

APRIL 10-12, 2016
KALISPELL, MT

Dear Friends of the Montana Tourism Industry,

The Governor's Conference on Tourism and Recreation is Montana's premier tourism industry event.

As a conference sponsor or exhibitor, you'll reach more than 400 of the business and marketing professionals who support Montana's nearly \$4 billion tourism industry. The opportunities inside this flyer are certain to help you bring messages, products, or services to the right audience.

The 42nd annual conference will be right outside of Glacier National Park in Kalispell, MT. This city and its surrounding communities will be a center of attention through the 2016 centennial of the National Park Service.

These opportunities always sell out, so don't hesitate to get a spot reserved today. We're looking forward to working with you and offering another great conference!

Sean Becker
Division Administrator
Office of Tourism and Business Development
Montana Department of Commerce



WHY SPONSOR?

- Get your message out to **400+ Montana tourism and recreation professionals**, marketing and sales staff, state and federal agencies and business owners
- Position your organization as an **industry leader**
- **Increase awareness** of your product/service with exposure before, during and after the conference
- **Build relationships** with potential and existing clients and partners
- **Underscore your organization's mission, values and product offering** by selecting one of many targeted sponsor opportunities
- **Show your support for and commitment to Montana's tourism and recreation industry**

CONFERENCE OVERVIEW

AGENDA HIGHLIGHTS

- Greater Kalispell area tours
- Welcome reception
- First-time attendee breakfast
- Three feature presentations
- Four breakout session tracks
- 15 breakout sessions
- Two Montana-grown luncheons
- Montana Tourism Awards banquet
- Four exhibit-area networking breaks

2015 ATTENDEE PROFILE YEARS ATTENDING THE CONFERENCE

28%	First-time attendees
11%	2 Years
27%	3-5 Years
34%	6+ Years

INDUSTRY SECTOR

17%	Lodging & Hospitality (Hotel, Motel, B&B)
16%	Arts, Culture, Historic Preservation
15%	Other (Retail, Education, Advocacy, etc.)
13%	Federal, State Government
13%	Chamber of Commerce, Region, CVB
7%	Advertising, Media
6%	Tribal Government/Tourism
5%	Resorts, Ranches
5%	Outfitters, Guides, Tour Operators
2%	Campground, RV Park
1%	Transportation

ATTENDEE REGISTRATION

Registration begins January 11, 2016

REGISTRATION FEE SCHEDULE

THROUGH MARCH 20, 2016	\$140
MARCH 21-APRIL 4, 2016	\$160
APRIL 5-12, 2016	\$180
STUDENT REGISTRATION	\$50

Registration includes all agenda sessions and events, including meals, breaks and Monday evening awards dinner.

HOTEL RESERVATIONS

Accommodations are available at the Hilton Garden Inn or the Red Lion Hotel for \$92 plus tax (king or queen/queen rooms). Ask for the 2016 Governor's Conference room block if reserving by phone, or use group/convention code C-GOV (for the Hilton) or GOVE0409 (for the Red Lion) if reserving online.

The Red Lion is 1.6 miles from the Hilton. Complimentary transportation between the hotels for major conference functions will be provided.

HILTON GARDEN INN (PRIMARY)

1840 Highway 93 South
Kalispell, MT 59901
406.756.4500
gardeninn.hilton.com/Kalispell

RED LION HOTEL (SECONDARY)

20 N. Main St.
Kalispell, MT 59901
406.751.5050
redlion.com/Kalispell

QUESTIONS?

Suzi Kopec
RMS Management Services
Phone: 406.443.1160
Fax: 406.443.4614
skopec@rmsmanagement.com



SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP PACKAGES \$1,000 OR UP INCLUDE ONE COMPLIMENTARY REGISTRATION AND OPTIONAL EXHIBIT SPACE (A \$350 VALUE)

GRIZZLY SPONSORSHIPS

Montana Tourism Awards Banquet.....\$3,500

Sponsor Code: G1

Always a highlight of the conference, the Montana Tourism Awards banquet celebrates the best of Montana tourism and provides the sponsor with two hours of exposure before all conference attendees.

- Pre-conference promotional e-mail blast recognition
- Full-page conference agenda booklet ad
- Additional complimentary registration
- Opportunity to distribute collateral or a small gift
- On-screen presence (may include a brief video)
- 3-5 minutes speaking time

Montana-Grown Luncheon (2 Available)\$3,000

Sponsor Code: G2

Two Montana-grown luncheons are scheduled Monday and Tuesday afternoon.

