

# NORTH Dakota

Be Legendary.

## TRAVEL INDUSTRY CONFERENCE

April 28 – 30, 2025 • Minot, ND



**SPONSORSHIPS & EXHIBITORS  
PARTNERSHIP OPPORTUNITIES**

# 2025 NORTH DAKOTA TRAVEL INDUSTRY CONFERENCE SPONSORSHIPS & EXHIBITORS PARTNERSHIP OPPORTUNITIES

The North Dakota Travel Industry Conference has always been a perfect chance for your business to showcase its products and services to top tourism industry professionals. This is North Dakota's premier event for tourism industry stakeholders to network and promote their organizations.

## BENEFITS OF PARTNERING

- As a sponsor of this conference, you will have a unique opportunity to expand your brand's outreach to North Dakota's top tourism industry leaders.
- Your organization will receive notable recognition, booth space, signage opportunities and free registration(s).
- Sponsors are encouraged to attend all aspects of the conference including keynote sessions, breakouts speakers, meals and social events such as the opening reception on Monday evening.
- You will be provided with a complete list of attendees upon the conclusion of the conference.
- Sponsor participation has been growing steadily. An average of 40 sponsors attend each year with most choosing to display a booth at the conference.

## WHO ATTENDS

An average of 200-250 tourism industry leaders and sponsors participate each year. Attendees include destination marketing organizations, advertising agencies, publishers, state associations, destination and hospitality companies. There is an additional effort being made to include college students in the conference this year as well, which can be advantageous for sponsors looking for new, up and coming talent. The generous support of sponsors has allowed the conference to grow and has helped registration fees remain affordable.



## CONTACT

You will find a sponsorship package that fits your budget and needs on the following pages. If you have any questions about sponsorship packages or benefits, please contact:

**Emily Love | [emily@visitminot.org](mailto:emily@visitminot.org) | 701-857-8225**

# SPONSOR INFORMATION

## GENERAL INFORMATION

### Booth Space

#### Booth Space Includes

- 8' x 2' Space
- One table with a linen tablecloth and a table skirt
- Two Chairs
- Wi-Fi

### Exhibitor Information

This year's event will be held at the North Dakota State Fair Center. You are not required to be at the booth at all times. Many of the vendors and exhibitors choose to attend breakout sessions and general sessions through the conference. There are also several breaks scheduled during the conference to encourage participants to visit with the exhibitors.

### Hours

#### Set Up

- Monday, April 28th | 4:00pm - 6:00pm

#### Exhibit Hours:

- Tuesday, April 29th | 8:00am - 5:00pm
- Wednesday, April 30th | 8:00am - 12:00pm

#### Tear Down:

- Wednesday, April 30th | Immediately Following Lunch

## LODGING

**Call now to make your arrangements.**

### The Clarion Hotel

2200 E Burdick Expy  
Minot, North Dakota 58703

### [CLICK HERE TO BOOK](#)

For Questions Call: 701-852-2504

Conference Rate:

- \$94 per night

## CONFERENCE AGENDA

Schedule is subject to change. For up-to-date info, visit [ndtourism.com/travelindustryconference](http://ndtourism.com/travelindustryconference).

### Monday, April 28th

3:00 - 5:00 pm

3:00 - 6:00 pm

6:00 - 9:00 pm

North Dakota Tourism Roundtables

Registration and Exhibitor Set Up

Opening Reception and Social

### Tuesday, April 29th

7:45 am

8:15 am - 5:00 pm

8:15 - 9:00 am

9:00 - 9:15 am

9:15 - 10:30 am

**10:30 - 11:00 am**

11:00 am - 12:00 pm

12:15 - 1:15 pm

1:30 - 2:30 pm

2:30 - 3:30 pm

**3:30 - 4:00 pm**

4:00 - 5:00 pm

5:00 pm

Registration Opens

Sponsor Exhibits Open

Breakfast

Welcome

Opening Keynote Session

**Break with Exhibitors**

Breakout Sessions

Industry Luncheon

Breakout Sessions

General Session

**Break with Exhibitors**

General Session

Evening Reception

### Wednesday, April 30th

7:45 am

8:00 am - 12:00 pm

8:00 - 8:45 am

8:45 - 9:45 am

**9:45 - 10:15 am**

10:15 - 11:15 am

11:15 am - 12:15 pm

12:15 - 1:30 pm

Registration Opens

Sponsor Exhibits Open

Breakfast

General Session

**Break with Exhibitors**

General Sessions

Breakout Sessions

Governor's Awards Luncheon Honoring  
Leaders in Travel and Tourism

# SPONSORSHIP LEVELS

## DIAMOND SPONSOR - \$5,000

- Four (4) conference registrations
- Complimentary booth space in prime location
- Sponsorship of (1) of the following Activation
  - Immersive Tour
- Marketing Materials
  - Complimentary full page 4-color ad in conference notebook
  - 30 second video/commercial spot played four times during the conference
  - Recognition of Diamond level premium sponsorship with business logo included in pre-conference emails
  - Premium recognition of Diamond sponsorship level on all event signage
  - Receive the complete conference attendee list prior to the start of the conference
  - Marketing materials placed at registration table
- Opportunity for speaker introduction at General Sessions
- VIP reserved table at the front of the banquet room for all general sessions and events + opportunity to invite guests to join you at the table for all functions in the general session room

