

FULL ON OREGON™



2012
Oregon Governor's
Conference on Tourism

**Sponsor & Exhibitor
Partnership Opportunities**

March 18-20, 2012

Red Lion Hotel
on the River

Jantzen Beach • Portland

OregonTourismConference.com

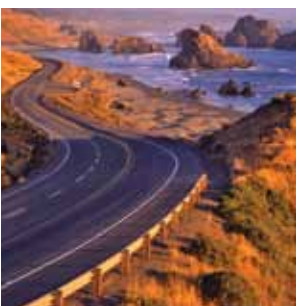


2012 Oregon Governor's Conference on Tourism

March 18-20, 2012 | Red Lion Hotel on the River · Jantzen Beach · Portland



Portland Restaurant Central



363 miles of beautiful beaches



Ride from Bend to the Painted Hills - spec-tac-u-lous



Souvenirs from the Fruit Loop



December 2011

Dear Tourism Partner,

We are pleased to be returning to the Red Lion Hotel on the River in Portland for the 2012 Oregon Governor's Conference on Tourism, March 18-20. We look forward to having you join us at the premier gathering of the Oregon tourism and hospitality industry as we bring everyone together for this 28th annual event.

Full On Oregon is this year's conference theme—a chance to fill yourself with inspiration, new thinking and great fun. Three days of immersion in some of Oregon's—and the nation's—best practices in marketing, tourism development and leadership training.

The scenic Columbia River will be the backdrop for educational sessions, professional and personal development and partnership building with your peers. And of course, you'll get out and experience some local Portland culture Monday night along with plenty of socializing—we are in hospitality after all.

We hope you will participate as a conference sponsor, exhibitor or both. Partnering with the conference will give you Full On exposure to the 400+ attendees above and beyond what you'd receive from simply just attending the conference. Whether you are connecting with the attendees from the podium at a general session or face-to-face at your booth, you'll network with industry friends from all over the state as well as make new contacts along the way.

Please join us in Portland in 2012. We can't wait to see you.

TODD DAVIDSON

Todd Davidson
Chief Executive Officer
Oregon Tourism Commission/Travel Oregon

670 Hawthorne Ave. SE, Suite 240, Salem, OR 97301
phone: 503.378.8850, fax: 503.378.4574, www.traveloregon.com

OREGON. WE LOVE DREAMERS.®

FULL ON OREGON™



Benefits of Sponsoring and/or Exhibiting:

- Full On exposure to 400+ Oregon tourism and hospitality industry professionals
- Position your organization as an industry leader
- Build new partnerships and strengthen existing relationships
- Show your Full On commitment to Oregon tourism and best industry practices

Conference Registration Information:

Exhibitors and Sponsors will receive a separate code via email to register online for the conference as soon as they are paid in full (if your package includes conference registration – see chart on page 4).

Attendee registration begins in December at: www.OregonTourismConference.com

For More Exhibitor and Sponsor Information:

Carole Astley, CMP
Industry Relations Manager, (503) 378-8853
or Carole@TravelOregon.com

Hotel Reservations:

Red Lion Hotel on the River

STANDARD GUESTROOMS:

Single/Double\$109

PREMIUM GUESTROOMS:

Single/Double\$119

CLUB LEVEL GUESTROOMS:

Single/Double\$124

Phone: (503) 283-4466 or (800) 733-5466

Ask for the “Oregon Governor’s Conference on Tourism” discounted room rates.

Online: OregonTourismConference.com/lodging

Parking and WiFi is complimentary at the Red Lion Hotel on the River for the duration of the conference. Check-in time is 3:00 pm and check-out time is 12:00 pm. Conference rates available 3 days pre/post conference based upon availability.

PRELIMINARY CONFERENCE AGENDA

(Note: Some of these details may change. Please check online conference agenda for the most updated information.)

