

2022 SPONSORSHIP OPPORTUNITIES

August 1 -3, 2022 • Athens, GA

GOVERNOR'S
TOURISM
CONFERENCE

PRESENTED BY
EXPLORE GEORGIA



The Georgia Governor's Tourism Conference is the premier educational and networking event for the state's tourism and hospitality industry. Presented by Explore Georgia, the state's destination marketing organization, the conference provides invaluable opportunities for networking and knowledge-sharing. This is the signature event for Georgia's tourism industry.

Each year, more than 500 tourism and hospitality professionals gather for Georgia's largest tourism conference. Attendees include important industry partners and leaders who represent nearly every DMO/CVB in the state as well as attractions, lodging, food & beverage, education, and government.

This is the must-attend event of the year if you are committed to Georgia's tourism industry, want to learn best practices and marketing strategies from global experts, and seek to connect with influential members of the state's tourism industry.

Now is your chance to reach an influential and engaged audience of Georgia's top travel and tourism professionals.

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500+ ATTENDEES

Representing 152 million annual visitors, \$69 million in economic impact, and 484,000 Georgia jobs.

CHAMPION YOUR BRAND, FIND NEW CUSTOMERS & DRIVE REVENUE

SPONSORING THE GEORGIA GOVERNOR'S TOURISM CONFERENCE PROVIDES:

- Increased visibility and enhanced brand reputation within the lucrative Georgia tourism market
 - Connections with Georgia tourism decision makers from around the state
 - Concrete demonstration of your company's commitment to the state's vital tourism industry
 - Brand association with Explore Georgia, the state's official destination marketing organization
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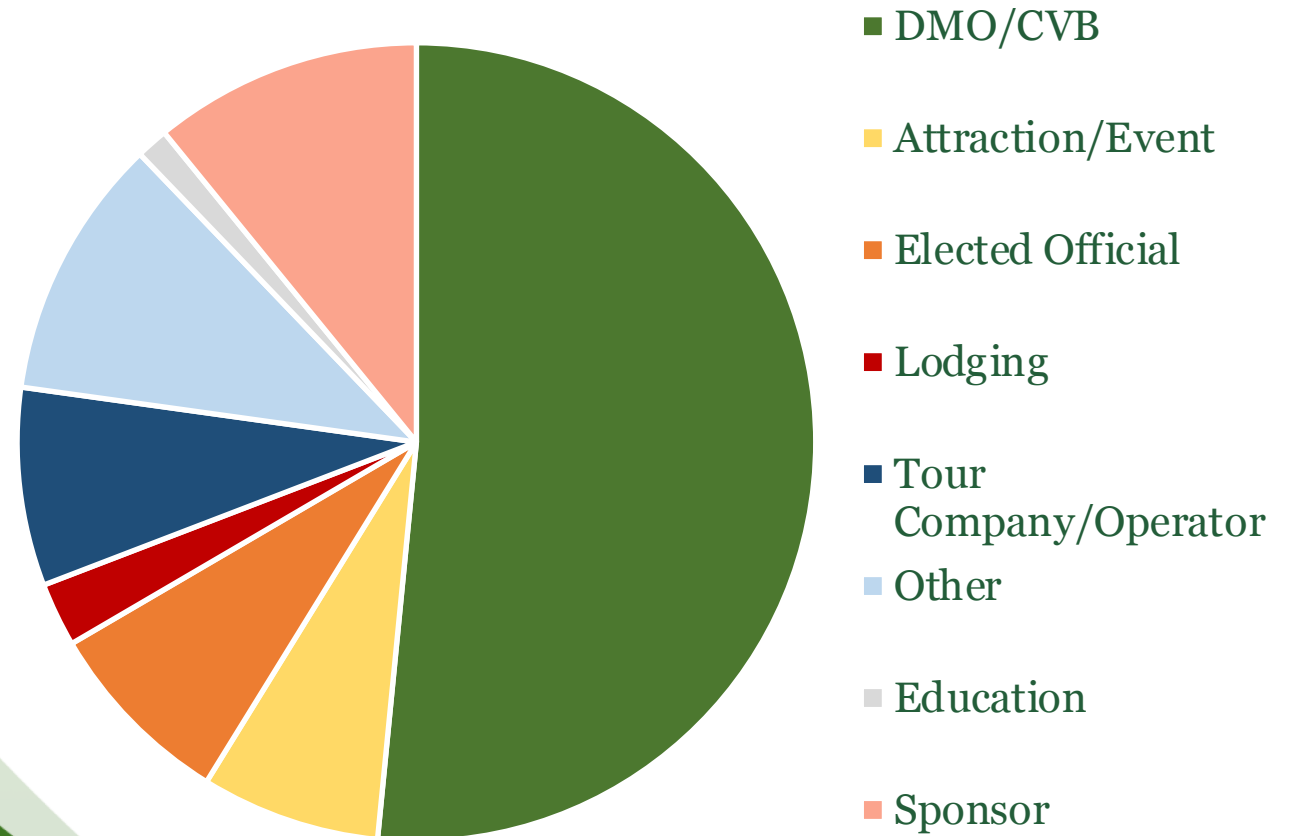
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GEORGIA GOVERNOR'S TOURISM CONFERENCE PARTICIPANT PROFILE

Our conference attendees are executive decision makers within their organization, providing a meaningful networking experience and marketing opportunity to all sponsors.



