

# MONTANA

## 2015 GOVERNOR'S CONFERENCE ON TOURISM AND RECREATION

Dear Montana Tourism Partners,

We're wrapping up another good year for Montana tourism and making plans for more success in 2015. We hope your 2014 experience has been positive and that you're ready and willing to join us in working on behalf of Montana's tourism partners in the coming year.

One of the projects we'd like you to partner with us on is the 2015 Montana Governor's Conference on Tourism and Recreation. This will be our 41<sup>st</sup> statewide tourism conference. According to attendee evaluations this is not only Montana's largest tourism gathering, but one of the most effective networking and tourism education experiences available in the state. Our goal for the 2015 conference is to continue this tradition and exceed expectations.

Inside the pages of this Sponsor and Exhibitor booklet we're confident you'll find opportunities to communicate with our 400 plus attendees that fit your interests and budget. There's a variety of conference sessions, meals and social events to be the featured sponsor of along with exhibitor opportunities where you can share your services or products with conference attendees. We look forward to hearing which opportunities work best for you.

The host community for our 2015 conference is Montana's Capital City, Helena. We're working with our Helena hosts to plan a number of fun events during the conference's March 22-24 schedule. You can use these events to explore Helena's vibrant arts and culture offerings, its internationally recognized biking and hiking trail system, and the well-told, colorful history of the Helena Valley.

Finally, a heads up: Over the last couple of years, these sponsor opportunities have been going fast. Let us know as soon as you do what partner opportunity works best for you.



Jeri Duran  
Division Administrator  
Montana Office of Tourism, 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

### TO SIGN UP

Use the enclosed application to reserve your sponsorship at the conference. Electronic forms can be accessed at [www.travelmontana.mt.gov/conference](http://www.travelmontana.mt.gov/conference) under "Sponsors & Exhibitors." Sponsorships are assigned on a first come, first served basis.

## ATTENDEE PROFILE (2014)

### YEARS ATTENDED

32%	First-time attendees
16%	2nd year
25%	3-5 years
27%	6+ years

### ORGANIZATION TYPE

22%	Chambers of Commerce and Regional Tourism Organizations
21%	Hotel/Motel
14%	Ad Agencies and Media Companies
14%	Other (Retail, Advocacy, Education, etc.)
13%	Government Agencies
12%	Ranches, Resorts, Vacation Homes and B&B's
7%	Museums and Heritage Attractions
7%	Outfitters, Guides and Tour Operators
6%	Indian Country Tourism
5%	Arts and Cultural Attractions
1%	Transportation



# ATTENDEE REGISTRATION

## EARLY BIRD REGISTRATION FEES

THROUGH MARCH 1, 2015	\$140
MARCH 2-16, 2015	\$160
MARCH 17-24, 2015	\$180
STUDENT REGISTRATION	\$50

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

REGISTRATION BEGINS JANUARY 5, 2015  
[www.travelmontana.mt.gov/conference](http://www.travelmontana.mt.gov/conference)

### QUESTIONS, CONTACT

Suzi Kopec  
RMS Management Services  
Ph: 406-443-1160  
Fax: 406-443-4614  
[skopec@rmsmanagement.com](mailto:skopec@rmsmanagement.com)

### EXHIBITOR AND SPONSOR INFORMATION

Suzi Kopec  
RMS Management Services  
Ph: 406-443-1160  
Fax: 406-443-4614  
[skopec@rmsmanagement.com](mailto:skopec@rmsmanagement.com)

# HOTEL RESERVATIONS

## Helena Colonial Hotel-Red Lion

By phone: 406-443-2100, ask for 2015 MT Governor's Conference on Tourism Room Block

Online at: [www.redlion.com/colonial](http://www.redlion.com/colonial), use Group/Convention Code: MONT0321

\$99.99 plus tax, single/double occupancy/queen room.

Other Helena lodging properties can be found at [www.visitmt.com](http://www.visitmt.com).

