



2026
TOURISM
CONFERENCE
DULUTH / FEB. 11-12

sponsorship packages

The 2026 Explore Minnesota Tourism Conference will take place at the Duluth Entertainment Convention Center (DECC) on **Feb. 11 and 12, 2026**.

This highly-anticipated annual event offers incredible opportunities for interaction with attendees. Don't miss this great opportunity to elevate the visibility of your brand or product to industry professionals and decision makers from around the state.

SECURE YOUR SPONSORSHIP TODAY!

Sponsorships are available on a first-come, first-served basis and must be paid in full by **Jan. 9, 2026** to receive full benefits.

For more information, please contact Kari Brumback at 612-513-8898 or kari.brumback@state.mn.us.

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



premier conference sponsor (keynote)

\$4,000 (4 available)

The 2026 Tourism Conference will feature four dynamic keynote sessions attended by our full audience—both in-person and virtual. As a sponsor, you'll have the rare opportunity to showcase your brand during these high-visibility presentations. Align your business with nationally recognized industry thought leaders who will present the keynote sessions.

PREMIER KEYNOTE SPONSOR BENEFITS

- Emcee will recognize the sponsor from main stage during selected keynote, and play a 2-minute promotional video. If a video is not supplied, the 50-word company description will be read by emcee.
- Logo displayed on primary screens in General Session, before and after keynote, and throughout the conference.
- Logo, 50-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.
- Premier Keynote Sponsor featured in one pre-conference email to registered attendees.
- Two complimentary registrations (value \$550) with the option to purchase additional registrations at \$275 each.
- One single booth (value \$800) in the Travel Marketplace (one 8-foot table and two chairs).

SPONSOR MUST SUPPLY

- Pre-recorded video (not to exceed 2 minutes), preferred video file format is MP4 or MOV.
- Color logo as JPEG or PNG file.
- 50-Word company description.
- Primary contact person's name, email, phone, address and website.
- Assets must be submitted by **Jan. 12, 2026**.

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virtual broadcast & conference portal sponsor

\$2,500 (1 available)

The 2026 Tourism Conference will include a virtual broadcast of general/keynote sessions and the presentation of the annual Tourism Awards. The broadcast component ensures that the conference is accessible to all who would like to attend. Additionally, all in-person attendees will be encouraged to access the virtual broadcast portal throughout the conference for session and conference information.

VIRTUAL BROADCAST PREMIER SPONSOR BENEFITS

- Logo prominently displayed on the main live stream website and broadcasted session screens.
- Emcee will recognize sponsor from main stage and play a 1-minute promotional video. (If a video is not supplied, the 50-word company description will be read by emcee.)
- Logo on sponsor slides on the main stage General Session screens between sessions (rotating).
- Logo, 50-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.
- Virtual Broadcast Sponsor featured in one pre-conference email to registered attendees.
- One complimentary registration (value \$275) with option to purchase additional at \$275 each.
- One single booth (value \$800) in the Travel Marketplace (one 8-foot table and two chairs).

SPONSOR MUST SUPPLY

- Pre-recorded video (not to exceed 1 minute), preferred video file format is MP4 or MOV.
- Color logo as JPEG or PNG file.
- 50-Word company description.
- Primary contact person's name, email, phone, address and website
- Assets must be submitted by **Jan. 12, 2026**.

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conference networking breakfast or break sponsor

\$2,000 (4 available)

Sponsor one of the 4 networking events held in the Vendor Marketplace: Breakfast (Day 2); Morning break (Day 2); Afternoon Break (Day 1 or Day 2). This is the scheduled time to reconnect with colleagues, visit vendors and make new connections while enjoying sponsored food and beverage. Food and beverage is included in the price of the sponsorship – selections are at the discretion of Explore Minnesota.

BREAK SPONSOR BENEFITS

- Main stage recognition before/after sponsored break and throughout the conference.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.
- One complimentary registration (value \$275) with the option to purchase additional registrations at \$275 each.
- One single booth (value \$800) in the Travel Marketplace (one 8-foot table and two chairs).

SPONSOR MUST SUPPLY

- Primary contact person's name, email, phone, address and website.
- Color logo as JPEG or PNG file.
- 25-Word company description.
- Assets must be submitted by **Jan. 12, 2026**.

