

2018 NEW MEXICO *True*  
**GOVERNOR'S  
CONFERENCE**  
on hospitality and tourism  
presented by **NM** NEW MEXICO  
HOSPITALITY  
ASSOCIATION



May 6 - 8, 2018 | Inn of the Mountain Gods | Mescalero, NM  
| May 6 Golf & Pub Crawl | May 7 Conference & Tradeshow | May 8 Conference, Tradeshow & Hall of Fame

**Connect with decision makers & leaders in tourism, hospitality, and destination marketing orgs from across New Mexico at the Annual Governor's Conference.**  
***Make an impression. Gain exposure for your business, products and services!***

The Governor's Conference on Hospitality and Tourism is the premier, statewide industry conference held annually in New Mexico. This conference features incredible keynote speakers, breakout sessions, and a tradeshow/EXPO showcasing resources for New Mexico's travel, tourism, and lodging industry.



**Why exhibit/sponsor?** Hear from past exhibitors and attendees:

Once again we were exposed to a large number of folks we are trying to contact on a daily basis to further our business and we were able to secure contracts right there at the show.

- Barry Conley, *It's All About Satellites a division of Sound Marketing, Inc.*

I found the event to be very well organized which to me is the measure of excellence. I also met many people and made state-wide networking connections that will be able to provide me continued business, guidance and support.

- Barbara Gomez, *Plan-it Productions, LLC.*

The Governor's Conference is an incredible forum for learning and networking. And it just keeps getting better and better!

- George Julian Dworin, *New Mexico Magazine*

The 2016 Governor's Conference on Hospitality was one of the best I have attended in the past 20 years. The quality of speakers and breakout sessions was exceptional. I have new ideas and initiatives that I was able to take away and start to implement within my hotel.

- Ed Pulsifer, *La Fonda on the Plaza*

**Who Attends?** It's New Mexico's largest industry event of the year!

In 2017, there were over **480 attendees** from businesses and municipalities across the state representing the lodging tourism, and general business sectors. These attendees participated in our conference, Hall of Fame Dinner, Hospitality Golf Tourney, and/or Hospitality Pub Crawl.

## Title Sponsor! **SOLD**

Members: \$20,000 Non-Members: \$25,000

### Sponsorship Includes:

#### Lead Generation/Access

- Up to Ten (10) ALL ACCESS conference registrations (education program, social events, receptions, & Hall of Fame Dinner).
  - o *Additional ALL ACCESS conference registrations can be purchased for \$250 each*
- VIP seating at Hall of Fame Dinner with table recognition.
- **BONUS!** Private Meeting/Session with keynote speakers (up to 3, if available).
- **BONUS!** Reserved meeting space (if needed).
- Conference delegate database.

#### Exposure

##### Audience Exposure

- Full page (outside back cover) full color ad in conference program (provided by sponsor).
- Three (3) 10-minute speaking opportunities; welcome address
- **BONUS!** Exhibit booth in EXPO
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

##### Logo Placement (Sponsor must provide in jpeg & .png format.)

- Logo integration with Governor's Conference logo.
- Logo placed on the event website and hyperlink to sponsor website.
- Logo placed on conference bag & conference name badge
- Ability to post own signage in designated areas (provided by sponsor; first come, first serve basis).

##### Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement on General Sessions tables.
- **BONUS!** Collateral/promotional material placement in conference bag.

#### Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.) and verbal recognition.

## Hall of Fame Title Dinner Sponsor! Only 1 Sponsorship Available

Members: \$7,500 Non-Members: \$10,000

### Sponsorship Includes:

#### Lead Generation/Access

- Up to Ten (10) Hall of Fame Dinner (Dinner-only) registrations.
- Two (2) Education-Only registrations
  - o *Additional Education-Only registrations can be purchased for \$200 each*
- VIP seating at Hall of Fame Dinner with table recognition.
- Conference delegate database.

#### Exposure

##### Audience Exposure

- Full page full color ad in conference program (provided by sponsor).
- 10-minute speaking opportunity at Hall of Fame Dinner
- **BONUS!** Exhibit booth in EXPO
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

##### Logo Placement (Sponsor must provide in jpeg & .png format.)

- Logo integration with Hall of Fame logo.
- Logo placed on the event website and hyperlink to sponsor website.

##### Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement during dinner (at the table).
- **BONUS!** Collateral/promotional material placement in conference bag.

#### Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo will be included in every email correspondence.
- Logo placed on various Hall of Fame Dinner signage (Hashtag tents, projected on screen, etc.) and verbal recognition.

