

DMA West's primary mission is to promote and expand the influence of the destination-marketing industry through education.

SPONSORSHIP OPPORTUNITIES

| Opportunities | Sponsorship | Confirmed Sponsors |
|---------------|-------------|--------------------|
|---------------|-------------|--------------------|

Note: All sponsors must also be exhibitors in the Vendor Showcase.

| Wednesday, March 29, 2023

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|--------------------------------|---------|-------------------|
| Welcome Reception at the Hotel | \$3,500 | -Drozian Webworks |
|--------------------------------|---------|-------------------|

| Thursday, March 30, 2023

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| Hot Breakfast Buffet | \$2,500 | -100 Digital Creativity |
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| | | |
|--------------------------|---------|-----------|
| Refreshment Break—mid AM | \$1,500 | -62 Above |
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| | | |
|----------|---------|--------------|
| Luncheon | \$3,500 | -Placer Labs |
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| | | |
|--------------------------|---------|-----------------------|
| Refreshment Break—mid PM | \$1,500 | -Destination Analysts |
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| | | |
|---|---------|---------------------------------------|
| Offsite Reception (This is co-sponsorship opportunity fee) | \$4,500 | -Visit Salt Lake, Zartico and RootRez |
|---|---------|---------------------------------------|

| Friday, March 31, 2023

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| Hot Breakfast Buffet | \$2,500 | -includes 25% off table top fee in the Vendor Showcase |
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| Refreshment Break—mid AM | \$1,500 | -Meetings Today |
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|----------|---------|--|
| Luncheon | \$3,500 | -includes complimentary table top in Vendor Showcase |
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| Additional Opportunities

| | | |
|--------------------|---------|---------------|
| Name Badge Wallets | \$2,500 | -Madden Media |
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| | | |
|--|---------|--------------------------|
| Programming – Keynote Speaker Sponsor* | \$3,500 | -Adara, Epsilon (1 left) |
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*Multiple sponsorship opportunities available;
 contact DMA West staff for more information.

SPONSORSHIP BENEFITS AND POLICIES

The purpose of DMA West's Tech Summit & Vendor Showcase is to provide a forum for the exchange of ideas and information among members of the DMO industry and to provide a platform for technology suppliers to provide information about products and services of interest to DMOs. The Tech Summit includes a series of educational general sessions, labs and workshops involving discussion of technology trends with emphasis on the latest developments and marketing strategies in the DMO industry.

Industry Partners Program

The *Industry Partners* program is for trade publications, companies, organizations and consultants interested in the activities of the Association and our member DMOs.

Sponsor Benefits

Sponsorship at the Tech Summit includes conference attendance (see policies below) and the following:

- Website link in Vendor/Sponsor Section
- One set of member mailing labels
- E-mail address list of Summit attendees (opt-in list—those who authorize release of their e-mail addresses)

Tech Summit Visibility

The name of each sponsoring organization will be printed in the following:

- Tech Summit onsite program
- Association e-newsletter, *DMA West NewsNotes*

The Association will provide signage (easel sign) for each sponsoring organization at the event sponsored.

Association leaders will acknowledge and thank sponsors during one of the general sessions at the Tech Summit and during the event sponsored, as appropriate.

Sponsorship Policies

- A. All sponsored activities should be conducted in a professional manner and should contribute to the overall goal of the DMA West Tech Summit.
- B. Sponsors are required to complete a sponsorship form for the activity they wish to host. All sponsors must exhibit in the Vendor Showcase.
- C. Activities are available for either individual or multiple-sponsorship. If a sponsor wishes to serve as a co-sponsor of an activity, it should be indicated.
- D. All direct expenses involved with any sponsored activity (or a pre-arranged amount for the activity) is the responsibility of the specific sponsor(s) involved.
- E. Any revisions to a sponsor's original sponsorship response form must be approved by DMA West staff.
- F. **Sponsorship of an activity of between \$1,500 and \$2,499 shall be entitled to the following:**
 - This sponsorship level entitles the sponsor to a **25% discount on the tabletop fee in the Vendor Showcase.** [Minimum sponsorship level \$1,500.]
- G. **Sponsorship of an activity of between \$2,500 and \$3,499 shall be entitled to the following:**
 - This sponsorship level entitles the sponsor to a **50% discount on the tabletop fee in the Vendor Showcase.**
- H. **Sponsorship of an activity of \$3,500 OR MORE shall be entitled to the following:**
 - This sponsorship level entitles the sponsor to a **complimentary tabletop in the Vendor Showcase.**

The Destination Marketing Association of the West (DMA West) is a regional professional association serving more than 150 member DMOs in the West.

SPONSORSHIP FORM

Our company/organization is interested in sponsoring the following activity during the DMA West Tech Summit.
First-come, first-served basis based on availability of sponsorship opportunities.

Selected Sponsorship/Activity _____

Event Date _____

Additional Sponsors (if a co-sponsored function) _____

Specific Suggested Details _____

Note: If the sponsored event is a meal or break function, DMA West staff selects the refreshment and menu items. All meal/event guarantees are the responsibility of DMA West staff.



SPONSOR CONFIRMATION

To confirm your participation as a Tech Summit sponsor, please return completed form, before **March 4, 2023**, to:

2023 DMA West Tech Summit & Vendor Showcase

COMPANY _____

Contact person _____

Address _____

City/State or Province/ZIP _____

Telephone _____

E-mail _____

Authorized Sponsor Representative (*Signature*) _____

Date _____

METHOD OF PAYMENT Make check payable to **DMA West**. Check # _____ **Amount \$** _____
[Code 4350]

American Express MasterCard Visa

PLEASE READ: We only accept credit card payments to this fax number: (916) 294-0415. Please contact DMA West staff at jennab@dmawest.org to pay by credit card, via telephone, after completing the above portion of the form. Please **DO NOT** scan/email your credit card information.

Name (as it appears on credit card) _____

Card No. _____ Exp. Date _____ VCode _____

Card Billing Address _____

Card City _____ State _____ Zip _____

Signature (required) _____

DMA West Tech Summit