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Lanyard sponsor

\$2,000 (1 available)

Lanyard Sponsor has the exclusive opportunity to provide a branded lanyard for all in-person conference attendees to wear with their name tag throughout the conference.

LANYARD SPONSOR BENEFITS

- Exclusive branded wearable for all attendees
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.
- One complimentary registration (value \$275) with the option to purchase additional registrations at \$275 each.
- One single booth (value \$800) in the Travel Marketplace (one 8-foot table and two chairs).

SPONSOR MUST SUPPLY

- 450 clip-style lanyards. **Explore Minnesota must approve lanyard before production or shipping.**
- Lanyards must be shipped to Explore Minnesota by **Jan. 12, 2026**.
- Primary contact person's name, email, phone, address and website.
- Color logo as JPEG or PNG file.
- 25-Word company description.
- Assets must be submitted by **Jan. 12, 2026**.

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breakout session sponsor

\$1,500 (13 available)

Throughout the 2-day conference, 13 educational breakout sessions will be programmed, featuring tourism industry leaders from around the state and country. These sessions are designed to be professional development opportunities and will cover a range of topics relevant for new and seasoned tourism professionals alike.

BREAKOUT SPONSOR BENEFITS

- Exclusive recognition during sponsored breakout session.
- Option to supply a 30-second promotional video, played prior to sponsored session. (If video is not supplied, room host will read the promotional copy listing and display company logo ahead of the session.)
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.
- One complimentary registration (value \$275) with the option to purchase additional registrations at \$275 each.
- One single booth (value \$800) in the Travel Marketplace (one 8-foot table and two chairs).

SPONSOR MUST SUPPLY

- Pre-recorded video (not to exceed 30 seconds), preferred video file format is MP4 or MOV.
- Primary contact person's name, email, phone, address and website.
- Color logo as JPEG or PNG file.
- 25-Word company description.
- Assets must be submitted by **Jan. 12, 2026**.

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water bottle sponsor

\$1,000 (1 available)

This sponsorship is a unique, high-visibility branding opportunity to provide a refillable water bottle, distributed to registered attendees at check-in. Water stations are available throughout the conference space for attendees to refill their sponsored water bottle. No other bottled water will be provided at the conference.

WATER BOTTLE SPONSOR BENEFITS

- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.
- One complimentary registration (value \$275) with the option to purchase additional registrations at \$275 each.
- One single booth (value \$800) in the Travel Marketplace (one 8-foot table and two chairs).

SPONSOR MUST SUPPLY

- 450 Water bottles with sponsor logo and/or Explore Minnesota logo to be drop shipped to Duluth Event and Convention Center by **Jan. 30, 2026**.
 - » **Please note:** A mock-up or visual example of the water bottle design must be submitted to Explore Minnesota for approval before production or shipping.
- Primary contact person's name, email, phone, address and website
- Color logo as JPEG or PNG file
- 25-Word company description
- Assets must be submitted by **Jan. 12, 2026**.

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travel marketplace exhibitor single* booth

\$800

The Travel Marketplace is a designated area in the conference venue where attendees can connect with tourism-related vendors and businesses. It is open during scheduled breakfast and breaks as the designated networking area, with food and drink provided within the area.

EXHIBITORS TRAVEL MARKETPLACE SPONSOR BENEFITS

- Assigned 10' x 10' single booth space* within the Travel Marketplace which includes one 6-foot skirted table and two chairs. Vendor location will be communicated on the Travel Marketplace map which will be shared with all attendees, and on the conference portal as a listing.
- One complimentary registration (value \$275) with the option to purchase additional registrations at \$275 each.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list including contact information is available for a one-time use only, and will be sent to sponsor by **Friday, Feb. 6, 2026**.

SPONSOR MUST SUPPLY

- Primary contact person's name, email, phone, address and website.
- Color logo in JPEG or PNG file.
- 25-Word company description.
- Assets must be submitted by **Jan. 12, 2026**.

**Double booth spaces (10' x 20') available upon request and are priced at \$1200. A double booth includes two 6-foot skirted tables, and an additional conference registration (two total, value \$550). All other benefits remain the same as above.*

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