## Corporate Sponsor!

Member: \$5,000 Non-member: \$7,500

### Sponsorship Includes:

#### Lead Generation/Access

- Up to Ten (10) Education-Only registrations (education program, social events, receptions, and Hall of Fame Dinner).
  - o **BONUS! Can be utilized by representatives from Company or donated to 10 student conference scholarships.**
- Ten (10) Hall of Fame Dinner (Dinner-only) registrations.
- VIP seating at Hall of Fame Dinner with table recognition.
- Conference delegate database.

#### Exposure

##### Audience Exposure

- Side banner full color ad in conference program (provided by sponsor).
- 5-minute speaking opportunity, introduce keynote.
- **BONUS!** Exhibit booth in EXPO
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

##### Logo Placement (Sponsor must provide in jpeg format.)

- Logo placed on the event website and hyperlink to sponsor website.
- Logo placed on conference bag.
- Ability to post quick signs in designated area (provided by sponsor; first come, first serve basis).

##### Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement during sponsored keynote session.
- **BONUS!** Collateral/promotional material placement in conference bag.

#### Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

## Community Partner/Education Track Sponsor!

Member: \$2,750 Non-member: \$3,250

### Sponsorship Includes:

#### Lead Generation/Access

- Up to Five (5) ALL ACCESS conference registrations (education program, social events, receptions, and Hall of Fame Dinner).
- VIP seating at Hall of Fame Dinner with table recognition (the other 5 seats are open seating where you can invite attendees to sit at your table).
- **BONUS!** Conference delegate database.

#### Exposure

##### Audience Exposure

- Side banner full color ad in conference program (provided by sponsor).
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.
- **Host an education breakout session or possible General Session**

##### Logo Placement (Sponsor must provide in jpeg format.)

- Recognized as a sponsor on the event website and hyperlink to sponsor website.

##### Material Placement (Provided by the sponsor.)

- **BONUS!** Collateral/promotional material placement in conference bag.

#### Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.



## Tradeshow Exhibit Opportunities

Tradeshow: May 7<sup>th</sup> & May 8<sup>th</sup> (during all breaks, lunches, and receptions)

### PREMIER Exhibitor Booth– Limited Availability

Member: \$1,750 Non-Member: \$2,000

Member: **Sponsorship Includes:**

#### Lead Generation/Access

- Up to (3) three ALL ACCESS conference registrations (education program, social events, receptions, & Hall of Fame Dinner). *Additional ALL ACCESS conference registrations can be purchased for \$250 each*
- **New this year! BONUS!** Opportunity to host a table of (10) during the general sessions.
- Conference delegate database.

#### Exposure

##### Audience Exposure

- Exhibit booth in EXPO. **BONUS! Priority choice for booth location.**
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

##### Logo Placement (Sponsor must provide in jpeg format.)

- Logo placed on the event website and hyperlink to sponsor website.

#### Recognition

- Recognition on our social media
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

### Exhibitor Booth

Member: \$750 Non-member: \$999

**Sponsorship Includes:**

**Lead Generation/Access** – Up to (2) Two All Access (education program, social events, receptions, & Hall of Fame Dinner)

*Additional ALL ACCESS conference registrations can be purchased for \$250 each*

- **New this year! BONUS!** Opportunity to host a table of (10) during the general sessions.
- Conference delegate database.

