

# 2023 SPONSORSHIP OPPORTUNITIES

---

September 11-13, 2023 • Jekyll Island, 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, nearly 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.**

---

GOVERNOR'S  
TOURISM  
CONFERENCE

PRESENTED BY  
EXPLORE GEORGIA





# 400+ ATTENDEES

---

Representing 159 million annual visitors, \$64.5 million in economic impact, and 422,600 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
- 

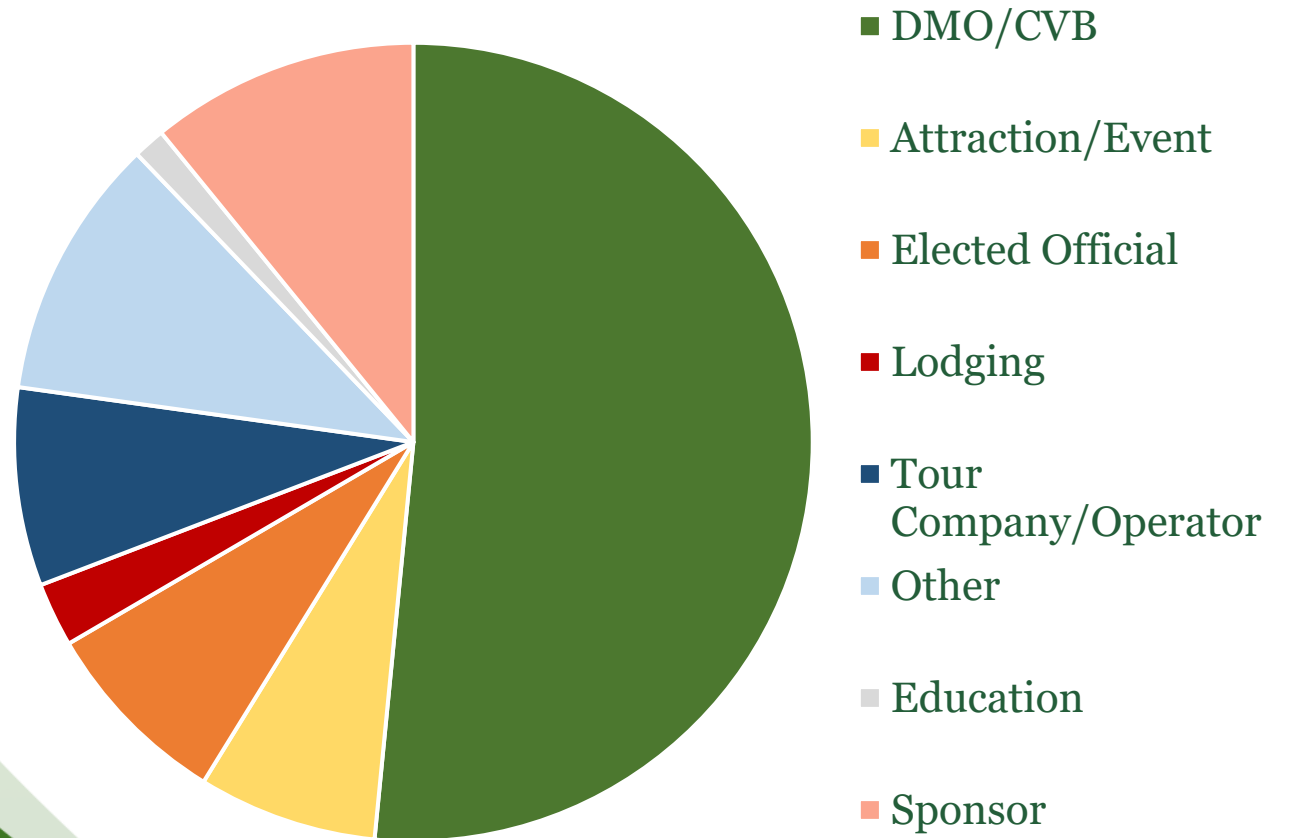
GOVERNOR'S  
TOURISM  
CONFERENCE

PRESENTED BY  
EXPLORE GEORGIA



# 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 GOVERNOR'S CIRCLE SPONSOR – \$20,000 (1 available)**

EXCLUSIVE SPONSOR OF GEORGIA TOURISM FOUNDATION RECEPTION

EXCLUSIVE INVITATION TO

- Key stakeholder and decision-maker dinner (2 attendees)

PROMOTIONAL AND ON-SITE BENEFITS:

