



ILLINOIS GOVERNOR'S
**Conference
on Travel
& Tourism**

SPONSORSHIP OPPORTUNITIES

2015 ILLINOIS GOVERNOR'S
CONFERENCE ON TRAVEL AND TOURISM
PALMER HOUSE HILTON, CHICAGO
FEBRUARY 2 - 5, 2015

2015

The Illinois Governor's Conference on Travel and Tourism is the annual statewide gathering providing top quality, tourism-focused content and indispensable industry networking to more than 500 tourism professionals from Illinois and surrounding states.

SPONSORSHIP OPTIONS

Presenting Sponsorship - \$15,000

Illinois Excellence in Tourism Awards Dinner

A highlight of The Illinois Governor's Conference and one of its most prestigious sponsorships.

- Recognition at the preceding reception and throughout the award dinner and conference as presenting sponsor
- An opportunity to welcome and address the audience (2-3 minute opportunity)
- One reserved table, prime location, at awards dinner
- Half-page, four-color interior ad in The Illinois Governor's Conference Program Guide and logo on awards.
- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference
- Includes five (5) complimentary registrations.

Annual State of the State Tourism Address Luncheon

- Recognition throughout the tourism address luncheon and conference as presenting sponsor
- An opportunity to welcome and address the audience (2-3 minute opportunity)
- One reserved table, prime location, at awards luncheon
- Half-page, four-color interior ad in The Illinois Governor's Conference Program Guide and logo on awards.

- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference
- Includes five (5) complimentary registrations.

Offsite Chicago Experience - location TBD

- Recognition throughout the offsite Chicago experience and conference as presenting sponsor
- An opportunity to welcome and address the audience (2-3 minute opportunity)
- Half-page, four-color interior ad in The Illinois Governor's Conference Program Guide and logo on awards.
- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference
- Includes five (5) complimentary registrations.

Keynote Speaker Sponsorship - Opening Breakfast with Eric Whitacre

- Recognition throughout Eric Whitacre's breakfast, luncheon and closing presentations and conference as presenting sponsor
- An opportunity to welcome and address the audience (2-3 minute opportunity)
- One reserved table, prime location, at Eric's breakfast, lunch and closing presentations
- Half-page, four-color interior ad in The Illinois Governor's Conference Program Guide and logo on awards.
- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference
- Includes five (5) complimentary registrations.

Premier - \$10,000

Official Airline Sponsorship

- Recognition throughout the conference as official airline sponsor, including the tourism awards dinner and State of the State luncheon address.
- One reserved table for 10, prime location, at tourism awards dinner and State of the State luncheon address.
- Half-page, four-color interior ad in the Illinois Governor's Conference Program Guide.
- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference
- Includes five (5) complimentary registrations

Official Transportation Sponsor

(Two Opportunities)

- Recognition throughout the conference as official transportation sponsor, including the tourism awards dinner and State of the State luncheon address.
- One reserved table for 10, prime location, at tourism awards dinner and State of the State luncheon address.
- Half-page, four-color interior ad in the Illinois Governor's Conference Program Guide.
- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference and signage at motorcoach staging area for main moves
- Includes five (5) complimentary registrations

Closing Lunch Sponsorship – George Zimmerman

- Recognition throughout the luncheon as premier sponsor
- An opportunity to welcome and address the audience (2-3 minute opportunity)
- One reserved table, prime location, at awards luncheon
- Half-page, four-color interior ad in The Illinois Governor's Conference Program Guide and logo on awards.
- Link to your company's website from the Illinois Governor's Conference website, www.ilgovconference.com
- Company collateral distributed at conference
- Includes three (3) complimentary registrations.