**Exposure** - Exhibit booth in EXPO.

**BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

**Recognition** - Recognition on our social media

### Foyer Table Top

Member: \$500 Non-member: \$650

**Sponsorship Includes:**

**Lead Generation/Access** - One (1) Education only Pass (education program, EXPO, & receptions).

*Additional ALL ACCESS conference registrations can be purchased for \$250 each*

**Exposure** - Exhibit table in foyer (not inside main exhibit area).

**BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

**Recognition** - Recognition on our social media



# Governor's Conference Sponsorships

Sponsor Benefits:	TITLE	HALL OF FAME	CORPORATE	COMMUNITY	PREMIER EXHIBITOR	BOOTH IN EXPO	TABLE IN FOYER
<b>ACCESS</b>							
Registration	10 All Access	10 Dinner, 2 Education Only	10 All Access	5 All Access	3 All Access	2 All Access	1 One-Day
Contact List (Attendees)	✓	✓	✓	✓	✓		
VIP Dinner Seating	✓	✓	✓	✓			
Private Meeting/Session	BONUS!						
Reserved Meeting Space	BONUS!						
<b>EXPOSURE</b>							
<b>AUDIENCE EXPOSURE</b>							
Exhibit	In EXPO	In EXPO	In EXPO	In EXPO	In EXPO	In EXPO	In Foyer
Table Hosting	General session				GS	GS	
Raffle Giveaway	BONUS!	BONUS!	BONUS!	BONUS!	BONUS!	BONUS!	BONUS!
Ad in Program	Full Page	Full Page	Side	Side			
Speaking Opportunity	(3) 10 min	10 min	5 min				
Introduce/Announce	Welcome	Dinner	Keynote				
<b>LOGO PLACEMENT</b>							
Event webpage	✓	✓	✓	✓	✓		
Conference Bag	✓		✓				
Logo Integration	Conference	Dinner					
Name Badges	✓		✓				
<b>MATERIAL PLACEMENT</b>							
Conference Bag	BONUS!	BONUS!	BONUS!	BONUS!			
Tables	GS	Dinner	Session				
<b>RECOGNITION</b>							
Social Media	✓	✓	✓	✓	✓	✓	✓
Email Blasts	✓	✓	✓	✓	✓		
Event Signage	✓	Dinner-only	✓	✓	✓		
Verbal Recognition	✓	Dinner-only	✓	✓	✓		
<b>MEMBERS</b>	<b>\$20,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$2,750</b>	<b>\$1,750</b>	<b>\$750</b>	<b>\$500</b>
<b>NON-MEMBERS</b>	<b>\$25,000</b>	<b>\$7,500</b>	<b>\$7,500</b>	<b>\$3,250</b>	<b>\$2,000</b>	<b>\$999</b>	<b>\$650</b>
	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE	AVAILABLE



# 2018 Governor's Conference on Hospitality

May 6 - 8, 2018 | Inn of the Mountain Gods | Mescalero, NM  
Sponsorship Agreement | Please complete and sign attached.

Name of Organization \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please confirm your sponsorship:

- |  |  |
|--|--|
| <u>Cost (member/non-member)</u>            | <u>Sponsorship Level</u>   |
| <input type="checkbox"/> \$20,000/\$25,000 | Title (includes 10 ALL ACCESS tickets) <input type="radio"/>             |
| <input type="checkbox"/> \$5,000/\$7,500   | Hall of Fame Dinner (includes 2 Education-Only & 10 DINNER-ONLY tickets) |
| <input type="checkbox"/> \$5,000/\$7,500   | Corporate (includes 10 ALL ACCESS tickets)                               |
| <input type="checkbox"/> \$2,750/\$3,250   | Community/Education Track (includes 5 ALL ACCESS tickets tickets)        |
| <input type="checkbox"/> \$1,750/\$2,000   | PREMEIR Exhibitor (includes up to 3 ALL ACCESS tickets)                  |
| <input type="checkbox"/> \$750/\$999       | Exhibitor Booth in EXPO (includes up to 2 ALL ACCESS)                    |
| <input type="checkbox"/> \$500/\$650       | Table Top in FOYER (includes 1 education pass ticket)                    |

Additional ALL ACCESS conference registrations can be purchased for \$250 each; Education-Only registrations at \$200 each.

Enter names and emails of included attendees. Please indicate if they need a vegetarian (V) or gluten-free (GF) meal.

<u>Name/Email</u>	V	GF	<u>Name/Email</u>	V	GF
1) _____	<input type="checkbox"/>	<input type="checkbox"/>	6) _____	<input type="checkbox"/>	<input type="checkbox"/>
2) _____	<input type="checkbox"/>	<input type="checkbox"/>	7) _____	<input type="checkbox"/>	<input type="checkbox"/>
3) _____	<input type="checkbox"/>	<input type="checkbox"/>	8) _____	<input type="checkbox"/>	<input type="checkbox"/>
4) _____	<input type="checkbox"/>	<input type="checkbox"/>	9) _____	<input type="checkbox"/>	<input type="checkbox"/>
5) _____	<input type="checkbox"/>	<input type="checkbox"/>	10) _____	<input type="checkbox"/>	<input type="checkbox"/>

**Payment is due upon execution of this contract and BEFORE the event date. Cancellation is not valid for any reason 15 days before the event date.**

- Check (Payable to New Mexico Hospitality Association)    Invoice    Credit Card    PO#: \_\_\_\_\_
- Yes, I would like a 10% discount and commit to a three-year sponsorship contract.

### Hold Harmless Clause

"The exhibitor assumes the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the meeting facility. The exhibitor shall indemnify and hold harmless the state, meeting facility, agents, servants and employees from any and all such losses, damages and claims."

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NMHA Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Questions? Contact us at [NMHASales@newmexicohospitality.org](mailto:NMHASales@newmexicohospitality.org) or call 505.506.8624

Mail or email **signed form** and call in payment information to:

New Mexico Hospitality Association	E: <a href="mailto:NMHASales@newmexicohospitality.org">NMHASales@newmexicohospitality.org</a>
1420 Carlisle NE Suite 210, Albuquerque, NM 87110	P: (505) 506-8624