- Advance attendee list & final attendee list post-conference
- Pre-conference branded email to attendees
- Logo and link in general pre-conference emails
- Conference registrations (8 registrations)
- Georgia Tourism Foundation event (8 tickets)
- 10' x 10' Exhibit Booth includes 8' tall back drape, 3' tall draped side rails, 6' skirted table, 2 folding chairs, wastebasket, and ID sign
- Promotional item at registration\*
- Podium time (2-5 minutes ) during Georgia Tourism Foundation event
- Prominent on-site signage at Georgia Tourism Foundation event and Conference

*\*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 AMBASSADOR SPONSOR – \$10,000**

### **EXCLUSIVE SPONSOR OF (pick one):**

- General Session (4 available)
- Welcome Reception (1 available)
- Governor's Luncheon (2 available)

### **EXCLUSIVE INVITATION TO**

- Key stakeholder and decision-maker dinner (2 attendees)

### **PROMOTIONAL AND ON-SITE BENEFITS:**

- Advance attendee list & final attendee list post-conference
- Pre-conference detailed email to attendees
- Logo and link in general pre-conference emails
- Conference registrations (6 registrations)
- Georgia Tourism Foundation event (2 tickets)
- Choice of 10' x 10' Exhibit Booth or promotional item at registration\*  
Exhibit Booth includes 8' tall back drape, 3' tall draped side rails, 6' skirted table, 2 folding chairs, wastebasket, and ID sign
- Podium time (2-5 minutes ) at start of session or during sponsored 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

### EXCLUSIVE SPONSOR OF (pick one):

- Breakout Series (4 available)
- Happy Hour Drop-in (1 available)
- Tuesday Luncheon (2 available)

### EXCLUSIVE INVITATION TO

- Reception with select stakeholders (2 attendees)

### PROMOTIONAL AND ON-SITE BENEFITS:

- Advance attendee list & final attendee list post-conference
- Logo and link in general pre-conference emails
- Conference registrations (4 registrations)
- Georgia Tourism Foundation event (2 tickets)
- 10' x 10' Exhibit Booth includes 8' tall back drape, 3' tall draped side rails, 6' skirted table, 2 folding chairs, wastebasket, and ID sign
- Opportunity to brand selected series/happy hour/luncheon
- Podium time (2-5 minutes ) at start of session or during 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 PROMOTER SPONSORSHIP- \$5,250**

### **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)
- 10' x 10' Exhibit Booth includes 8' tall back drape, 3' tall draped side rails, 6' skirted table, 2 folding chairs, wastebasket, and ID sign
- Inclusion in on-site signage

## **FRIEND OF GEORGIA TOURISM - \$2,750 - SOLD OUT**

### **PROMOTIONAL AND ON-SITE BENEFITS:**

- Post-conference attendee list
- Conference registration (1)
- 10' x 10' Exhibit Booth includes 8' tall back drape, 3' tall draped side rails, 6' skirted table, 2 folding chairs, wastebasket, and ID sign
- Inclusion in 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.*

## ADDITIONAL DETAILS

**ADDITIONAL ATTENDEES:** All sponsorship packages include conference registrations. Additional sponsor representatives can be added for \$950 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 ballroom area adjacent to the main meeting ballroom. This year, we are offering sponsors a 10' x 10' Exhibit Booth includes 8' tall back drape, 3' tall draped side rails, 6' skirted table, 2 folding chairs, wastebasket, and ID sign. 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 entire conference. We host two networking breakfasts and four refreshment breaks in the exhibit area. Those high-traffic times are:

- Monday, September 11: 2:15-3:00 p.m.
- Tuesday, September 12: 8-9 a.m., 10:15-10:45 a.m. & 2:15-3 p.m.
- Wednesday, September 13: 8-9 a.m. & 10-10:45 a.m.

**SET UP:** Early set up is available on Sunday, September 10 from 1-5 p.m. Regular set up begins on Monday, September 11 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, September 13, no earlier than 10:45 a.m. or once the morning break concludes.

**SHIPPING & EXHIBITOR SERVICES:** PRX Exposition Services is our official services contractor for the Jekyll Island Convention Center. Once registered, sponsors will be sent a link to the portal for online ordering of products and services, show information, shipping and links to important show documents.

# BECOME A SPONSOR

---

*Julie Musselman at [jmusselman@georgia.org](mailto:jmusselman@georgia.org) or 912-484-6688*

GOVERNOR'S  
TOURISM  
CONFERENCE

PRESENTED BY  
EXPLORE GEORGIA