- Pre-conference promotional e-mail blast recognition
- Half-page conference agenda booklet ad
- Additional complimentary registration
- Opportunity to distribute collateral or a small gift
- On-screen presence (may include a brief video)
- 3-5 minutes speaking time

BISON SPONSORSHIPS

Keynote Speaker (3 Available).....\$2,500

Sponsor Code: B1

Keynote speakers headline the agenda and present before all conference attendees.

- Additional complimentary registration
- Opportunity to distribute collateral or a small gift
- On-screen presence
- 3-5 minutes speaking time

ELK SPONSORSHIPS

Welcome Reception.....\$2,000

Sponsor Code: E1

The welcome reception opens the conference with entertainment and fun.

- Opportunity to distribute collateral or a small gift
- On-screen presence
- 3-5 minutes speaking time

Pre-Stuffed Canvas Tote Bag\$2,000

Sponsor Code: E2

At registration, all conference attendees will receive a canvas tote bag to hold various items distributed throughout the conference. The tote bag will be branded with the sponsor's logo and pre-stuffed with the sponsor's printed material.

MOUNTAIN GOAT SPONSORSHIPS

Branded Room Keycard.....\$1,750

Sponsor Code: MG1

The room keycard distributed to conference attendees who are guests of the Hilton Garden Inn or Red Lion Hotel will be branded with the sponsor's logo.

New Ambassadors Breakfast\$1,500

Sponsor Code: MG2

The New Ambassadors Breakfast is a special event that's exclusive to first-time conference attendees (in 2015, approximately 28% of all conference attendees) and provides an exclusive networking opportunity. Sponsor will receive 3-5 minutes speaking time and the option of drawing conference scholarship winners.

PRONGHORN SPONSORSHIPS

Social Media Café\$1,000

Sponsor Code: P1

A Social Media Café will be running concurrently to the breakout sessions. Here, industry experts will be reviewing and critiquing the social media platforms of conference attendees.

- Table tents at each workstation
- Opportunity to display own signage
- Opportunity to distribute collateral or a small gift
- On-screen presence

Registration Desk.....\$1,000

Sponsor Code: P2

Be the first sponsor the attendees see by sponsoring the Registration Desk with a strong logo presence.

Breakout Session Track (4 Available) \$500

Sponsor Code: See Below

Highlight your area of expertise by sponsoring one of the four breakout session tracks: Marketing I (Sponsor Code P3), Marketing II (P4), Business (P5), or Research (P6).

- Designated area at each track breakout session to distribute materials
- On-screen presence at each track breakout session (three per track)
- 3-5 minutes speaking time at the first session of the track

SAGE GROUSE SPONSORSHIPS

Networking Break (4 Available)..... \$750

Sponsor Code: SG1

Four 45-minute networking breaks are scheduled throughout the conference.

- Acknowledgement from the podium before and after the break
- Display space near the refreshments for materials and signage

Gift Drop \$750

Sponsor Code: SG2

Treat conference attendees to a gift dropped inside their rooms before check-in.

Agenda Booklet Ad (3 Available) \$500-\$750

All conference attendees receive the 5.5" x 8.5" agenda booklet at registration and frequently reference it through the conference.

Back Cover, Full Page Color \$750

Sponsor Code: SG3

Inside Front Cover, Full Page Color \$500

Sponsor Code: SG4

Inside Adjacent Quick-Glance

Schedule, Full Page Color \$500

Sponsor Code: SG5

TROUT SPONSORSHIPS

Tote Bag Material Distribution (6 Available)..... \$100

Sponsor Code: T1

Sponsor may choose one piece of printed material to be pre-stuffed into the canvas tote bag all attendees will receive at registration.

TO SIGN UP

Complete and return the enclosed application to reserve a sponsorship.

Digital forms available under "Sponsors & Exhibitors" at:
www.MTGovernorsConference.com

Being a conference exhibitor is a popular and cost-effective way to get valuable facetime with conference attendees.

Exhibitors receive a dedicated area to engage with hundreds of Montana tourism industry professionals, highlight their products or services, and generate leads.

Exhibit spaces are limited—sign up early!

