



**THE ARIZONA  
GOVERNOR'S  
CONFERENCE ON  
TOURISM**



**SPONSORSHIP OPPORTUNITIES**  
July 22 - 24, 2020  
  
JW Marriott Scottsdale Camelback Inn  
Scottsdale, Arizona  
  
AZGCOT.COM

THE ARIZONA  
GOVERNOR'S  
CONFERENCE  
ON TOURISM



100 N 7th Ave #400  
Phoenix, AZ 85007



# THE ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

JULY 22-24, 2020

## PRELIMINARY CONFERENCE AGENDA

### WEDNESDAY, JULY 22, 2020

Noon	Exhibitor Move-in
3:00 PM	Registration Opens
4:00 PM	General Session
5:00–7:00 PM	Conference Reception (Exhibit Hall Open)

### THURSDAY, JULY 23, 2020

7:30–8:15 AM	Conference Breakfast (Exhibit Hall Open)
8:15–10:30 AM	General Sessions
10:30–11:00 AM	Morning Break (Exhibit Hall Open)
11:00 AM–2:00 PM	Concurrent Workshops + Conference Lunch
2:00–3:00 PM	Concurrent Workshops
3:00–3:30 PM	Afternoon Break (Exhibit Hall Open)
3:30–4:30 PM	Concurrent Workshops
5:00–6:00 PM	Conference Reception (Exhibit Hall Open)
6:00–8:00 PM	Governor's Tourism Awards Gala

### FRIDAY, JULY 24, 2020

8:00–9:00 AM	Conference Breakfast (Exhibit Hall Open)
9:00–10:15 AM	General Session
10:15 AM–11:30 PM	Closing General Session & Exhibit Move-Out

## Important Sponsor and Exhibitor Deadlines

- MAY 31**  
Last day to register at the early bird rate
- JUNE 30**  
Last day to notify GCOT if you would like  
a booth space
- JULY 8**  
Last day to pay in full for sponsorship  
and/or exhibit booth







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## Benefits of Partnering

- Make key contacts with Arizona's tourism leaders and build relationships with the conference's 500+ attendees
- Strengthen awareness of your brand and/or product with industry leaders in attendance
- Show your commitment to Arizona's \$24.4 billion tourism industry
- Get exclusive access to attendee contact information
- Share your organization's name, logo, website and social-media info on conference materials

## Exhibit Showfloor

We want to help drive attendees to your booth to connect with you. Please consider hosting a raffle or door prize at your booth. Bring a giveaway valued at \$25 or more that you will award on the last day of the conference. Not only will an attendee leave the conference with a special gift from your organization, but you will have the opportunity to leave the conference with business leads generated from attendees who participate.

## Who Attends

- Destination Marketing Organizations
- Chambers of Commerce
- Tourism-Related State Agencies
- Hotels and Resorts
- Restaurants, Wineries, F&B Providers
- Attractions, Museums, State Parks, National Parks
- Arts & Culture Businesses, Retail Stores, Golf Courses
- Gaming Industry
- Advertising Agencies and Marketing Firms
- Cities, Counties, Economic-Development Agencies
- Tourism-Industry Associations



## SPONSORSHIPS

The Sponsorship Program for GCOT provides the opportunity to participate on a variety of levels, offering organizations the opportunity to purchase the recognition that best suits their budget and promotional needs. All sponsor levels are cash only participation and may be a cooperative partnership between no more than two organizations, each contributing an equal amount.

## Sponsorship Packages

### Standard Benefits for All Sponsors

- Company name, address and contact information printed in the Governor's Conference on Tourism (GCOT) Program Book.
- Complimentary exhibit space to include an 8' x 10' booth.
- Name recognition on the 2020 GCOT website.
- A copy of the GCOT Attendee Directory. Early access available to Copper Level and above.

### Diamond \$20,000

- Standard Benefits for all sponsors.
- Sponsor your choice of evening reception or the conference lunch. The first sponsor whose payment is received has first choice of what event they will sponsor. Included: Signage display at your sponsored event.
- Opportunity to address the audience at sponsored event for approximately three minutes.
- Opportunity to play a promotional video under two minutes in length prior to speaker coming onstage.
- Opportunity to place collateral materials on attendee tables.
- Full-page advertisement in the GCOT Program Book.
- Company logo featured on azgcot.com, and in conference collateral when applicable.
- Verbal recognition during the Conference.
- Six (6) complimentary attendee registrations (includes all materials, meals, workshops and events).

### Platinum \$15,000

- Standard Benefits for all sponsors.
- Sponsor your choice of evening reception or the conference lunch. First preferences go to Diamond, and first sponsor whose payment is received. Included: Signage display at your sponsored event.
- Opportunity to play a promotional video under two minutes in length prior to speaker coming onstage.
- Opportunity to place collateral materials on attendee tables.
- Full-page advertisement in the GCOT Program Book.
- Company logo featured on azgcot.com, and in conference collateral when applicable.
- Verbal recognition during the Conference.
- Four (4) complimentary attendee registrations (includes all materials, meals, workshops and events).

### Gold \$10,000

- Standard Benefits for all sponsors.
- Sponsor one of the general sessions. The first sponsor whose payment is received chooses the session they would like to sponsor. Included: Signage display at your sponsored event.
- Opportunity to play a promotional video under one minute in length prior to speaker coming onstage.
- Opportunity to place collateral materials on attendee tables.
- Half-page advertisement in the GCOT Program Book.
- Company logo featured on azgcot.com, and in conference collateral when applicable.
- Verbal recognition during the Conference.
- Three (3) complimentary attendee registrations (includes all materials, meals, workshops and events).

### Bronze \$5,000

- Standard Benefits for all sponsors.
- Sponsor a beverage break or breakfast. The first sponsor whose payment is received chooses the break they would like to sponsor. Included: Signage display at your sponsored event.
- Quarter-page advertisement in the GCOT Program Book.
- Company logo featured on azgcot.com, and in conference collateral when applicable.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).

### Copper \$2,500

- Standard Benefits for all sponsors.
- Company logo featured on azgcot.com, and in conference collateral when applicable.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).

### Exhibitor - Booth \$1,500

- Standard Benefits for all sponsors.
- Two (2) complimentary attendee registrations (includes all materials, meals, workshops and events).

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

\*These are add-on elements and you must first be an existing sponsor to purchase one of these opportunities. They are all on a first come first served basis.

### Conference Room Drop Sponsor (2 Available) **Wednesday Night \$1,500 • Thursday Night \$1,500**

- Sponsor the nightly room drop to our conference room block.
- Sponsor chooses, produces and delivers the gift or collateral you would like provided to each attendee under the room block.
- The first sponsor whose payment is received has first choice of which night they will purchase.

### Conference Room Key Sponsor (1 Available) **\$2,000**

- Sponsor provides full color or black and white, two-sided artwork for hotel room key design.