



2024 Illinois
Governor's Conference
on Travel & Tourism

A wide-angle photograph of the Peoria skyline across the River of Kings at sunset. The sky is a mix of orange, pink, and blue. The city's lights are beginning to glow. In the foreground, there are green trees on the left and the calm water of the river reflecting the sky and city lights.

2024

SPONSORSHIP OPPORTUNITIES

2024 ILLINOIS GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM
PEORIA, ILLINOIS, MARCH 19-21, 2024

The 2024 Illinois Governor's Conference on Travel & Tourism is the annual statewide gathering providing top-quality, tourism-focused content and indispensable industry networking opportunities to nearly 400 tourism professionals from Illinois and surrounding states.

The sponsorship program for the Illinois Governor's Conference on Travel & Tourism provides the opportunity to participate at various levels, offering organizations the flexibility to choose the sponsorship level that best suits their budget and promotional needs.

Sponsorship Options



Your company will enjoy prominent recognition as a “Presenting Sponsor.” We will work together and customize your sponsorship for maximum exposure, reach, and benefits for your commitment to the Illinois Governor's Conference on Travel & Tourism.

TWO OPPORTUNITIES LEFT!

The Presenting Sponsorship includes the following benefits:

- » Opportunity to distribute promotional materials at registration
- » Option to double your complimentary booth space in the exhibit area
- » Complimentary full-page, full-color digital ad in Digital Conference Program
- » Upgraded sponsorship listing on website – up to 50 words
- » One reserved sponsor table during all scheduled meal functions
- » Opportunity to play a promotional video under two minutes in length during designated time frame
- » Four (4) complimentary conference registrations
- » Two editorial features in the conference e-blast, pre and/or post
- » Recognition from the podium throughout the conference as a presenting sponsor



Cardinal: Starting from \$17,500 - \$20,000

All Cardinal Sponsorships include the following:

- » Option to double your complimentary booth space in the exhibit area
- » Complimentary half-page, full-color ad in Digital Conference Program
- » Upgraded sponsorship listing on website – up to 30 words
- » One reserved sponsor table during sponsored meal and/or speakers session
- » Opportunity to play a promotional video under two minutes in length during designated time frame
- » Three (3) complimentary conference registrations
- » Recognition from the podium as a sponsor

Eye Opening Breakfast: \$17,500

Start the day fresh by sponsoring the breakfast.

Keynote/General Session Speakers: \$20,000

(2 opportunities available)

Your company's opportunity to sponsor one of the main elements of our conference.

Morning Done Right: \$17,500

(1 opportunity available)

Wrap up the ILGOV24 conference with this Thursday breakfast sponsorship opportunity.

Awards Dinner: \$25,000

One of the best parts of the Illinois Governor's Conference! You'll have a chance to sponsor a Tuesday evening that recognizes our colleague's accomplishments through their marketing initiatives that promote their destinations, attractions and events throughout the state.

Off-site Event: \$20,000

(1 opportunity available)

An opportunity to sponsor this can't-miss event where guests catch up with speakers and meet our first time attendees. Wednesday's event will feature lively libations and tasty bites.

SOLD OUT

General Session Luncheon: \$20,000

(1 opportunity available)

Sponsor a highly attended Wednesday keynote speaker session with luncheon. Guests will eat, network and learn all in one sitting.



Monarch: Starting from: \$10,000

All Monarch Sponsorships include the following:

- » Complimentary booth space in exhibit hall for Trade Show
- » Complimentary half-page, full-color ad in Digital Conference Program
- » Upgraded sponsorship listing on website – up to 20 words
- » Opportunity to play a promotional video under two minutes in length during designated time frame
- » Two (2) complimentary conference registrations
- » Recognition from the podium as a sponsor

After-Hours Event: \$12,500

(2 opportunities available)

Your company will be showcased as our sponsor host for the after party full of networking, food and drinks.

Wi-Fi: \$10,000

The wireless network will be available for complimentary use throughout the conference.

- » Company name/logo on Wi-Fi opening page
- » Logo on screen at conference events with instructions on how to use

Digital Program: \$10,000 *(1 opportunity available)*

The digital program will be downloaded hundreds of times and used frequently by the conference attendees.

- » Company name/logo on prominent page
- » Logo on screen at conference events with instructions on how to use

Headshot Station: \$10,000 *(1 opportunity available)*

Everyone loves a free professional headshot. We will provide a professional photographer who will advise the subject to capture precise angles and lighting. Guests then view proof on site. Additional activation costs not included.

