



## SPONSORSHIP & EXHIBITOR INFORMATION

SOUTH DAKOTA GOVERNOR'S CONFERENCE ON TOURISM  
PIERRE • JANUARY 21-23, 2020

RETURN SERVICE REQUESTED

Department of Tourism  
711 East Wells Avenue  
Pierre, SD 57501



FIRST CLASS  
U.S. POSTAGE  
**PAID**  
PIERRE, SD  
PERMIT 1024



SOUTH DAKOTA GOVERNOR'S  
CONFERENCE ON TOURISM  
PIERRE • JANUARY 21-23, 2020

## SPONSORSHIP & EXHIBITOR INFORMATION

RAMKOTA HOTEL & CONFERENCE CENTER  
PIERRE, SD

From east to west, north to south, South Dakota offers unforgettable experiences for visitors traveling our roadways. Our state's **"Great Faces and Great Places"** help our guests create vacation memories that last a lifetime. Each January, the Governor's Conference on Tourism welcomes **nearly 600 tourism industry professionals from across the United States** to celebrate successes, discuss challenges, and learn about the latest trends and research in the travel industry. We appreciate your support of our conference and hope you will consider a sponsorship today as we work to **educate, encourage, and empower** the "Great Faces" of the tourism industry in South Dakota.

### PLATINUM

\$7,500

- All benefits of Gold sponsorship **PLUS**:
  - One additional full conference registration (for a total of 4)
  - One 2-minute video played during sponsored event
  - VIP table during sponsored event
  - Sole sponsor of one evening event or both lunches

### GOLD

\$5,000+

- Listed by business name with logo and contact information in conference booklet
- Logo inclusion on conference emails, conference website, conference booklet, and signage during the conference
- One 2-minute video played prior to sponsored session
- Three complimentary full registrations
- One complimentary exhibitor booth
- One reserved Awards Night Gala table for eight





## GRANITE

\$2,500+

- Listed by business name with logo and contact information in conference booklet
- Logo inclusion on conference website and conference booklet
- Two complimentary full conference registrations
- One complimentary exhibitor booth **OR** one reserved Awards Night Gala table for eight

## COPPER

\$1,000+

- Listed by business name with logo and contact information in conference booklet
- Logo inclusion on conference website and conference booklet
- One complimentary full conference registration

## QUARTZ

\$250+

- Listed by business name with contact information in conference booklet
- Logo inclusion on conference website



## EXHIBITOR BOOTH

\$500

- Booth fee includes full conference registration for one attendee.
- Additional booth workers must pay full conference registration fee of \$235.
- **Booth Hours of Operation**  
Wednesday, January 22, 8 a.m.-5 p.m., and Thursday, January 23, 8 a.m.-3 p.m. (Please note that these hours may change as planning continues.)
- Set-up is Tuesday, January 21, from 2-8 p.m. (CST). Set-up is only allowed during listed time. Space includes electricity, a six-foot table, two chairs, and a table covering. Booth size is approximately six feet deep by eight feet long.
- Teardown is Thursday, January 23, from 3-4 p.m. Early teardown must be approved by the conference committee ahead of time.
- Booth location assignment is determined by the conference committee.
- Booth Cancellation Policy: Half of booth registration will be refunded if cancelled before December 1.

## RESERVED AWARDS NIGHT GALA TABLE

\$150

- Thursday, January 23, 2020
- **Only conference sponsors** are eligible to reserve a table for the Awards Night Gala.
- One table for eight includes a "Reserved for (your company/organization name)" on table signage.
- There are a limited number (35) available. These will be reserved on a first-come, first-served basis.
- There is a limit of two tables per Platinum, Gold and Granite sponsors and a limit of one table per Copper and Quartz sponsors.
- Table occupants must be registered conference attendees. Legislators are considered registered attendees.

*Please Note:*

In order to **ENSURE INCLUSION IN ALL PRINT MATERIALS**, please abide by the **RETURN DATE** of **NOVEMBER 8**. Sponsorships received after this date are accepted and will be included on the website. Organizations may not partner to obtain higher sponsorship level.

## SPONSORSHIP INFORMATION

- 1 Please complete and return this form by **November 8, 2019** with payment to the South Dakota Department of Tourism, 711 East Wells Ave., Pierre, SD 57501.
- 2 Make checks payable to:  
South Dakota Department of Tourism  
To pay by credit card, contact:  
Jacey.Jessop@TravelSouthDakota.com  
or 605-773-5193.
- 3 Questions may be directed to  
Jacey.Jessop@TravelSouthDakota.com  
or 605-773-5193.

Please fill in information as it is to appear in the conference booklet:

CONTACT NAME	
BUSINESS NAME	
MAILING ADDRESS	
CITY, STATE, ZIP CODE	
CONTACT TELEPHONE	
CONTACT EMAIL	
BUSINESS WEBSITE	

## SPONSORSHIP REGISTRATION

☐ \$ \_\_\_\_\_ **PLATINUM \$7,500**

NAME \_\_\_\_\_  
NAME \_\_\_\_\_  
NAME \_\_\_\_\_  
NAME \_\_\_\_\_

Please circle yes or no:

**YES NO** One free exhibitor booth

**YES NO** One free reserved Awards Night Gala table

☐ \$ \_\_\_\_\_ **GOLD \$5,000+**

NAME \_\_\_\_\_  
NAME \_\_\_\_\_  
NAME \_\_\_\_\_

Please circle yes or no:

**YES NO** One free exhibitor booth

**YES NO** One free reserved Awards Night Gala table

☐ \$ \_\_\_\_\_ **GRANITE \$2,500+**

NAME \_\_\_\_\_  
NAME \_\_\_\_\_

Please circle preference:

One free  
exhibitor booth

- OR -

One free reserved  
Awards Night Gala table

☐ \$ \_\_\_\_\_ **COPPER \$1,000+**

NAME \_\_\_\_\_

☐ \$ \_\_\_\_\_ **QUARTZ \$250+**

☐ \$ \_\_\_\_\_ **EXHIBITOR BOOTH \$500/BOOTH**

NAME OF PERSON STAFFING BOOTH \_\_\_\_\_

☐ \$ \_\_\_\_\_ **NUMBER OF ADDITIONAL STAFF AT \$235 EACH** \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

☐ \$ \_\_\_\_\_ **RESERVED AWARDS NIGHT GALA TABLE \$150/TABLE**

(MUST BE A SPONSOR AT THE PLATINUM, GOLD, GRANITE, COPPER OR QUARTZ LEVEL.)

\$   **TOTAL**