Saturday, March 17

All Day	Optional pre-conference activities
---------	------------------------------------

Sunday, March 18

8:00 am – 1:00 pm	Optional Industry Meetings
11:00 am – 3:00 pm	Exhibit Set-Up
1:00 – 3:00 pm	Oregon Tourism Commission Meeting
3:30 – 4:30 pm	First Timers’ Event*
4:30 – 7:00 pm	Opening Dinner Reception amongst the exhibits
7:00 – 9:00 pm	Tourism Industry Awards Ceremony

Monday, March 19

7:00 – 8:00 am	Fun Run/Walk
8:30 – 10:20 am	Opening Breakfast General Session
10:30 – 10:55 am	Exhibitor Break
11:00 – 12:20 pm	General Session (new!)
12:30 – 1:50 pm	Lunch General Session
2:00 – 3:20 pm	Workshops – Session I
3:30 – 3:55 pm	Exhibitor Break
4:00 – 5:20 pm	Interactive Shirt Sleeve Sessions
6:00 – 9:00 pm	Fun Night Out in Portland!

Tuesday, March 20

8:30 – 9:50 am	Breakfast General Session
10:00 – 10:25 am	Exhibitor Break
10:30 – 11:50 am	Workshops – Session II
12:00 – 1:30 pm	Closing Lunch General Session
1:30 – 2:00 pm	Last chance for attendees to visit with exhibitors
2:00 – 4:00 pm	Exhibit Tear Down

Bold items above are the key events happening in the exhibit area and exhibitors need to be at their booths during these times. You may want to staff your booths during the general sessions as well since the exhibit booths are in the same room. *First Timers is in a separate room.

SPONSORSHIP OPPORTUNITIES

Douglas Fir Sponsor – \$5,000 Level



D-1) Keynote Speaker – Monday & Tuesday

Be recognized by your sponsorship of a Keynote Speaker at one of five general sessions that ALL attendees will participate in. You will be able to address the attendees from the podium for a few minutes and you will receive preferential exhibit booth placement over all other exhibitors (booth included in sponsorship). You are able to provide materials or a small gift to each attendee and your logo will be on the big screen. You will receive 2 conference registrations and an exhibit booth. Five total sponsorships are available.

D-2) Conference Giveaway

Your organization will be recognized with your logo on the conference giveaway (alongside the conference logo) and will be remembered again and again as participants continue to use this gift after the conference. We'll work with you in choosing a sustainable giveaway for the attendees. Your sponsorship also includes 2 conference registrations and an exhibit booth.

Oregon Sunstone Sponsor – \$4,500 Level (state gemstone)

S-1) General Session – Monday & Tuesday

Be recognized by your sponsorship of a general session that ALL attendees will participate in. You will be able to address all the attendees for a few minutes from the podium and your organization's logo will be displayed up on the big screen. Your sponsorship also includes one conference registration and an exhibit booth. Five total sponsorships are available.

Western Meadowlark Sponsor – \$3,500 Level



W-1) Industry Resource Guide

This very popular tourism industry resource publication has become more sustainable and is now given out via cd (or other electronic method) to all conference attendees. Includes contact information for all conference attendees, sponsors and exhibitors, key organizations in the Oregon tourism industry and economic development community, as well as many other important hospitality and tourism industry resources. Your advertisements/messages/electronic brochure/website/etc. can be included on the cd so all attendees know about your business! Sponsorship includes one conference registration and exhibit booth.

W-2) Tourism Industry Achievement Awards Ceremony

Sponsorship of this very special opening night Awards Ceremony provides your organization with exposure to all attendees at this prestigious industry event. Your sponsorship recognition includes being able to show a short video this evening, your logo up on the big screen, a conference registration, exhibit booth and recognition from the podium in front of all the attendees.

Chinook Salmon Sponsor – \$3,000 Level



C-1) Name Badge

Sponsorship of the sustainable name badge worn by all attendees, speakers, sponsors and exhibitors will get your organization noticed thousands of times each day at the conference. Sponsorship includes a conference registration, pre-conference attendee lists and discounts on an exhibit booth.