# TENTATIVE CONFERENCE AGENDA

## SUNDAY, MARCH 22, 2015 REGISTRATION AND ARRIVAL DAY

Noon – 8:00pm	Conference Registration
2:00 – 7:00pm	Exhibitor Set-up
1:00 – 7:00pm	Helena Area Tours
7:00 – 10:00pm	Welcome Reception

## MONDAY, MARCH 23, 2015

7:00am	Conference Registration Opens
7:00 – 8:15am	New Ambassadors Breakfast
8:30 – 9:45am	Welcome and Feature Presentation
9:45 – 10:30am	Networking Break in Exhibit Area*
10:30 – 11:45am	Feature Presentation
Noon – 1:15pm	Montana Grown Luncheon and Feature Presentation
1:30 – 2:45pm	Breakout Sessions
2:45 – 3:30pm	Networking Break in Exhibit Area*
3:30 – 4:45pm	Breakout Sessions
4:45 – 6:00pm	Networking Reception in Exhibit Area*
7:00 – 9:00pm	Montana Tourism Awards Banquet

## TUESDAY, MARCH 24, 2015

7:30am	Conference Registration Opens
8:30 – 9:45am	Feature Presentation
9:45 – 10:30am	Networking Break in Exhibit Area*
10:30 – 11:45am	Breakout Sessions
Noon – 1:30pm	Closing Montana Grown Luncheon, Exhibitor Giveaway and Feature Presentation

\*Key exhibit times for conference attendees



# SPONSORSHIP OPPORTUNITIES

For a full list of benefits by sponsor level, see chart on the following page.

## GRIZZLY SPONSORSHIPS

Awards Evening Event..... \$3,500  
Sponsor Code: G1

A highlight of the annual conference, this celebratory event, held the first night of the conference, recognizes the “best of” Montana tourism and recreation. The evening includes a dinner prepared with locally available and in-season Montana foods, Montana tourism awards and lively dinner entertainment. This marquee sponsorship opportunity provides exclusive and evening-long exposure for your organization with speaking time, on-screen presence, centerpiece exposure and the opportunity to both show a brief video and/or distribute collateral or a small gift to each attendee. Awards evening event sponsor will also receive two conference registrations, an exhibit space, and a full-page ad in the conference agenda (provided that a print-ready PDF ad is supplied no later than February 25, 2015). Sponsor will also receive a feature (logo, URL, description) in the promotional email blast(s) promoting the 2015 Governor’s Conference.

Conference Luncheon .....\$3,000 (2 available)  
Sponsor Code: G2

For impact and engagement, conference luncheons offer the most touch points to help the sponsor drive their message home: speaking time, on-screen presence, centerpiece exposure, distribution of a collateral piece or small gift to each attendee and the opportunity to show a brief video. Luncheon sponsors will also receive two conference registrations, an exhibit space and a half-page ad in the conference agenda (provided that a print-ready PDF ad is supplied no later than February 25, 2015).

## BISON SPONSORSHIPS

Keynote Speaker..... \$2,500 (3 available)  
Sponsor Code: B1

Position your organization as a market leader by sponsoring one of the conference’s three keynote speakers. Keynote speakers are the most anticipated events of this educational conference that no attendee would dare to miss. Sponsor will have the opportunity to address the entire conference audience, distribute materials or small item to attendees and will receive prominent on-screen logo placement. Keynote sponsor will also receive two conference registrations and an exhibit space.

## ELK SPONSORSHIPS

Welcome Reception..... \$2,000  
Sponsor Code: E1

Let your organization kick off the conference by sponsoring the welcome reception, a popular event with arriving attendees. As a sponsor, you will be given the opportunity to address the audience, show a short sponsor video from your organization and distribute materials to reception attendees. Exhibit space and one conference registration included.

Branded Flash Drive ..... \$2,000  
Sponsor Code: E2

To keep your organization top-of-mind both during and after the conference, look to the conference flash drive. All attendees will receive a flash drive containing key conference content to use and

bring home, including conference presentations, handouts and other tourism resources. This reusable drive will be a useful and portable file storage device for attendees long after the conference ends. Sponsor can have their logo imprinted and brand rich content loaded on the drive if provided no later than February 28 (logo) and March 6, 2015 (content). Exhibit space and one conference registration included.

