



TUNING
— into —
TOURISM
The Arizona Governor's
Conference on Tourism

SPONSORSHIP OPPORTUNITIES

July 12 - 14, 2010
Loews Ventana Canyon Resort
Tucson, Arizona





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*The Arizona Governor's
Conference on Tourism*

General Information

What -

The Arizona Governor's Conference on Tourism provides valuable networking opportunities, professional development sessions, nationally recognized speakers, a dedicated sponsor exhibit area and the Governor's Tourism Awards Luncheon. The conference, consistently attended by 600, is the opportunity for our visitor industry to gather information on the latest trends affecting tourism. We offer an environment that promotes networking and the exchange of ideas for the benefit of our commerce. The success and growth of our conference is reflective of a unified industry that wants to continually be successful at what we do.

The conference is attended by all elements of the Arizona travel and tourism industry including hotels and motels, resorts, bed & breakfasts, restaurants, festivals & events, attractions, cultural arts, gaming, retail stores, golf courses, taverns, conventions & visitors bureaus, chambers of commerce and tourism related state agencies and associations. Additionally, there are many support related organizations that participate, such as advertising agencies, marketing firms, print media, publishers, and printing companies. The conference provides a great opportunity for organizations that provide a support service to the visitor industry to make key contacts with Arizona's tourism leaders while promoting their company and services.

When -

Monday, July 12 through Wednesday, July 14, 2010
Loews Ventana Canyon Resort
Tucson, Arizona

Expected Attendance -

600

Sponsorships -

The Sponsorship Program for the Governor's Conference on Tourism provides the opportunity to participate on a variety of levels, offering organizations the opportunity to purchase the recognition that best suits their budget and promotional needs. All sponsor levels are cash only participation and may be a cooperative partnership between no more than two organizations, each contributing an equal amount.

Diamond	\$20,000	Bronze	\$5,000
Platinum	\$15,000	Copper	\$2,500
Gold	\$10,000	Exhibitor	\$1,200
Silver	\$7,500		

Organizers -

Arizona Hotel & Lodging Association
Arizona Restaurant Association

Arizona Office of Tourism
Arizona Tourism Alliance

For more information -

Arizona Governor's Conference on Tourism
Phone: (602) 265-2252

Email: info@aztourisconference.com
Web site: www.AZTourismConference.com

Sponsorship Packages

Standard Benefits for All Sponsors

- Company name, address and contact information printed in the Governor's Conference on Tourism Program Book.
- Complimentary exhibit space to include an 8' x 10' booth.
- Name recognition on the 2010 Governor's Conference on Tourism web site.
- A copy of the Governor's Conference on Tourism Attendee Directory.

Diamond

\$20,000

- Standard Benefits for all sponsors
- Sponsor the Welcome Reception, "Taste of Southern Arizona Cuisine" Reception, or Governor's Tourism Awards Luncheon.
The first sponsor whose payment is received has first choice for what event they will sponsor.
- Recognition signage displayed at your Sponsored Event.
- Full-page advertisement in the Governor's Conference on Tourism Program Book. Back Cover, Inside Front Cover and Inside Back Cover are available to choose from.
The first sponsor whose payment is received has first choice for advertisement placement.
- Company name included within all press releases regarding the Governor's Conference prior to and following the event.
- Inclusion in Conference collateral sent to all industry partners, including but not limited to: registration forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Diamond Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Six (6) complimentary attendee registrations (includes all materials, meals, workshops and events).

Platinum

\$15,000

- Standard Benefits for all sponsors.
- Sponsor the Welcome Reception, "Taste of Southern Arizona Cuisine" Reception, or Governor's Tourism Awards Luncheon.
First preferences go to Diamond, and then the first sponsor whose payment is received has first choice for what event they will sponsor
- Recognition signage displayed at your Sponsored Event.
- Full-page advertisement in the Governor's Conference on Tourism Program Book.
- Company name included within all press releases regarding the Governor's Conference prior to and following the event.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Platinum Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Four (4) complimentary attendee registrations (includes all materials, meals, workshops and events).

Gold

\$10,000

- Standard Benefits for all sponsors.
- Sponsor one of the two Continental Breakfasts at the Governor's Conference on Tourism.
The first sponsor whose payment is received chooses the breakfast they would like to sponsor.
- Recognition signage displayed at your Sponsored Event.
- Half-page advertisement in the Governor's Conference on Tourism Program Book.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Gold Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Three (3) complimentary attendee registrations (includes all materials, meals, workshops and events).