C-2) Conference On-site Program

Your organizations' advertisement on the back cover (you provide camera-ready art work) of the on-site program will have everyone's attention as they attend all of the conference functions. The program includes an agenda, sponsor and exhibitor guide, and schedule at a glance. This program is a constant companion to all conference attendees! Sponsorship includes a conference registration, pre-conference attendee lists and discounts on an exhibit booth.

C-3) Attendee Transportation

Your sponsorship will make it possible to transport attendees from the conference site to the off-site Monday night event. Your organization will be recognized verbally by each of the bus hosts over the microphone to all the attendees. Attendees will be grateful for your generosity when they don't have to drive to and from the venue and can just concentrate on having a great time! Sponsorship includes a conference registration, pre-conference attendee list and a discount on an exhibit booth.

American Beaver Sponsor – \$2,600 Level



B-1) Conference Centerpieces

Your organization's message and logo will be displayed as part of the conference centerpieces at each of the four general session meal functions during the conference. This is a great way to keep your organization's name in front of ALL the conference attendees. Sponsorship includes a conference registration, pre-conference attendee list and a discount on an exhibit booth.

B-2) Environmental Stewardship

Your sponsorship will allow us to continue to have as light of a footprint as possible as we expand our reuse and recycling options beyond common practice as well as be able to provide all conference materials and resources electronically to attendees. Your logo and message can be included as a part of the electronic resources guide given to ALL attendees. We'll maximize the use of real tableware and minimize the use of anything disposable. Sponsorship includes recognition from the podium as part of our conference sustainable efforts, a conference registration and a discount on an exhibit booth.

Oregon Pear Sponsor – \$2,000 Level



P-1) All Beverage and Snack Breaks

An important part of the conference is the break between sessions where everyone gets a chance to network with industry friends and grab a bite to eat and drink. The memory of your organization will be refreshed with your materials and signage visible during all breaks. Healthy Oregon snacks and beverages will be served at each break. Sponsorship includes recognition from the podium as part of our conference sustainable efforts, a conference registration and a discount on an exhibit booth. (Sponsor can donate food and beverage for extra exposure or can purchase additional food and beverage from Red Lion.)

P-2) Carbon Offset Program

Your organization will be recognized as a leader in sustainability in Oregon as you help address climate change by offsetting emissions caused by participants flying or driving to the conference, bussing to our off-site Monday event and all of our on-site facility impacts, such as electricity and heat. Your sponsorship will fund Oregon projects that will help with the goal of sequestering the same amount of carbon that will be emitted at the conference. Sponsorship includes a conference registration, pre-conference attendee list, a link for your company on the website and a discount on an exhibit booth.

Oregon Grape Sponsor – \$1,000 Level (state flower)

G-1) Friends Scholarship Package

Your sponsorship will help send three worthy participants to the 2012 conference. This is an important scholarship as it matches up industry members who may not be otherwise able to attend with the educational sessions and networking they need to help them grow tourism in their community and region. Through the scholarship application process, Travel Oregon will match recipients with your generous support, or you may select your own scholarship recipients based on region, community, organization, etc.

SPONSORSHIP OPPORTUNITIES

G-2) Oregon Bounty

Help the conference showcase the wonderful bounty of Oregon and the Pacific Northwest at either Monday or Tuesday's meal functions. Your sponsorship will help with statewide sustainable tourism initiatives by assuring that no food will have traveled farther than the Pacific Northwest to get to our table and your organization will also get to brag about sponsoring the amazing Oregon Bounty dishes. Sponsorship includes recognition from the podium as part of our conference sustainable efforts, a website link for your company and the pre-conference attendee list.

G-3) Educational Greatness

Support one of the educational sessions or tracks and help us bring top notch speakers to the conference. Choose from these tracks: Marketing, International and Travel Trade, Tourism Development or Leadership and Strategy or mix and match sessions if they are available. Your organization's logo will be recognized on podium signs, up on the big screen and mentioned in the introduction from the podium in each of the sessions of your sponsored educational session track.

