**2025 Hospitality and Tourism** **TRENDS & Annual Meeting**

January 27, 2025 | La Fonda On the Plaza, Santa Fe

Santa Fe Community Convention Center

**Join business, tourism and destination leaders for an incredible marketing, research, and Business Day highlighting TRENDS & what’s next for the industry.**

The New Mexico Hospitality & Tourism TRENDS is the marketing & research event held annually in Santa Fe, NM. It features incredible speakers who deliver on emerging trends that will most impact the tourism and hospitality industry for the upcoming year. There will also a *Business Day in Santa Fe* breakfast in partnership with the New Mexico Chamber of Commerce and the Santa Fe Chamber of Commerce Legislative Reception.

Who Attends?

TRENDS attendees include:

C-level executives and business owners Directors of Sales

DMO leaders Directors of Marketing

General Managers

**SPONSORSHIPS**

TRENDS Title Sponsorship Only 1 Sponsorship Available

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

***Sponsorship Includes:***

**Access**

* Ten (10) ALL ACCESS registrations (includes TRENDS, Business Day and SFCC reception)
* ***BONUS!*** Reserved meeting space (if needed)
* TRENDS delegate database

**Exposure**

*Audience Exposure*

* Welcome address

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

* Logo integration with TRENDS logo
* Recognized as a sponsor on the event website and hyperlink to sponsor website.
* Logo placed on name badges

**Recognition**

* Recognition on our social media sites
* Logo placed on various event signage
* Verbal recognition throughout event

PREMIER Sponsor 5 Sponsorships Available

**Member: $3,000 Non-member: $4,500**

***Sponsorship Includes:***

**Access**

* Up to 5 ALL ACCESS registrations (includes TRENDS, Business Day and SFCC reception)
* VIP seating at TRENDS with table recognition
* TRENDS delegate database

**Exposure**

*Audience Exposure*

* Annual Meeting speaking opportunity
* Recognized as a sponsor on the event website and hyperlink to sponsor website

**Recognition**

* Recognition on our social media sites
* Logo placed on various event signage
* Verbal recognition throughout event

Community/DMO Partner/Breakout Session 10 Sponsorships Available

**Member: $1,750 Non-member: $2,250**

***Sponsorship Includes:***

**Access**

* Up to 3 ALL ACCESS registrations (includes TRENDS, Business Day and SFCC reception)
* TRENDS delegate database.

**Exposure**

*Audience Exposure*

* Breakout speaking opportunity

**Recognition**

* Recognition on our social media sites
* Logo placed on various event signage

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Sponsorship/Exhibitor Agreement

Please complete and sign attached contract.

Name of Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, State, Zip\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Fax\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please confirm your sponsorship:

Member/Non-Member

$7,500/$10,000 – TRENDS Title Sponsor

$3,000/$4,500 – Premier Sponsor

$1,750/$2,250– DMO/Community/Breakout Sponsor

Names and emails of free conference registration attendees per sponsorship level:

1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Check enclosed (Make check payable to New Mexico Hospitality Association) PO#:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

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

New Mexico Hospitality Association | 1420 Carlisle NE Suite 109, Albuquerque, NM 87110

E: [KKomoll@newmexicohospitality.org](mailto:KKomoll@newmexicohospitality.org)

Questions? Call 505.506.8624