

*That's WY*TM

**GOVERNOR'S
HOSPITALITY & TOURISM
CONFERENCE**

**SPONSOR
AND
EXHIBITOR
OPPORTUNITIES**

2022



FEBRUARY 27 - MARCH 1, 2022

LITTLE AMERICA HOTEL AND RESORT

CHEYENNE, WYOMING

The Wyoming Lodging and Restaurant Association (WLRA) in conjunction with the Wyoming Office of Tourism is proud to host the return of the Wyoming Governor's Hospitality & Tourism Conference! This highly anticipated gathering is attended annually by over 400 industry representatives and has grown into the premier event dedicated to celebrating and educating Wyoming's second largest industry. Attendees have an opportunity to network with industry leaders and buyers from across the state and beyond, to gain cutting-edge best practices, increase their competitiveness and broaden their network.

We invite you to come spend a few days in Cheyenne getting to know industry leaders, take in all of the benefits the conference has to offer and have some fun with a great bunch of people. As a vendor we want you to connect to members in the hospitality and tourism industry who need and value your products, services and expertise. As we all continue to build back from the devastating effects of COVID19, your support of the industry and this conference is greatly appreciated!

BENEFITS OF EXHIBITING/SPONSORING

- Build brand awareness of your products and services among hundreds of industry leaders.
 - Sell directly and build new prospect amongst the 400+ industry attendees.
 - Market your organizations name, logo and message on the conference website & media.
- Access to the conference attendee list & WLRA membership list (Top Level Sponsorships include customized emails sent to all attendees and Association Members).
 - Increase networking opportunities by strengthening existing and increasing new industry relationships.
- Show your support for Wyoming's \$3.5 billion tourism industry and the 30,000+ full and part time jobs it support.



WHO ATTENDS

Hoteliers
Restauranteurs
Chamber of Commerce
Tourist Attractions
Visitor & Welcome Centers
Economic Development Agencies
Marketing Agencies
Travel Writers and Media
Vendors Representing Industry Solutions
Industry Trade Associations Destination Marketing Organizations
Tour Operators & Guides
National, State & Local Park Managers
Legislators and Other Government Officials

RESERVE YOUR SPOT TODAY

Register today to become part of the 2022 Wyoming Governor's Hospitality & Tourism Conference as a Booth Exhibitor and/or Sponsor. This is a great opportunity to open new markets into Wyoming or strengthen old ones. We have dedicated Trade Show times during the conference designed to bring Attendees and Exhibitors together. Our Attendees have asked for more vendors that can bring hotel, restaurant and tourism industry technologies and business solutions to our State. We will offer booth space, social media, a conference website, a conference mobile app, and vendor showcase opportunities as ways to reach these industries.

EARLY BIRD REGISTRATION

Register before December 31, 2021

Save 10%

on your Sponsorship Level



Sponsorship Levels	Snake River	Green River	North Platte River	Yellowstone River	Laramie River	Sweetwater River	Wind River
	\$25,000.00	\$7,500.00	\$5,000.00	\$3,500.00	\$2,000.00	\$1,000.00	\$750.00
Lead Generator/Access							
Conference Registrations	10	4	3	3	2	1	1
Salute to the Industry Gala VIP Sponsor Table for 10	✓						
Salute to the Industry Gala Tickets	10	4	3	2	1	1	
Full WLRA Membership List	✓	✓	✓	✓			
Full 2022 Governor's Conference Attendee List	✓	✓	✓	✓	✓	✓	✓
Official Press Release announcing Partnership	✓						
Free Custom Email Blasts to WLRA Membership	4	2	1				
Custom pre-conference email message to conference delegates	✓						
Sponsorship link on all conference emails and correspondence	✓	✓	✓	✓	✓		
Exposure							
Booth Space	Premium	✓	✓	✓	✓	✓	✓
Speaking Opportunity	Welcome Address	Session Introduction	Session Introduction	Session Introduction			
Feature Video Presentation	✓						
Passport Raffle Giveaway	✓	✓	✓	✓	✓		
Logo Integration in Conference Collateral	✓	✓	✓	✓			
Logo Placement on Event Website, Screen and App	Top Placement	Prominent	Prominent	✓	✓		
Logo Placed on Conference Bag and Conference Name Badge or Lanyard	✓						
Ability to Post Signage in Designated areas (Provide by Sponsor)	✓	✓	✓	✓			
Sponsor Session or Speaker	✓	✓	✓	✓			
Profile on Mobile Conference App	✓	✓	✓	✓	✓	✓	✓
Promotion in WLRA Newsletters	4	2	1				
Logo and Link on WLRA Website	2 Yrs.	1 Yr.	6 Mos.	3 Mos.	3 Mos.		
Custom Email Blasts to WLRA Members	4						
Mobile Conference App							
Opening Splash Screen	✓						
Banner Ad	✓	✓	✓	✓			
Sponsored Listing	✓	✓	✓	✓			
Sponsored Icon	✓						
Sponsored Survey	✓	✓	✓				
Push Notifications	2	1	1				
Social Wall (Social Media Ads)	5	2	2				
Profile on Mobile Conference App	✓	✓	✓	✓	✓	✓	✓
Bonus							
Conference Registrations and Sponsorship at 2022 Fall Summit	4	2	2				
WLRA Allied Partner Membership	✓	✓	✓	✓	✓	✓	✓
Recognition and Registration to the 12th annual Golf Tournament	4	2					

RESERVE YOUR SPOT TODAY

Conference schedule will be finalized soon and we will have at least 4 hours of dedicated trade show time, and several other opportunities to take part in and interact with the 2022 Governor's Conference and all the attendees. Set up times will be available on Sunday afternoon and Monday Morning before the Conference Begins.

2022 Wyoming Hospitality and Tourism Governor's Conference Allied Sponsorship

Partnership Level:

- Snake River -\$25,000 Green River -\$7,500 North Platte River - \$5000
 Yellowstone River - \$3,500 Laramie River - \$2,000 Sweetwater River - \$1000
 Wind River - \$750

Main Contact Information:

Company Name _____
Contact Name _____ Title _____
Street _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

2022 Governor's Conference Attendees (can supply names at later date also)

Name	Title	Company	Email
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Method of Payment:

- Send an Invoice
 Check Enclosed (Make Checks Payable to WLRA)
 Visa MasterCard American Express

Credit Card Number _____ Expiration Date _____
Signature _____
Email (for electronic receipt) _____

Contributions or gifts to the Wyoming Lodging & Restaurant Association (WLRA) are not tax deductible as charitable contributions for income tax purposes. However, they may be deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. WLRA estimates that the nondeductible portion of your dues (the portion which is allocated to lobbying) is 15%.

Please return to:
Wyoming Lodging and Restaurant Association
PO Box 1003, Cheyenne WY 82003
Email:chris@wlra.org