She Flies With Her Own Wings – \$750 Level (state motto)

F-1) Networking with First Timers

By sponsoring the Sunday First Timers' Event, your organization will show its commitment to the newest members of the Oregon tourism and hospitality industry. You'll be recognized from the podium and a representative from your organization will be invited to this exclusive pre-conference Sunday afternoon event. (We have had over 100 new conference attendees at this event the past few years.)

Oregon, My Oregon Sponsor – \$600 Level



O-1) Green Pages

Your sponsorship will be used to fund strategies aimed at moving us towards our goal of a zero waste event by reducing the amount of paper and other resources used throughout our conference. In addition, this sponsorship will fund environmentally friendly alternatives for the conference materials and supplies that are essential. Funds will help pay for such things as 100% recycled paper, printing with soy-based inks, and using local printers and suppliers.

O-2) Fun Run, Fun Walk

A great way to start the conference day and network with your industry colleagues is to take a guided run or walk along the paths next to the Columbia River. Help to energize the attendees by sponsoring this very "Oregon" outdoor early morning event at the conference!

Pacific Golden Chanterelle – \$500 Level



M-1) Marketing Special

Organizations can have their information out exclusively at registration for all attendees to pick up as they arrive to the conference. Marketing materials limited to one item (example: one brochure), up to three pages, printed on recycled paper (if possible) and approved ahead of time by Travel Oregon.

SPONSOR LEVEL BENEFITS

	SPONSOR LEVELS									
	Douglas Fir	Oregon Sunstone	Western Meadowlark	Chinook Salmon	American Beaver	Oregon Pear	Oregon Grape	She Flies With Her Own Wings	Oregon, My Oregon	Pacific Golden Chanterelle
Complimentary conference registrations (CR) to sponsored event	2 (CR)	1 (CR)	1 (CR)	1 (CR)	1 (CR)	1 (CR)				
Complimentary exhibit table for your organization during the conference	✓	✓	✓							
Two-minute presentation from podium	✓ (D1)	✓								
Seat at the head table during your event and opportunity to give a brief welcome	✓ (D1)	✓	✓ (W2 only)							
Logo on conference giveaway	✓ (D2)									
Your organization's name on conference website with link to your website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Your organization's name, website and description in conference program	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Your organization's name on signage throughout the conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Acknowledgement in the Industry Resource Guide			✓ (W-1 only)						✓ (O-1 only)	
Pre-conference attendee lists provided	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Post-conference attendee lists provided	✓	✓								
Your materials distributed at your sponsored event	✓	✓	✓ (W-2 only)			✓				
Reduced exhibit booth fee				Reduced by \$200	Reduced by \$175	Reduced by \$100				
Your organization's information displayed at registration for attendee pickup										✓

EXHIBITOR OPPORTUNITIES

We have a high rate of return exhibitors who have been very pleased with their exposure and lead generation at past conferences. The Oregon Governor's Conference on Tourism is THE tourism event of the year and provides many hours of networking time with the 400+ attendees including the opening night dinner reception and all refreshment breaks. All exhibitors are also invited to the First Timers' Event which gives you the opportunity to meet the conference first timers in a casual, one-on-one atmosphere.

All booths are located in a high traffic area that attendees will be walking through all three days of the conference. The exhibit area is in the same room as registration and the general sessions so you may choose to staff your booth beyond the exhibit hours listed. We also ask that you staff your booth as attendees leave the closing lunch general session and not tear down until the area is clear at 2:00 pm.

BENEFITS OF EXHIBITING

Exhibit Booth includes one Conference Registration

\$775 (by 1/27/12) **\$875** (beginning 1/28/12)

- Early Bird benefit - you will be listed on conference website for initial launch in December and on Save the Date postcard mailed in January
- One (1) complimentary full conference registration - \$275 value (you will receive a separate code via email to register online for the conference as soon as you are paid in full)
- Up to two (2) additional full conference registrations from your same organization at a reduced fee of \$250 each (\$25 savings on each registration if registered by 3/2)
- One-on-one time with the attendees at the following conference events:
 - First Timers' Event
 - Opening dinner reception
 - All refreshment breaks
 - Passing time between sessions
- Pre-conference attendee list minimum of two weeks out
- Exhibit space includes 8' skirted table, linens, 2 chairs, wastebasket and overnight security

Some exhibit spaces include pipe & drape to hang banners and electrical access. Sign up for your booth early if these are important to you!

