

2023

EXPLORE **m** MINNESOTA
TOURISM
CONFERENCE
BLOOMINGTON | FEB. 28

Explore Minnesota is excited to offer a hybrid option for the 2023 Annual Tourism Conference. This full-day event will offer incredible opportunities for sponsor recognition and engagement. The Annual Tourism Conference brings together all sectors of the Minnesota tourism industry for inspirational and educational sessions, while discovering new opportunities for marketing their community or business.

Tuesday, February 28, 2023

- One day conference; 9:00 a.m. to 4:30 p.m.
- In-person conference to be held at the [DoubleTree by Hilton](#) in Bloomington

In-Person Conference Agenda:

- Explore Minnesota agency presentation and marketing overview
- 4 Keynote presentations
- 6 Breakout learning sessions (multiple topics presented per breakout)
- 3 Networking breaks
- Industry Marketplace/Vendor Tradeshow
- Breaks and lunch included
- Explore Minnesota Tourism Awards will be presented during lunch

A virtual conference option will be available at no charge for all those who cannot attend in person, but will be limited to the following content:

- Explore Minnesota agency presentation and marketing overview
- 4 Keynote presentations including the Explore Minnesota Tourism Awards
- Recordings of select sessions will be available after the conference, for a limited time

****Please note the format, date and deliverables are subject to change.***

Sponsorships are a great way to elevate the visibility of your business by reaching tourism professionals and decision makers from around the state.

If you are interested in becoming a sponsor please contact Michael Hernandez at 651-757-1876 or michael.hernandez@state.mn.us.

**Sponsorships are available on a on a first-come, first-served basis.
Sponsorships must be paid in full by February 13, 2023.**

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KEYNOTE CONFERENCE SPONSOR **4 Available \$4,000/EA**

Explore Minnesota is offering four (4) premier sponsor opportunities. Sponsors will be highlighted in all areas of the in-person and virtual conference with the following sponsor benefits:

SPONSOR BENEFITS

- One (1) complimentary full-conference registration with the option to purchase additional registrations for \$99.
- A pre-recorded video/commercial at the sponsored keynote session in front of all attendees in-person and virtual (not to exceed 2-minutes total).
- The host (emcee) will recognize sponsor during the event and the logo recognition throughout the virtual event including:
 - Logo, contact information and 50-word description on the conference website
 - Logo on the virtual platform
- Single booth in the Travel Marketplace.
- Opportunity to include a promotional brochure (PDF) or slide deck to conference attendees post event via email from Explore Minnesota.

Sponsor Must Provide

- Pre-recorded video/commercial not to exceed 2-minutes total
- Contact Person, Email, Phone, Address & Website
- Logo as JPEG or PNG file
- 50 Word Business Description

TRAVEL MARKETPLACE VENDOR
20 Available \$750/EA

The Travel Marketplace offers conference attendees and sponsors the opportunity to network during three scheduled breaks. This is a highly visible opportunity to display your company and meet attendees. Travel Marketplace Sponsors will receive the following benefits:

SPONSOR BENEFITS

- Single booth in the Travel Marketplace area.
- One (1) complimentary full-conference registration with the option to purchase additional registrations for \$99.
- Contact information and 25-word promotional description listing on conference website.
- Travel Marketplace map listing all exhibitors will be included on the conference website.

Sponsor Must Provide:

- Contact Person, Email, Phone, Address & Website
- Logo as JPEG or PNG file
- 25 Word Business Description

LANYARD SPONSOR

1 Available \$750

The Conference Lanyard Sponsor has the exclusive opportunity to provide a branded lanyard for all conference attendees to display with their nametag throughout the course of the conference. The Lanyard Sponsor will receive following benefits:

SPONSOR BENEFITS

- Sponsor will supply 400 clip-style lanyards.
- Logo registration on the conference website
- Logo, contact information and 25-word promotional description on conference website

Sponsor Must Provide:

- Contact Person, Email, Phone, Address & Website
- Supply 400 clip-style lanyards by Feb. 13, 2023
- Ship lanyards to EMT, 121 7th Place E, Suite 360, St. Paul, MN 55101
- Logo as JPEG or PNG file, 25-Word Business Description

Please note: This sponsorship does not include conference registration.



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TOURISM AWARDS SPONSOR 1 Available \$4,000/EA

Explore Minnesota is offering one (1) premier sponsor opportunities. Sponsors will be highlighted in all areas of the in-person and virtual conference with the following sponsor benefits:

SPONSOR BENEFITS

- One (1) complimentary full-conference registration with the option to purchase additional registrations for \$99.
- A pre-recorded video/commercial at the sponsored keynote session in front of attendees in-person and virtual (not to exceed 2-minutes total).
- The host committee will promote sponsor during the event and through recognition throughout the virtual conference including:
 - Logo, contact information and 50-word description on the conference website
 - Logo on the virtual platform
- Featured sponsor recognition in one pre-conference email to attendees.
- Single booth in the Travel Marketplace.
- Opportunity to include a promotional brochure (PDF) or slide deck to conference attendees post event via email from Explore Minnesota.

Sponsor Must Provide

- Pre-recorded video/commercial not to exceed 2-minutes total
- Contact Person, Email, Phone, Address & Website
- Logo as JPEG or PNG file
- 50 Word Business Description

BREAKOUT SESSION SPONSORS

6 Available \$1,000/EA

Sponsor Benefits

Explore Minnesota is offering 45-minute breakout sessions from experts in the tourism industry that will leave attendees with quick take-aways and things that can be implemented now for success. Sponsors of breakout sessions will receive the following benefits:

SPONSOR BENEFITS

- Opportunity to provide a one-minute recorded video/commercial that will be shown prior to the sponsored breakout session.
- Tables available for sponsor materials in the host breakout session room.
- Sponsor recognition will include the following logo placements:
 - On primary conference website with contact information and 25-word promotional description
 - On screen in the breakout room prior to the sponsored session
- One (1) complimentary full-conference registration with the option to purchase additional registrations for \$99.
- Single booth in the Travel Marketplace.



Sponsor Must Provide

- Contact Person, Email, Phone, Address & Website
- Logo as JPEG or PNG file
- 25-Word Business Description

Breakout Session Times

- 3 breakouts per each timeframe/6 total breakout sessions available
- 11:15 a.m.-12:05 p.m. Breakout Session One
- 2:15-3 p.m. Breakout Session Two

CONFERENCE BREAK SPONSORS 3 Available \$2,000/EA

Explore Minnesota is offering three (3) breaks for attendees and sponsors to refresh and network between conference sessions. Sponsors of break sponsors will receive the following benefits:

SPONSOR BENEFITS

- Recognition as conference sponsor on the following:
 - Logo, contact information and 25-word promotional description on the conference website
 - 30-second video description by Emcee, prior to and concluding sponsored break in the general session room
- One (1) complimentary full-conference registration with the option to purchase additional registrations for \$99.

Sponsor Must Provide

- Pre-recorded video/commercial not to exceed 30 seconds
- Contact Person, Email, Phone, Address & Website
- Logo as JPEG or PNG file
- 25-Word Business Description

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**Sponsorships are available on a on a first-come/first-served basis.
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Explore Minnesota
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USA

exploreminnesota.com/industry-minnesota