GEORGIA TOURISM AMBASSADOR SPONSOR – \$10,000 (up to 5 available)

EXCLUSIVE INVITATION TO

- Key stakeholder and decision maker dinner (2 attendees)
- *or*
- Sponsor Inaugural Georgia Tourism Foundation event (4 tickets)

PROMOTIONAL AND ON-SITE BENEFITS:

- Advance Attendee List & final attendee list post-conference
- Pre-conference detailed email to attendees
- Links in general pre-conference emails
- Conference registrations (6 registrations)
- Georgia Tourism Foundation event (2 tickets)
- Exhibit space (8'x30" draped table) or promotional item at registration
- General session or event sponsor with podium time (2-5 minutes) at start of session or event
- Prominent on-site signage

**Product samples, promotional items, signage, and collateral are the responsibility of sponsor. Shipping, handling & storage charges not included. Email, promotional items, video, displays, and banners are subject to conference approval.*

GEORGIA TOURISM ADVOCATE SPONSOR – \$7,500 (up to 6 available)

EXCLUSIVE INVITATION TO

- Reception with select stakeholders (2 attendees)

PROMOTIONAL AND ON-SITE BENEFITS:

- Advance Attendee List & final attendee list post-conference
- Links in general pre-conference emails
- Conference registrations (4 registrations)
- Georgia Tourism Foundation event (2 tickets)
- Exhibit space (8'x30" draped table)
- Opportunity to brand one luncheon
- Luncheon sponsor with podium time (2-5 minutes) at start of luncheon
- Prominent on-site signage

**Product samples, promotional items, signage, and collateral are the responsibility of sponsor. Shipping, handling & storage charges not included. Email, promotional items, video, displays, and banners are subject to conference approval.*

GEORGIA TOURISM PROMOTER SPONSORSHIP– \$5,000

PROMOTIONAL AND ON-SITE BENEFITS:

- Opportunity to brand one food & beverage break or breakfast
- Logo placement in pre-conference emails
- Post-conference attendee list
- Conference registrations (2)
- Exhibit space (8'x30" draped table)
- Inclusion in on-site signage

FRIEND OF GEORGIA TOURISM – \$2,500 – SOLD OUT

PROMOTIONAL AND ON-SITE BENEFITS:

- Conference registration (1)
- Exhibit space (8'x30" draped table)
- Inclusion in on-site signage
- Post-conference attendee list

**Product samples, promotional items, signage, and collateral are the responsibility of sponsor. Shipping, handling & storage charges not included. Email, promotional items, video, displays, and banners are subject to conference approval.*

ADDITIONAL DETAILS

ADDITIONAL ATTENDEES: All sponsorship packages include conference registrations. Additional sponsor representatives can be added for \$925 per registration.

PAYMENT: All sponsor payments must be received prior to the conference unless alternate payment arrangements have been made with the conference office.

EXHIBIT DETAILS: The exhibits will be located in the pre-function area adjacent to the main meeting ballroom. This year, we are offering sponsors a single 8' x 30" draped table, 2 chairs, and wastebasket. Please note, booths are assigned based on sponsorship level and when the sponsorship is reserved.

HIGH TRAFFIC TIMES: The exhibits will be open during the working of the entire conference. We host two networking breakfasts and four refreshment breaks in the exhibit area. Those high-traffic times are:

- Monday, August 1: 2:15-3:00 p.m.
- Tuesday, August 2: 8-9 a.m., 10-10:45 a.m. & 2:15-3 p.m.
- Wednesday, August 3: 8-9 a.m. & 10-10:45 a.m.

SET UP: Early set up is available on Sunday, July 31 from 1-5 p.m. Regular set up begins on Monday, August 1 at 9:00 a.m. You must be completely set up no later 12:30 p.m. on Monday, the conference begins at 1 p.m. that day.

BREAK DOWN: You may begin breakdown your booth on Wednesday, August 3, no earlier than 10:45 a.m. or once the morning break concludes.

EVENT SERVICES: Sponsors can order power and equipment by visiting the [Exhibitor Order Link](#). Sponsors will create an account, select "GA Tourism Conference" and purchase what they need. The exhibitor guidelines and shipping information are under the general information tab. If you need any assistance regarding exhibitor services, please contact the Classic Center's Event Services Coordinator, Brandon Shook brandonshook@classiccenter.com.

BECOME A SPONSOR

Julie Musselman at jmusselman@georgia.org or 912-484-6688

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