EXHIBIT SCHEDULE

(preliminary schedule - some details may change)

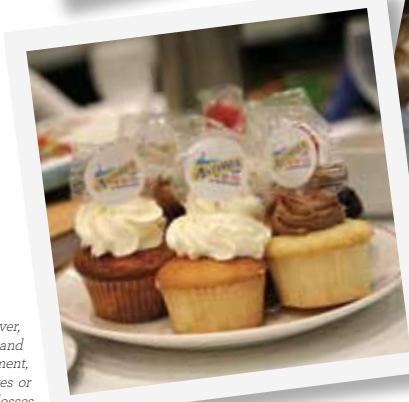
Exhibit Set-up:	Sunday, March 18	11:00 am - 3:00 pm
Exhibit Hours:	Sunday, March 18	3:30 pm - 7:00 pm*
	Monday, March 19	10:30 am - 11:00 am
	Monday, March 19	3:30 pm - 4:00 pm
	Tuesday, March 20	10:00 am - 10:30 am
	Tuesday, March 20	1:30 pm - 2:00 pm
Tear Down	Tuesday, March 20	2:00 pm - 4:00 pm

*Event in a separate room near the exhibits from 3:30-4:30 pm.

The Exhibitor shall be fully responsible to pay for any and all damages to property owned by Red Lion Hotel on the River, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless Oregon Tourism Commission dba Travel Oregon, Red Lion Hotel on the River, North Pacific Management, its owners, managers, officers or directors, agents, employees, contractors, subsidiaries and affiliates, from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, contractors and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, Red Lion Hotel on the River, or any part thereof. The Exhibitor understands that the Red Lion Hotel on the River and Travel Oregon does not maintain insurance covering the Exhibitor's property or any property brought into the Hotel and that it is the sole responsibility of the Exhibitor to obtain such insurance. This information also serves as the official Exhibitor Prospectus.

DOOR PRIZES All exhibitors are encouraged to provide a gift with a minimum value of \$25.00 for the tradeshow door prize program. This program is designed to help get as many of the attendees to your booth as possible (and to get YOU their business cards!). It is the exhibitor's responsibility to collect names and business cards from attendees. Door prize winners will be drawn after the Tuesday morning refreshment break. Names of winners will be announced at the closing lunch general session. It will be the winner's responsibility to pick up the door prize at the exhibitor's booth by the close of the conference on Tuesday, March 20.

SHIPPING AND SET-UP We will provide all paid exhibitors with shipping and set-up information beginning in late January.



SPONSORSHIP & EXHIBITOR APPLICATION

2012 OREGON GOVERNOR'S CONFERENCE ON TOURISM

March 18 – 20, 2012 | Red Lion Hotel on the River | Jantzen Beach • Portland, Oregon

SPONSORSHIP*

\$ _____

If your sponsorship includes an exhibit booth, please fill out the exhibitor section too.

Please list the name and number of your sponsorship: _____

Briefly describe your product or service for booth placement purposes: _____

EXHIBITOR*

\$775 (by 1/27/12)

\$875 (beginning 1/28/12)

\$ _____

There are a limited number of booths with electrical access and/or pipe & drape (for hanging banners) at the Red Lion so please let us know below if you will need either of those services. Booths with these services will be assigned on a first come, first served basis. Exhibitors will be notified in advance of the conference about their booth configuration so you can plan accordingly.

I would like to have the following: Electricity Pipe & Drape (to hang banners behind your table)

Is there another exhibitor you would like to be near? If so, please list: _____

Is there another exhibitor you do not want to be near? If so, please list: _____

If you are an exhibitor taking advantage of the reduced fee (\$250 each) for up to two additional registrations from your company, please list those names here.

1) First and last name: _____ (person included free with exhibitor package)

2) First and last name: _____ (first person at \$250 reduced registration rate)

3) First and last name: _____ (second person at \$250 reduced registration rate)

*Note: Exhibitors and sponsors will receive a separate code via email to register online for the conference as soon as they are paid in full.