## MOUNTAIN GOAT SPONSORSHIPS

Branded Room Keycard..... \$1,750  
Sponsor Code: MG1

Attendees won’t miss your message when it’s printed on the face of the hotel’s room keycards. Fully customizable keycards are a great place to showcase your brand with multiple exposures per attendee every day! We’ll guarantee these for conference attendee use if sponsor provides us a print-ready logo/message no later than February 11, 2015. Sponsorship includes one conference registration and exhibitor space.

New Ambassadors Breakfast ..... \$1,500  
Sponsor Code: MG2

If growing and nurturing Montana’s tourism industry is important to you, there is no better way to show your support than with this sponsorship. Half of the “New Ambassadors” sponsorship allows for a special breakfast for first-time Governor’s Conference attendees (typically 30% of conference attendees) where they will meet with and be welcomed by a VIP committee of industry leaders, long-time conference attendees and other influencers to help them get the most out of their conference experience. The other half of the sponsorship will pay for two scholarships that will allow two 2015 first-time conference attendees to attend the 2016 conference at no cost (via a random drawing of breakfast attendees). Sponsor will have the opportunity to make opening remarks, draw the scholarship winners, as well as network with first-time attendees and industry VIPs. Sponsorship includes one conference registration and exhibitor space.

## PRONGHORN SPONSORSHIPS

Tourism Track Sponsor ..... \$1,000  
Sponsor Code: P1

Does your organization have a message, product or service to offer? Sponsorship of this track will put your organization in front of highly qualified attendees in a more intimate environment. As the sponsor of this track, your organization will be ever present in these sessions and top-of-mind with the attendees who will be exercising their newly acquired knowledge in the workplace and marketplace. Sponsor will receive podium time with track participants, a designated area to distribute materials in-room and one conference registration.

Branded Internet Café..... \$1,000  
Sponsor Code: P2

Want a digital presence for your organization? Sponsoring the conference’s internet café will give you screensaver presence (logo and URL), table tents at each workstation and the opportunity to display your own signage and collateral in the room. This is a popular room with attendees, as it provides them with printing capabilities, internet access and small group digital workshops that provide one-on-one time with Tourism Office staff and other experts. Sponsor will also receive one conference registration.

Registration Desk ..... \$1,000  
 Sponsor Code: P3

Where is the one place that all attendees must go? The Registration Desk! This sponsorship gives you the first opportunity to have your name seen by everyone. Sponsor receives presence at the desk and one conference registration.

### SAGE GROUSE SPONSORSHIPS

Agenda Booklet Ad .....\$500-\$750 (3 available)  
 Get seen in the go-to conference guide that attendees have with them at all times. Each opportunity features premium positioning within the conference agenda. The booklet is 5.5"x8.5" and contains the daily schedules, session descriptions, facility maps and more. Prices do not reflect the cost of a print-ready PDF ad that must be supplied no later than February 25, 2015.

Inside Front Cover, Full Page Color.....\$500  
 Sponsor Code: SG1

Inside Adjacent Quick-Glance  
 Schedule, Full Page Color ..... \$500  
 Sponsor Code: SG2

Back Cover, Full Page Color..... \$750  
 Sponsor Code: SG3

In-Room Gift Drops ..... \$500  
 Sponsor Code: SG4

Treat attendees to a gift upon their arrival. In-room drops are a great way to cut through the clutter to showcase your organization's product. Gifts to be provided by sponsor.

Networking Break..... \$750 (4 available)  
 Sponsor Code: SG5

Put your organization at the forefront of these 45-minute breaks where people gather to network, visit the exhibitor tables and refuel with snacks and beverages. Sponsor will be acknowledged from the podium before and after break and will be given display space near the refreshments for materials and signage.

### TROUT SPONSORSHIPS

Collateral Distribution ....\$100-\$200 (6 available)  
 Your organization's printed material will be prominently displayed at the conference registration table, where interested conference attendees can pick up a copy of your piece. (One format per sponsorship.)