Hotel Room Drop Sponsor

- Opportunity to place a premium item in each delegate's room on Monday or Tuesday evening to brand your product and services
- Recognition from podium at breakfast event on morning after drop
- Logo and company description in The Illinois Governor's Conference Program Guide

Statewide - \$7,500

Opening Reception – Super Bowl Party

- Recognition at opening reception as Statewide sponsor
- Opportunity to welcome and address the audience (2 - 3 minute opportunity)
- One reserved table for 10, prime location, at reception
- Half-page, four-color ad in The Illinois Governor's Conference Program Guide
- Link to your company's website on the Illinois Governor's Conference website at www.ilgovconference.com
- Company/collateral item distributed at conference
- Includes three (3) complimentary registrations

Wednesday Breakfast Sponsorship - Roger Brooks

- Recognition at breakfast as Statewide sponsor
- Opportunity to welcome and address the audience (2 - 3 minute opportunity)
- One reserved table for 10, prime location, at breakfast
- Half-page, four-color ad in The Illinois Governor's Conference Program Guide
- Link to your company's website on the Illinois Governor's Conference website at www.ilgovconference.com
- Company/collateral item distributed at conference
- Includes two (2) complimentary registrations

Illinois Excellence in Tourism Awards Dinner Cocktail Reception

- Recognition at cocktail reception for awards dinner as Statewide sponsor
- Opportunity to welcome and address the audience (2 - 3 minute opportunity)
- One reserved table for 10, prime location, at the awards dinner
- Half-page, four-color ad in The Illinois Governor's Conference Program Guide
- Link to your company's website on the Illinois Governor's Conference website at www.ilgovconference.com
- Company/collateral item distributed at conference
- Includes two (2) complimentary registrations

WIFI Sponsor

- Brand exposure on extensive signage throughout the conference
- Unique WIFI network name on conference WIFI
- Logo on screen at opening conference events with instructions on use of WIFI
- Company/collateral item distributed at conference
- Logo and company description in The Illinois Governor's Conference Program Guide
- Includes two (2) complimentary registrations

Conference Badge and Tote Bag Sponsorship

- Logo/brand exposure on name badges and tote bags worn/carried extensively throughout the conference
- Company/collateral item distributed in tote bags
- Logo and company description in The Illinois Governor's Conference Program Guide
- Includes two (2) complimentary registrations



Networking Sponsorship - \$5,000

Bacon and Brew Restaurant Week Tour

- Network with delegates and distribute materials from six foot table at venue
- Recognition from the podium prior to the event
- Signage at event
- Logo and company description in The Illinois Governor's Conference Program Guide
- Includes one (1) complimentary registration

Innovation Hall (Tradeshow)

- Network with delegates and distribute materials from six foot table at the networking break
- Recognition from the podium prior to the networking break
- Signage at networking break
- Logo and company description in The Illinois Governor's Conference Program Guide
- Includes one (1) complimentary registration

Session Sponsorship - \$2,500

Breakout Sessions

Themes:

- Think! Social Media Regional Workshops for CVBs (two sessions)
- International Marketing Session
- Leaders in Hospitality
- No Child Left Inside – Exploring the Great Outdoors
- Managing your Online Reputation
- Eric Wahl
- Action! By Illinois Film Office
- Creating Digital and Native Content that Connects
- Optional Public Relations workshop (FH)

Breakout session sponsorship benefits:

- An opportunity to welcome and address the audience at the breakout session (2-3 minute opportunity)
- Six foot table set up at entrance to breakout session for collateral distribution
- Signage at breakout sessions
- Logo and company description in The Illinois Governor's Conference Program Guide

Innovation Hall Tradeshow Participation - \$1,500

- Network with delegates and distribute collateral from six foot table at Innovation Hall Tradeshow
- Company listing and description in The Illinois Governor's Conference Program Guide

ALL SPONSORSHIP LEVELS RECEIVE THE FOLLOWING BENEFITS

- Complimentary booth space in exhibit hall during conference
- Inclusion in conference-wide social media efforts
- Access to conference database
- Opportunity to promote products and services through giveaways and other on-site programs