IMPORTANT INFORMATION TO BE INCLUDED IN CONFERENCE COMMUNICATIONS

(This information will be included in the on-site program and on the website.)

If you want different information to be included, please attach a separate sheet of paper with that information to your form.)

Exhibit Booth/Sponsorship Contact Person: _____ Title: _____

Organization Name _____ Website: _____

Phone: (_____) _____ Fax: (_____) _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Once your application is processed, we will contact you to get additional information on your organization for the on-site conference program.

I accept the terms and conditions herein and all related rules and regulations governing exhibits of the conference as published in this exhibitor prospectus and that may be set by the Oregon Tourism Commission dba Travel Oregon and its agents.

Signature: _____ Date: _____

Yes, I will bring a Door Prize valued at \$25 or more.

All exhibitors and sponsors will be emailed an invoice if this form is received without full payment.

A receipt will be emailed when payment has been made in full.

Please send your application to the address below:

Via mail: **Oregon Governor's Conference on Tourism**
c/o Travel Oregon, 670 Hawthorne Ave SE, Suite 240, Salem, OR 97301

Via email: Accounting@TravelOregon.com

Payment questions: Accounting@TravelOregon.com • Phone: 503.378.8855

OFFICE USE ONLY

date app rec'd _____

inv # _____

pd _____ ck# _____ cc _____

conf email sent _____

reg code sent _____

final conf sent _____

Sp _____ Exh _____

OregonTourismConference.com



Oregon Governor's Conference on Tourism
670 Hawthorne Avenue SE, Suite 240
Salem, OR 97301

FULL ON OREGON™



Important Sponsor & Exhibitor Deadlines

January 27 Last day to get an exhibit booth at \$775 early bird rate

January 28 Exhibitor rates increase to \$875 starting today

March 2 Early bird conference attendee registration deadline (rates go up after today)

Exhibitor and Sponsor registrations need to be completed by today.

March 13 Last day to register to attend the conference

To help plan your journey to Portland:

- **Traveling to Portland by Air:**

Portland International Airport (PDX) is just 20 minutes from the Red Lion Hotel on the River. All major carriers are serviced through PDX. Stop in and say hello to our staff at the PDX Welcome Center in baggage claim before you head to the hotel! The Red Lion Hotel on the River has a complimentary shuttle service. Call the hotel directly at (503) 283-4466 for a ride once you have arrived in Portland. For flight information: www.flypdx.com

- **Traveling to Portland by Train:**

The nearest Amtrak stop to the Red Lion Hotel on the River is the Vancouver (WA) stop. The Red Lion Hotel on the River has a complimentary shuttle service. Once you have arrived at the station, call the hotel directly at (503) 283-4466 for a ride. For train information: www.Amtrak.com

- **Traveling to the Hotel by Car:**

Via I-5: Take Exit #308 (Jantzen Beach exit). Hotel is located on east side of the Highway. **Via I-205:** From Portland International Airport take Airport Way East to I-205 North toward Seattle. Take Highway 14 West to Vancouver. Take I-5 South into Oregon. Take the first exit over the bridge (Exit #308 - Jantzen Beach). Turn right and go under the bridge. Hotel is on your left. The Red Lion Hotel on the River offers free parking for conference attendees.

- **Traveling to the Hotel by Bike:**

www.google.com/maps (choose bike option for receiving directions)

- **Traveling to the Hotel via Light Rail (MAX) from Portland area:**

The nearest MAX light rail stop to the Red Lion Hotel on the River is the Delta Park stop. The Red Lion Hotel on the River has a complimentary shuttle service. Once you have arrived at the station, call the hotel directly at (503) 283-4466 for a ride. For MAX light rail information: www.trimet.org

FOR MORE SPONSOR AND EXHIBITOR INFORMATION:

Contact: Carole Astley, CMP
Industry Relations Manager
Carole@TravelOregon.com
(503) 378-8853