EXHIBITOR OPPORTUNITIES

EXHIBIT SPACE FEATURES

- One (1) complimentary registration—a \$140 value
- Draped walls, 6' skirted table, one chair, and electricity (by request—see application, Special Requests)
- Four exhibit-area networking breaks to help drive traffic
- Regular announcements encouraging conference attendees to visit Exhibit Hall
- Exhibitors registered by March 16, 2016, will be listed online at the conference website and inside the agenda booklet
- Pre-conference attendee list
- Free WiFi

DOOR PRIZES

Door prizes are a great way to drive traffic to an exhibit space. All exhibitors are encouraged to bring one gift basket or item (with a minimum value of \$25) to be awarded at the Tuesday afternoon closing luncheon.

Participating exhibitors will be asked to collect drawing entries (e.g., by accepting business cards) up to and through the 4th networking break Tuesday morning, draw a winner, and share the winner's information with conference staff.

If the winner doesn't attend the closing luncheon, conference staff will arrange delivery of the prize.

TENTATIVE EXHIBIT SCHEDULE CANCELTION/REFUND DEADLINE

Friday, March 4

SET UP

Sunday, April 10 2:00–7:00 PM

EXHIBIT SHOW HOURS

Monday, April 11 9:45–10:30 AM
Monday, April 11 2:45–3:30 PM
Monday, April 11 4:45–6:00 PM
Tuesday, April 12 9:45–10:30 AM

TEAR DOWN

Tuesday, April 12 10:30–3:00 PM

EXHIBITOR SPACE PRICING

Sign up early to receive the best pricing!

THROUGH MARCH 16, 2016	\$350
AFTER MARCH 16, 2016	\$400

TO SIGN UP

Complete and return the enclosed application to reserve exhibit space. Exhibit spaces will be assigned first come, first served.

Digital forms available under "Sponsors & Exhibitors" at:
www.MTGovernorsConference.com

For complete exhibitor terms and conditions and information related to shipping, set up, and cancellations and refunds, visit www.MTGovernorsConference.com under "Sponsors & Exhibitors."



APPLICATION

APRIL 10-12, 2016

HILTON GARDEN INN

KALISPELL, MT

SPONSORSHIP \$ _____
Sponsor Code: _____

EXHIBIT SPACE (INCLUDES ONE COMPLIMENTARY REGISTRATION) \$ _____

- \$350 (Applications received by March 16, 2016)
- \$400 (Applications received after March 16, 2016)
- \$140 Additional Registration
- \$210 Additional Booth
- Special Requests:
 - Electricity
 - Other _____
- I will bring a door prize
- I/we will attend the Monday evening banquet
(Number of representatives attending: _____)

PAYMENT INFORMATION

Payment will be accepted via check or credit card. Checks should be payable to: Montana Governor's Conference on Tourism and Recreation.

PAYMENT OPTION (CHOOSE ONE)

- Check Visa MasterCard Amex

\$ Amount _____
 Card # _____
 Exp. Date _____
 Card Security Code _____
 Cardholder's Name _____
 Billing Address _____

 City _____ State _____ ZIP _____
 Signature _____
 Date _____

PLEASE RETURN APPLICATION & PAYMENT TO:

Montana Governor's Conference on Tourism and Recreation
 c/o RMS Management Services
 36 South Last Chance Gulch, Suite A
 Helena, MT 59601
 Phone: 406-443-1160
 Fax: 406-443-4614
 skopec@rmsmanagement.com

SPONSOR/EXHIBITOR CONTACT

If you will be attending the conference, please enter your name as you'd like it to appear on your badge.

First _____
 Last _____
 Title _____
 Company _____
 I am attending No, other representative(s) listed below
 Address _____

 City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____
 Email _____
 Website _____

If the sponsorship package you've selected includes additional complimentary registrations, or you're an exhibitor with additional representatives attending, please list their information here (as it should appear on their badges). Non-complimentary registrations are \$140 each.

First _____
 Last _____
 Title _____

 First _____
 Last _____
 Title _____

 First _____
 Last _____
 Title _____

Payment in full must be received with this application to reserve your space.

TOTAL \$ _____

After your application is received and processed, the contact listed above will receive an email confirmation. If you have reserved an exhibit space, a service kit will be emailed from K&J Convention Services.



MONTANA

2016 GOVERNOR'S CONFERENCE ON TOURISM AND RECREATION SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



RETURN SERVICE REQUESTED

OFFICE OF TOURISM & BUSINESS DEVELOPMENT
DEPARTMENT OF COMMERCE
301 S. Park Ave. • PO Box 200533
Helena, MT 59620-0533

MONTANA