



27<sup>th</sup> Annual Conference ♦ April 6 -8, 2010  
Stoweflake Resort ♦ Stowe, Vermont

## Invitation to Participate!

On behalf of the VTIC Board of Directors, I invite you to become a sponsor of the 27<sup>th</sup> Annual Conference, scheduled for April 6-8, 2010 at the Stoweflake Resort in Stowe, Vermont. ***Don't miss your chance to join the largest gathering of professionals in Vermont's tourism industry!***

This annual event brings together tourism and hospitality professionals in order to provide opportunities for education, discussion, and exchanging of ideas. Due to the complex nature of today's global economy, commitment to local tourism and hospitality is more important than ever. Sponsorship of this event provides a unique opportunity to show your involvement in this critical segment of our economy. These sponsorships are an excellent opportunity to become recognized within the tourism community. We are committed to allowing ample time in the agenda for attendees to visit with sponsors in order to maximize your branding opportunities.

See attached for more information. Please contact me at (802) 865-5202 or by email at [cindy@delaneymeetingevent.com](mailto:cindy@delaneymeetingevent.com) with any questions or visit the website at [www.vtic.org](http://www.vtic.org) for periodic updates of the program. We look forward to hearing from you!

Sincerely,

Cindy Delaney  
Conference Coordinator

VTIC, Inc. is a non-profit organization dedicated to educating professionals in the tourism industry in Vermont. The Annual Conference draws one of the largest gatherings of tourism professionals in the state including owners, managers and employees of the many businesses connected to this important segment of the economy.

[www.vtic.org](http://www.vtic.org)



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## Sponsorship Opportunities

### Key Reasons to Sponsor

**Make the investment!** Below are some of the benefits of being a sponsor.

- ★ **Access:** Reach the decision makers who need your products and services. Develop new business leads and contacts while building existing relationships. *You'll also be our invited guest to a "Sponsors Only" Reception where you will have the opportunity to meet with VTIC Committee Members, Vermont officials, and other invited guests.*
- ★ **Exhibit:** All sponsors will receive a standard exhibit space. Showcase your company and enforce your brand awareness.
- ★ **Education:** Attend sessions on a wide range of topics.
- ★ **Network:** This is a great chance to meet, talk and expand your network of contacts to tourism professionals representing resorts, lodges, B & B's, restaurants, trade associations, chambers of commerce, government agencies, attractions, and more!

### Sponsorship Levels

Sponsors will receive varying levels of visibility at the conference appropriate to their investment. Please review the entitlement grid on following page for details and select the sponsor level that's right for you!

1. **NEW!** Platinum Level Sponsorship. (\$3,000)
2. Gold Level Sponsorship (\$1,800)
3. Silver Level Sponsorship (\$1,400)
4. Bronze Level Sponsorship (\$850)

### Exhibit Space Details

- All Sponsor Levels will receive a standard exhibit space as part of their entitlement.
- **A Non-Profit Booth Space is available for \$650.00** and includes 1 attendee registration.

An exhibit space includes a 6' skirted table and space will be assigned on a first paid, first served basis. Exhibits will be set up in a central location within all other conference meeting space. Power & internet for booth space is not included in booth fee and will be available for an additional charge. *A form to order power and phone lines directly will be sent with your confirmation information.*



**Exhibit Set Up:** Tuesday, April 6<sup>th</sup>, 1:00 -6:00 p.m. and Wednesday, April 7<sup>th</sup> before 7:30 a.m.

**Exhibit Hours:** Tuesday Reception from 6:00-7:30 p.m. During continental breakfast and refreshment breaks and when group is not in session, starting at 8:00 a.m. on Wednesday, and ending at 2:30 p.m. on Thursday.

**Exhibit Tear Down:** After 2:30 p.m. on Thursday

### Location & Lodging

Overnight accommodations are available at **The Stoweflake Resort** for a special group rate of \$129 + tax. Please mention that you are with the Vermont Travel Industry Conference when making your reservation. Call the Stoweflake Resort directly in order to get the group rate. (802) 253-7355 [www.stoweflake.com](http://www.stoweflake.com)

**QUESTIONS? PLEASE CONTACT:**




Phone: (802) 865-5202



Email: [info@delaneymeetingevent.com](mailto:info@delaneymeetingevent.com)

