

Investment Levels

Empire State Tourism Conference

February 8-10, 2010

Marriott Hotel, Wolf Road, Albany



The Tourism Value Proposition

Reach tourism industry professionals, local government officials and suppliers who have *influence and buying power*

The New York State Travel and Vacation Association represents diverse aspects of the tourism industry, including Convention and Visitor Bureaus, Chambers of Commerce, Tourism Promotion Agencies and owners and employees of lodging properties, attractions and restaurants.

This year's conference, "The Tourism Value Proposition," will examine how the industry is responding to changing values among travelers and how businesses can best communicate their own value propositions. It will also showcase the peer-generated 2010 Tourism Excellence Awards. Registrants are expected to exceed 250.

Professionals throughout the state will be attending the conference to network, update their skills and learn about new services and opportunities. Make sure attendees are learning about *your* services and opportunities by investing in the Empire State Tourism Conference

Conference Underwriter -- \$3,300

Considerations for your support:

- Logo and company name will appear on the *front* of all conference literature (registration mailer and conference program) and the conference website
- Your company's support of the conference will be announced in an e-mail to 2,000 tourism industry decision-makers with a *link to your website*.
- An on-site conference banner will include your company name or logo
- The company will be publicly acknowledged at the conference opening session
- A company representative will be introduced and given two minutes to speak to the conference assembly.
- An exclusive exhibit table with free internet connection will be provided for the duration of the conference
- **Free** conference registration for up to *two* representatives (lodging costs on own)

Value proposition: in marketing, a statement that summarizes why a consumer should buy a particular product or service; distillation of unique benefits

- A piece of your literature may be included in the conference packet or placed on the table at the opening general session.
- Your company contact information will appear on the sponsor list included in all registration packets.
- Receive the contact list of all conference attendees (provided immediately after the conference).

*Industry Leaders:
More than 250 registrants are expected to attend the Empire State Tourism Conference. Industry-generated program content means a more valuable experience. And don't forget the networking!*

Awards Banquet Underwriter OR
Opening Reception Underwriter
-- \$2,300

Considerations for your support:

- Logo and company name will appear on the conference web site and inside all conference literature (registration mailer and conference program)
 - The company will be publicly acknowledged at the Awards Banquet or Opening Reception
 - A representative of your company will be introduced
- An easel card with your company name will announce your sponsorship at the event
 - An exclusive exhibit table with free internet connection will be provided for the duration of the conference
 - **Free** conference registration for up to *two* representatives (lodging costs on own)
 - A piece of your literature will be included in the conference packet
 - Your company contact information will appear on the sponsor list included in all registration packets.
 - Receive the contact list of all conference attendees (provided immediately after the conference).

Event Sponsorship -- \$1,200 per event

Reception Transportation
Banquet Cocktail Hour
Tuesday Breakfast
Tuesday Lunch
Wednesday Breakfast
Wednesday Lunch

Considerations for your support:

- Logo and company name will appear on the conference web site and inside all conference literature (registration mailer and conference program)
- The company will be publicly acknowledged from the podium
- An easel card with your company name will announce your sponsorship at the event
- An exclusive exhibit table with free internet connection will be provided for the duration of the conference
- **Free** conference registration for one representative (lodging costs on own)
- A piece of your literature will be included in the conference packet
- Your company contact information will appear on the sponsor list included in all registration packets.
- Receive the contact list of all conference attendees (provided immediately after the conference).

Workshop and Break Sponsorship -- \$700 per event

Tuesday A.M Break
Tuesday P.M. Break
Wednesday A.M. Break
Tuesday Morning Workshops (3 sponsorships available)
Tuesday Afternoon Workshops (3 sponsorships available)
Wednesday Morning Workshops (3 sponsorships available)

Make sure attendees are learning about *your* services and opportunities by investing in the Empire State Tourism Conference

- An easel card with your company name will announce your sponsorship at the event
- Your sponsorship will be acknowledged in the conference program
- An exclusive exhibit table with free internet connection will be provided for the duration of the conference
- A piece of your literature will be included in the conference packet
- Your company contact information will appear on the sponsor list included in all registration packets.
- Receive the contact list of all conference attendees (provided immediately after the conference).

Partnerships -- \$250

Provide general support for the conference or specify that you wish your funding to be used to underwrite speaker gifts, Awards Banquet DJ services, table decorations or workshops.

Considerations for your support:

- Your sponsorship will be acknowledged in the conference program
- A piece of your literature will be displayed on the NYSTVA exhibit table.
- Your company contact information will appear on the sponsor list included in all registration packets.
- Receive the contact list of all conference attendees (provided immediately after the conference).

In-Kind Support

Donations of tangible conference items such as conference bags, name badge holders and gift items are welcomed and can be evaluated for investment-level consideration. Please contact Ann Melious, Conference Coordinator, with your suggestions or inquiries: amelious@gmail.com or 845 724-7084.

Please Note: Support and Investment is welcome at any time leading up to the conference. However, to ensure inclusion in all printed materials and website updates, contracts and payments must be received by **Tuesday, September 8th**.

2010 Empire State Tourism Conference, Feb. 8 - 10
Investment and Support Agreement

Affiliation/Company: _____

Contact Name: _____

Title: _____

Address: _____

City, State, Zip: _____

Phone w/ ext.: _____ E-mail: _____

Investment/Support Level:

_____ Conference Underwriter (\$3,300) _____ Awards Banquet Underwriter (\$2,300)

_____ Opening Reception Underwriter (\$2,300) _____ Event Sponsorships (\$1,200 per event)

_____ Workshop & Break Sponsorships (\$700 each) _____ Partnerships (\$250 each)

_____ In-kind Donation (Please describe the donation and its value below) _____

Event you wish to sponsor (if applicable): _____

Particular events are available for investment/underwriting on a first come, first served basis. The conference coordinator will work with you if your first preference is unavailable.

The New York State Travel and Vacation Association confirms its obligation to provide public acknowledgement of investment/underwriting as outlined in this document, but only to the extent that timely contracts and checks are received from investors/underwriters. Investor/underwriter contracts and checks received after the printing deadline for the conference mailer or program necessarily mean that investor/underwriter credit cannot be given in those publications.

The New York State Travel and Vacation Association reserves the right to reject investments and underwriting at any time for any reason.

SIGNATURE

DATE

Please return this form with a check to:

New York State Travel and Vacation Association, PO Box 285, Akron, NY 14001.

If you have questions, don't hesitate to contact Ann Melious, conference coordinator, at amelious@gmail.com, (845) 724-7084.

**○ Check here if paying by credit card. Send this form and go to: <http://www.nystva.org/public/payhere.asp>
Fill out credit card form, selecting "sponsorship" for payment type, and submit.**