



RESEARCH

THAT RISES ABOVE



CenStates TTRA Annual Conference September 21-22 Cedar Rapids, IA

SPONSORSHIP OPPORTUNITIES

PLATINUM - \$2,500

- A 15-minute presentation highlighting your business benefits (at the beginning of the conference or at a meal function)
- Opportunity to introduce speakers at 2 sessions
- Recognition as Annual Meeting & lunch sponsor
- Recognition as breakfast sponsor
- Two exhibit tables in ballroom
- Two conference registrations, including all meals and events
- One room for two nights at the Cedar Rapids Marriott during the conference
- Full corporate branding benefits (see below)
- Opportunity to distribute promotional materials in conference registration bags
- Recognition throughout the conference and coming year as a major conference sponsor and CenStates partner

GOLD - \$1,500

- Opportunity to introduce speakers at 2 sessions
- Recognition as Opening Reception sponsor
- Recognition as breakfast sponsor
- One exhibit table in ballroom
- One conference registration, including all meals and events
- One room for one night at the Cedar Rapids Marriott during the conference
- Maximized corporate branding benefits (see below)
- Opportunity to distribute promotional material in conference registration bags
- Recognition throughout the conference and coming year as a major conference sponsor and CenStates partner.

SILVER - \$1,000

- Opportunity to introduce speaker at 1 session
- Recognition as reception sponsor and as 1 break sponsor
- One exhibit table
- One conference registration
- Corporate branding (see below)
- Recognition throughout the year as a major conference contributor and partner.

BRONZE - \$750/\$500 for host state organizations

- Recognition as a sponsor of 1 break
- One exhibit table in ballroom
- One conference registration
- Corporate branding (see below)

ALL SPONSORS RECEIVE:

- Opportunity to supply door prizes for individual sessions
- Recognition from the podium
- Access to conference registrant contact information
- Opportunity to network with delegates during meal and social functions

CORPORATE BRANDING BENEFITS

	Platinum	Gold	Silver	Bronze
Name & logo in conference promotional materials	X	X	X	X
Logo on conference program cover	X	X		
Logo in printed program	X	X	X	X
Logo on delegate nametags	X			
Logo on post-conference communications	X	X		
Ad in conference program (Platinum & Gold - 4/C option)	1 page	1 page	1/2 page	1/4 page
Sponsorship signage at conference	X	X	X	X
Clickable logo in four 2011-12 CenStates e-newsletters	X	X		
Banner ad on CenStates website	X			
Logo and link on CenStates website	X	X	X	X

CenStates TTRA Annual Conference

SPONSORSHIP OPPORTUNITIES



The CenStates TTRA Conference...

- Is the annual educational forum of the 14-state Midwest regional chapter of the Travel and Tourism Research Association
- Offers sponsorship packages to meet every need, with special opportunities to get scheduled face time in front of the audience as well as to maximize your corporate branding exposure
- Features exhibit space for sponsors in the ballroom where all the educational sessions take place on September 21, 1-5 pm and September 22, 9 am – 5 pm in Cedar Rapids, Iowa.
- Attracts tourism and travel industry leaders from state tourism offices, convention and visitors bureaus, attractions, and universities
- Has a 30 year history of success
- Attracts tourism professionals that want to interact and mingle –networking is viewed by past attendees as a key benefit to the conference
- Has a great return – 69 percent of the 2010 registrants said they are very likely to attend the 2011 conference
- Will be loaded with true stories, do's and don'ts, and real life examples that will help you gain insight into the challenges faced by tourism marketers today
- Offers a wonderful opportunity to visit Cedar Rapids, Iowa and see how the city is rising above adversity.

Sponsorship Commitment

Organization Name _____

Organization Address _____

City, State, Zip _____

Authorizing Representative _____

Email Address _____

Charge my Credit Card Type _____ Number _____ Exp _____

Invoice me

Sponsor Commitment

Platinum	\$2,500
Gold	\$1,500
Silver	\$1,000
Bronze	\$750/\$500

Three Ways to Register:

1. Email this form to Alisha Valentine at avalentine@smari.com
2. Fax this form to (317) 574-7721
3. Mail this form to: Alisha Valentine, SMARI
11708 N. College Ave., Suite 200, Carmel, IN 46032

For answers to sponsorship questions, please contact Alisha Valentine, Conference Chair, at 317-574-7721 or avalentine@smari.com.