Magazine Size ..... \$200 (2 available)  
 Sponsor Code: T1

Booklet Size ..... \$150 (2 available)  
 Sponsor Code: T2

Brochure Size..... \$100 (2 available)  
 Sponsor Code: T3

## TOTAL SPONSOR BENEFITS

	GRIZZLY	BISON	ELK	MTN GOAT	PRONG-HORN	SAGE GROUSE	TROUT
Name tag with ribbon designating representative(s) as sponsor	x	x	x	x	x	x	
Recognition from the podium	x	x	x	x	x	x	
Name in conference agenda and link on website	x	x	x	x	x	x	
Two conference registrations	x	x					
Exhibitor space	x	x	x	x			
On-screen logo placement	x	x	E1 only	MG2 only	P1, P2 only		
3-5 minutes at the podium	x	x	E1 only	MG2 only	P1 only		
One conference registration			x	x	x		
Information featured at registration table					P3 only		x
Full-page ad in the agenda booklet	G1					SG1, 2, 3 only	
Half-page ad in the agenda booklet	G2						
Reserved seating at a luncheon or dinner	x	x	x	x	x	x	
Sponsor signage throughout conference	x	x	E1 only	MG2 only	x	SG5 only	
Listing in sponsor registry	x	x	x	x	x	x	
Feature in conference email blast (logo, URL, 50 words)	x						
Opportunity to show video	x	x	E1 only				
Opportunity to distribute collateral/gift to attendees	x	x	x	x	x	SG4 only	
Meal centerpieces	x						
Branded meeting room or registration desk					x		
Pre-conference attendee list	x	x	x	x	x	x	
Post-conference attendee list	x	x	x	x	x	x	x
Ability to load rich content on conference flash drive			E2 only				

# EXHIBITOR OPPORTUNITIES

The Exhibit Hall continues to be a popular way for businesses, communities, government agencies, marketing and media companies and nonprofits to get one-on-one time with conference attendees. An exhibit space affords your organization a dedicated area to showcase your product or service, generate leads and interact and engage with hundreds of qualified Montana tourism industry prospects and partners.

Exhibit spaces are limited—so sign up early!

## EXHIBITOR SPACE PRICING

Sign up early to receive the same low pricing as 2014!

THROUGH FEBRUARY 25, 2015	\$350
AFTER FEBRUARY 25, 2015	\$400

## EXHIBITOR SPACE FEATURES & BENEFITS

- Includes 6' skirted table, draped backwalls, sidewalls, table, one chair and electricity (if required)
- One (1) complimentary registration – \$140 value
- Pre-conference attendee list
- Exhibitor listing received by February 25, 2015 will be included on conference website, in the agenda booklet and in the exhibitor registry. After this date, listings will occur on conference website only.
- Free wireless internet will be available in Exhibit Hall. Alternative connections, if available, may incur additional charges.
- Four networking/refreshment breaks are held in the exhibit area to help drive traffic
- Announcements throughout conference will remind and encourage attendees to visit Exhibit Hall

## TO SIGN UP

Use the enclosed application to reserve space at the conference. Electronic forms can be accessed at [www.travelmontana.mt.gov/conference](http://www.travelmontana.mt.gov/conference) under "Sponsors & Exhibitors." Exhibit spaces are assigned on a first come, first served basis.

## DOOR PRIZES

We recommend all exhibitors bring **one** gift item or basket (minimum value of \$25 and please limit to **one**) to feature in the exhibitors' door prize giveaways. Door prize giveaways can generate excitement for the exhibitor's product, drive traffic to their booth and build a solid list of leads. It is the exhibitor's responsibility to collect names and/or business cards from attendees. Exhibitors are to draw their **one** door prize winner after the Tuesday morning networking/refreshment break and provide the name of their winner and the prize to conference staff. The winners will be announced during the Tuesday luncheon. Unless instructed by the exhibitor, the winner will NOT need to be present to receive the gift. Arrangements will be made by conference staff if attendee is absent.