Silver**\$7,500**

- Standard Benefits for all sponsors.
- Sponsor one of the three General / Plenary Sessions during the Governor's Conference on Tourism. The first sponsor whose payment is received chooses the session they would like to sponsor.
- Recognition signage displayed at your Sponsored Session.
- Quarter-page advertisement in the Governor's Conference on Tourism Program Book.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Silver Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).

Bronze**\$5,000**

- Standard Benefits for all sponsors.
- Sponsor one of the three Beverage Breaks during the Governor's Conference on Tourism. The first sponsor whose payment is received chooses the break it would like to sponsor.
- Recognition signage displayed at your Sponsored Event.
- Quarter-page advertisement in the Governor's Conference on Tourism Program Book.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Bronze Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).

Copper**\$2,500**

- Standard Benefits for all sponsors.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Copper Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).

Exhibitor - Booth**\$1,200**

- Standard Benefits for all sponsors.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).
- Exhibit Show Hours:

Monday, July 12:	Taste of Arizona Reception	5:00 pm - 7:00 pm
Tuesday, July 13:	Continental Breakfast	7:30 am - 8:30 am
	Morning Break	10:15 am - 10:45 am
Afternoon Break	3:15 pm - 3:45 pm	
Wednesday, July 14:	Continental Breakfast	7:45 am - 8:45 am

**For more information or questions, contact the
Arizona Governor's Conference on Tourism**

Phone: (602) 265-2252

E-mail: info@aztourismconference.com

Yes! I will sponsor the following:

- Diamond \$20,000 **
- Platinum \$15,000 **
- Gold \$10,000 **
- Silver \$7,500 **
- Bronze \$5,000 **
- Copper \$2,500
- Exhibitor \$1,200

** Conference staff will contact you for selection of your activity.

Sponsor/Exhibitor Levels:

- Diamond Sponsor 6 complimentary registrations
- Platinum Sponsor 4 complimentary registrations
- Gold Sponsor 3 complimentary registrations
- Silver Sponsor 2 complimentary registrations
- Bronze Sponsor 2 complimentary registrations
- Copper Sponsor 2 complimentary registrations
- Exhibitor 2 complimentary registrations

Sponsor / Exhibitor Registration Form

Sponsor Contact Information –

Please complete the following carefully as this information will be provided to attendees in the 2010 Governor's Conference Program, Conference Directory and Attendee Directory.

Organization Name: _____

Contact Name: _____

Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Will you be attending: YES _____ NO: _____

I will need an exhibitor's booth*: YES _____ NO: _____

** One 6 ft. table, two chairs, table skirting and one wastebasket will be provided with each space*

Attendee Contact Information –

Please list the names of attendees based on your sponsor/exhibitor level:

Name	Organization	Title	Email

Additional names of company attendees at full Conference fee (\$350 includes Conference and STAR Gala):

Please Complete Reverse Side

Yes! I will donate an item for the silent auction

Item (s) to be donated: _____

Exhibitor Information –

Please complete the following information to help us prepare for your exhibit space upon your arrival at the conference.

**Will you need electricity? _____

**Will you need internet? _____

Additional requests? _____

Exhibit locations are based on the level of sponsorship and the date your form and payment are received. Please let us know if you have any preferences on companies you would like to be near: _____

*** Item is at the exhibitor's expense.*

SECURITY: The Governor's Conference on Tourism will provide general perimeter security service during the "off" hours of the Conference for the Exhibition Area. The Governor's Conference on Tourism is not responsible for any loss or damage to Exhibitor's personal items or property. Exhibitors are advised to insure against these risks.

Payment Information –

- Check Enclosed (Make checks payable to Arizona Governor's Conference on Tourism)
- Visa / MasterCard
- American Express

**Sponsorships must be paid in full prior to receiving any conference benefits, promotion or registration.*

Credit Card Information:

Name on card: _____

Credit card number: _____

Expiration date: _____

Total amount: _____

Signature: _____



Return Completed Sponsorship Registration Forms by Fax or Mail to -

Arizona Governor's Conference on Tourism
1240 E. Missouri, Ste. 204
Phoenix, AZ 85014-2912
Fax : (602) 230-7519

Questions
(602) 265-2252 or info@aztourisconference.com