# Sponsorship Benefits

 <b>Pricing &amp; Benefits</b>	<b>Platinum Level \$3,000.00</b>	<b>Gold Level \$1,800.00</b>	<b>Silver Level \$1,400.00</b>	<b>Bronze Level \$850.00</b>
Each Sponsorship Level includes being recognized as a sponsor of a Meal Function or Keynote Session (additional signage opp)	Select high profile event: Keynote Speaker or Banquet	Select Lunch on Wed. or Thurs.	Select Continental Breakfast on Wed. or Thurs.	Select Refreshment Break on Wed. or Thurs.
Exhibit Space (6' draped table)	<b>Double-Booth Space in premium location</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>
Comp conference registrations (includes all meal tickets)	4	4	2	1
Advertisement in the final program	full-color ad on either outside back cover, inside front, or inside back cover of Final Program (first come, first served)	½ page ad	¼ page ad	Additional fee for ad space*
Company description in the Final Program Booklet	enhanced listing with logo	enhanced listing with logo	<b>Y</b>	<b>Y</b>
Recognition on conference website	with link to your website; and listing on Facebook page	with link to your website	<b>Y</b>	<b>Y</b>
Logo on conference signage	Additional branding at social events	<b>Y</b>	<b>Y</b>	Company name listed
Registrant mailing list (post-conference)	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>
Verbal Recognition at Conference	Mention from podium during General Sessions and Banquet	<b>Y</b>	<b>Y</b>	<b>Y</b>
Conference tote bag insert	<b>Y</b>	<b>Y</b>	<b>Y</b>	
List of pre-registered attendees (1 - 2 weeks prior to event)	<b>Y</b>	<b>Y</b>		
Company banner displayed at conference	<b>Y</b>	<b>Y</b>		
Recognition in all conference print materials	<b>Y</b>	<b>Y</b>		
Recognition in Press Release promotion of the conference	<b>Y</b>			
Your business name included in thank you letter to all conference attendees	<b>Y</b>			

\*Additional fee for ad space in the Final Program Booklet for Bronze Sponsor Level: Black & White Ads only. Full Page ad (8.5" wide x 11" high)- \$500.00; Half page ad (8.5" wide x 5.5" high) - \$250.00; Business Card size - \$125

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# SPONSOR REGISTRATION FORM

YES, my company would like to participate in the 27<sup>th</sup> Annual Conference!

**CONTACT INFORMATION:**

Organization/Business:		
Contact Person:		
Address:		
City:	State:	Zip:
Phone:	Email:	
Website:		
Item for Silent Auction: <i>(please consider donating an item, service, gift certificate etc. to our silent auction, which benefits the VTIC scholarship program.)</i>		

**FEES:**

Sponsorship Level: -----	\$
Non-Profit Exhibit Space (\$650)	\$
Additional Conference Registrations (\$185) Qty: ___ (beyond what's included with sponsor level)	
Guest Banquet Tickets (\$45)	
Ad space (for Bronze Sponsors) Full -\$500    Half - \$250    Quarter - \$125	
<b>TOTAL AMOUNT DUE:</b>	

**PAYMENT METHOD:**

Federal Tax Id #: 22-3232979

Check (Payable to VTIC)     Credit Card

-----  
Credit Card Number

-----  
Exp. Date

-----  
Cardholder Signature

In order to fulfill your sponsorship, you will be requested to provide the following information via email to [kim@delaneymeetingevent.com](mailto:kim@delaneymeetingevent.com) no later than February 16, 2010 with the following:

- \* Logo: A full-color company logo should be made available to VTIC for use in print material as outlined by sponsorship level. We will accept high resolution logos in .tif, .eps, or .jpeg format.
- \* Confirm the names of representative(s) attending for name badges; Each sponsor level is entitled to a certain number of complimentary registrations. Additional registrations over and above can be purchased using this form, or submitted at a later date.
- \* Provide company description including contact information and web address;
- \* Submit ad for final program- size depends on sponsor level. Black & White (except for platinum level). Full Page ad (8.5" wide x 11" high); Half page ad (8.5" wide x 5.5" high )

**RETURN FORM & FEE TO:**

VTIC Conference Office  
c/o Delaney Meeting & Event Management  
1 Mill Street, Suite 301  
Burlington, Vermont 05041

[www.vtic.org](http://www.vtic.org)

	Phone: (802) 865-5202
	Fax: (802) 865-8066
	Email: <a href="mailto:info@delaneymeetingevent.com">info@delaneymeetingevent.com</a>