Charge Away Charging Station: \$10,000

(2 opportunities available)

Located in high traffic areas, the charging stations give attendees a chance to charge their devices during the conference and stay connected to online conversations.

- » Each sponsor receives 2 branded kiosks
- » USB hub, six cables that can be switched out at any time
- » Two 22" x 28" poster frames
- » Device shelf

Pre-Awards Dinner Cocktail Reception: \$15,000

Showcase your brand at this must-attend reception prior to Awards Dinner.

Pocket Schedule: \$10,000 *(1 opportunity available)*

Get your logo on this highly visible pocket schedule.

SOLD OUT

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White Oak: Starting from \$5,000

All White Oak Sponsorships include the following:

- » Complimentary booth space in exhibit hall for Trade Show
- » Complimentary 1/4-page, full-color ad in Digital Conference Program
- » Upgraded sponsorship listing on website – up to 20 words
- » One (1) complimentary conference registration
- » Recognition from the podium as a sponsor

Registration: \$5,000

Be top-of-mind for attendees as they check in and register.

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R&R Stations: \$5,000

Seating and break areas available for conference attendees between sessions.

Give Em' A Break: \$5,000

(3 opportunities available)

Give the people what they want: be a sponsor of a daily networking break on Wednesday (morning or afternoon) or Thursday (morning only).

**ONE
OPPORTUNITY LEFT!**

Name Badges: \$7,500

An opportunity to get your company name and logo in front of all attendees. Company name/logo included on all name badges.

Lanyards: \$7,500

Logo or company name prominently displayed on the lanyards.

Sweet Dreams Room Drop: \$5,000

(2 opportunities available)

A "sweet dreams" treat and a piece of sponsor collateral will be placed in each room on Tuesday or Wednesday night.

- » Sponsor to provide gift

Hotel Key Cards: \$5,000 (plus cost of key cards)

Each attendee staying at the host hotel will receive room keys with your brand upon check-in.

- » Custom designed key cards with your brand, logo and/or call to action

Water Bottle Sponsor: \$5,000

(plus cost of water bottles)

Eco friendly re-usable water bottle for attendees' use. The bottle will be provided at registration.

- » Water bottle will be co-branded with your company logo

Last Call (Trade-Show) Reception: \$5,000

Strategic booth positioning at the podium to join sponsor, ILGOV team at the Last Call Reception.

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Newcomers Reception: \$7,500

(1 opportunity available)

In addition to being presented as the sponsor of the event, you would receive the opportunity to offer a welcome at the reception and exclusive networking opportunities with new attendees.

Morning or Afternoon Education Sessions: \$5,000

This is an opportunity to sponsor an educational session, Wednesday & Thursday morning or Wednesday afternoon, and be a part of why people attend the Illinois Governor's Conference year after year.



All Violet Sponsorships include the following:

- » One (1) complimentary conference registration

Water Cooler Station: \$3,000

Several water coolers will be available in high-traffic areas for all attendees to use.

- » Sponsor logo will be displayed on signage

What to Pack/Wear and Events/

Parties E-Blast: \$3,000

(1 opportunity available)

Each registered attendee outlines a daily how to b

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- » Custom designed e-blast with your brand, logo and/or call to action

Restroom Branding: \$3,000

Per restroom (4 opportunities available)

Snag a sponsorship that will be undoubtedly seen and enjoyed by many. Brand men's and women's restrooms with logos and collateral material and add value to one of our most crucial, highly-trafficked and often appreciated conference features.

Conference Pens: \$3,000 (plus cost of pens)

Branded pens to be handed out during breakout sessions.

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All Sponsorship Levels Receive the Following Benefits:

- » Logo included in Illinois Governor's Conference digital program and sponsorship signage
- » Logo and 10 word company description listed on conference website
- » Inclusion in conference-wide social media efforts and conference e-blasts
- » Pre and Post access to conference database

Additional Advertising Opportunity

Digital Program Booklet Advertisement

- » ½ Page Full-Color Ad in digital conference program (\$250.00)
- » Full Page Full-Color Ad in digital conference program (\$400.00)

The digital program booklet will be offered to all attendees and includes the need-to-know info!

For more information, contact Mary Twomey at info@ilgovconference.com or 312-287-5563.



illinois

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#ILGOVCONF

**Ask us how to secure not only your sponsorship,
but additional savings with a multi-year sponsorship!**

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