nebraska Tourism Conference Sponsor” and put “Attn: Your booth name.”

Exhibit Hours

- Tuesday, October 16 10:00 am - 5:30 pm
- Wednesday, October 17 7:30 am - 4:00 pm

Booth Setup and Teardown

- Setup
Tuesday, October 16 8:00 am - 10:00 am
Booths must be set up by 10:00 am.
- Teardown
Wednesday, October 17 4:00 pm - 6:30 pm

Conference Program Ads

Please email completed ads - either jpeg, png or pdf files - to Erin Wirth (erin.wirth@nebraska.gov) by August 31, 2018.

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

Tuesday, Oct. 16

	Casual Business Attire
8:00 am - 5:30 pm	Registration Open
8:30 am - 10:30 am	NTC Commission Meeting
10:00 am - 5:30 pm	Exhibit Hall & Silent Auction Open
10:00 am - 11:15 am	Nebraska Festivals and Events Meeting
10:30 am - 11:30 am	Nebraska State Scenic Byways Meeting
10:30 am - 11:30 am	Newcomer's Orientation
11:45 am	Conference Begins
2:00 pm - 5:00 pm	Afternoon Breakout Sessions
6:00 pm - 9:00 pm	Nebraska City Showcase Event

Wednesday, Oct. 17

	Casual Business Attire
7:30 am - 7:00 pm	Registration Open
8:00 am - 8:30 am	Legislation Update
9:00 am - 11:45 am	Sessions
12:00 pm - 1:30 pm	Lunch/ NTC Marketing Session
1:45 pm - 5:00 pm	Breakout & General Sessions
6:00 pm - 7:00 pm	Celebrate Nebraska Reception
7:00 pm - 9:00 pm	Celebrate Nebraska Awards Banquet - <i>Dress Attire</i>

Thursday, Oct. 18

8:30 am - 10:30 am	Nebraska Travel Association Meeting
10:30 am - 11:30 am	Store Association Round Table Discussion

Hotel Reservations

Call now to make your arrangements.

Lied Lodge & Conference Center

2700 Sylvan Road, Nebraska City, NE 68410

- Phone: 800-546-5433
- Request the “Nebraska Tourism Conference” block when making your reservations.
- Reservations must be booked by Sept. 15, 2018.

Conference Rates:

- \$131.00 per room single occupancy per night + tax
- \$143.00 per room double occupancy per night + tax

These rates include overnight accommodations and a breakfast buffet in the Timber Dining Room.

Sponsorship Form

Please return this completed form along with your total sponsorship/registration fee by **August 31, 2018** to:
Nebraska Tourism Commission, Attn: Erin Wirth, 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

Note: This information will be provided to attendees in the conference program.

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 2018 Nebraska Tourism Conference registration form at VisitNebraska.com/Media/Industry.