# TENTATIVE EXHIBIT SCHEDULE

## EXHIBIT SET-UP

Sunday, March 22 2:00 – 7:00pm

## SHOW HOURS

Sunday, March 22 7:00 – 10:00pm  
 Monday, March 23 9:45 – 10:30am  
 Monday, March 23 2:45 – 3:30pm  
 Monday, March 23 4:45 – 6:00pm  
 Tuesday, March 24 9:45 – 10:30am

## TEAR DOWN

Tuesday, March 24 10:30 – 3:00pm

**NOTE:** Conference management reserves the right to make booth assignments to avoid conflicts or concentrations of similar exhibits in one area and to accommodate attendee traffic flow. Exhibit security is the sole responsibility of the exhibitor. The Montana Office of Tourism (MTOT) cannot be held liable for events beyond its control, such as acts of God, government regulations, disasters or weather-related hazards, civil unrest, acts of terrorism or any other emergency, making it inadvisable or impossible to hold the conference. The MTOT will make every effort to inform participants of any changes as soon as possible to enable participants to cancel hotel and flight arrangements.

## SHIPPING, SET UP & CANCELLATIONS

We will provide all registered exhibitors with shipping and set-up information by February 25, 2015 or within 48 hours for registrations received after that date. Cancellations, which must be in writing to RMS Management, will be granted a refund of their registration fee, if received by March 4, 2015. **No refunds will be made after this date.**

# SPONSORSHIP & EXHIBIT APPLICATION

MARCH 22-24, 2015  
HELENA COLONIAL HOTEL-RED LION,  
HELENA, MT

SPONSORSHIP .....\$ \_\_\_\_\_

Sponsor code: \_\_\_\_\_  
(see descriptions in the "Sponsorship Opportunities" section)

EXHIBITOR BOOTH WITH  
CONFERENCE REGISTRATION \$ \_\_\_\_\_

- \$350 (applications received by February 25, 2015)
- \$400 (applications received after February 25, 2015)
- \$140 Additional Representative Fee
- \$210 Additional Booth Space

- Special booth needs:
  - Electricity
  - Other \_\_\_\_\_

- I will bring a Door Prize.
- I/we plan to attend the Monday evening banquet (# attending \_\_\_\_\_)

**PAYMENT INFORMATION**

Please send your payment via check or credit card. Please make checks payable to Montana Governor's Conference on Tourism and Recreation.

**PAYMENT FORM (CHOOSE ONE):**

Check     Visa     MasterCard     Amex

\$ Amount \_\_\_\_\_

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Auth. Code \_\_\_\_\_

Cardholders Name (as printed on card) \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Cardholder 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, Ste A  
Helena, MT 59601  
Ph: 406-443-1160 Fax: 406-443-4614  
Email: skopec@rmsmanagement.com  
www.travelmontana.mt.gov/conference

**SPONSORSHIP/EXHIBIT SPACE CONTACT PERSON**

If you are an attendee please print or type your name as you would like it to appear on your badge.

First \_\_\_\_\_

Last \_\_\_\_\_

Company Name \_\_\_\_\_

Title \_\_\_\_\_

I am the attendee     No, other representative(s) listed below

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

If you are a Sponsor eligible for additional complimentary registrations or an exhibitor with additional personnel attending, please list those people's names here (as they should appear on badge). Additional non-complimentary conference registrations are \$140 per person.

First \_\_\_\_\_

Last \_\_\_\_\_

Title \_\_\_\_\_

First \_\_\_\_\_

Last \_\_\_\_\_

Title \_\_\_\_\_

First \_\_\_\_\_

Last \_\_\_\_\_

Title \_\_\_\_\_

In order to hold your space, 100% of the amount due for the space must accompany this application.

TOTAL .....\$ \_\_\_\_\_

After your application has been processed, conference staff will send a letter of confirmation to the above-named contact person via email or mail. If you have reserved an exhibit space, a service kit will be sent to you from K&J Convention Services.

**FOR ADDITIONAL INFORMATION OR IMMEDIATE EXHIBIT SPACE RESERVATION, CONTACT THE CONFERENCE MEETING PLANNER**

RMS Management Services  
36 S Last Chance Gulch, Ste A, Helena, MT 59601  
406-443-1160 or skopec@rmsmanagement.com



## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

RETURN SERVICE REQUESTED  
Helena, Montana 59620-0533  
DEPARTMENT OF COMMERCE  
OFFICE OF TOURISM  
**MONTANA**