## PLATINUM SPONSOR - \$2,500

- Three (3) conference registration
- Booth space
- Sponsorship of (1) of the following activations:
  - Student Program
  - Lounge in Vendor Hall
  - Welcome Reception
  - Keynote
  - Activations Inside Events
    - Dessert Bar at Reception
    - Photobooth/ Photo Area at Event
    - Customized Activation
- Marketing Elements
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing sponsorship
  - Receive the complete conference attendee list after the event

## GOLD SPONSOR - \$1,500

- Two (2) conference registrations
- Booth space
- Sponsorship of (1) of the following activations:
  - Lunches
  - Breakouts
  - Kickoff Mixer
  - Professional Development Round Tables
  - After Hours Networking on Tuesday
- Marketing Elements
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing your sponsorship
  - Receive the complete conference attendee list after the event

## SILVER SPONSOR - \$1,000

- One (1) conference registrations
- Sponsorship of (1) of the following activations:
  - Breakfast
  - Exhibitor Breaks
- Marketing Elements
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing your sponsorship
  - Receive the complete conference attendee list after the event

## BRONZE PARTNER - \$550

- One (1) conference registration
- Booth space
- Receive the complete conference attendee list after the event

# SPONSORSHIP FORM

Sponsorships are available on a first-come-first-serve basis. All sponsors will be listed in the program and/or on signage. If you are interested in becoming a sponsor, please return the form by March 21, 2025. Booth space is limited, so respond today! If you have any questions concerning sponsorships, please contact Emily Love at 701-857-8225 or [emily@visitminot.org](mailto:emily@visitminot.org).

## FOLLOW THE STEPS TO COMPLETE YOUR SPONSORSHIP PAYMENT:

### PAYING WITH CREDIT CARD



Scan the code or click the link to complete payment. Once payment is complete we will send you information to register your attendees.

<https://2025TICSponsors.eventbrite.com>

### PAYING WITH CHECK

Fill out the form below and send the check enclosed with this form.

### PLEASE RETURN TO:

Visit Minot Attn: NDTIC  
1020 South Broadway, Minot, ND 58701

## REGISTRATION #1

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Category: ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

..... Fill out bottom portion for additional attendees .....

## REGISTRATION #2

*Fill out if Diamond, Platinum, or Gold*

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

## REGISTRATION #3

*Fill out if Diamond or Platinum*

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

## REGISTRATION #4

*Fill out if Diamond*

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

## REGISTRATION #5

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

Total Due: \$\_\_\_\_\_

**TOTAL DUE:**

Sponsorship Total: \$\_\_\_\_\_ Additional Attendees: \$\_\_\_\_\_

## SPONSOR BOOTH REQUESTS

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Yes! I want booth space      | <input type="checkbox"/> Yes! I will need power  | <input type="checkbox"/> Yes! I want to attend Monday's Opening Reception       |
| <input type="checkbox"/> No, I don't plan to exhibit. | <input type="checkbox"/> No, I do not need power | <input type="checkbox"/> No, I do not plan to attend Monday's Opening Reception |

## METHOD OF PAYMENT

- ☐ Check Enclosed (Checks payable to DMAND)
- ☐ Invoice Me



**VISIT MINOT**

# SPONSORSHIP LEVELS

NORTH  
**Dakota**

Be Legendary.

**TRAVEL INDUSTRY  
CONFERENCE**

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## DIAMOND SPONSOR - \$5,000

- Four (4) conference registrations
- Complimentary booth space in prime location
- Sponsorship of (1) of the following Activation
  - Immersive Tour
- Marketing Materials
  - Complimentary full page 4-color ad in conference notebook
  - 30 second video/commercial spot played four times during the conference
  - Recognition of Diamond level premium sponsorship with business logo included in pre-conference emails
  - Premium recognition of Diamond sponsorship level on all event signage
  - Receive the complete conference attendee list prior to the start of the conference
  - Marketing materials placed at registration table
- Opportunity for speaker introduction at General Sessions
- VIP reserved table at the front of the banquet room for all general sessions and events + opportunity to invite guests to join you at the table for all functions in the general session room

## PLATINUM SPONSOR - \$2,500

- Three (3) conference registration
- Booth space
- Sponsorship of (1) of the following activations:
  - Student Program
  - Lounge in Vendor Hall
  - Welcome Reception
  - Keynote
  - Activations Inside Events
    - Dessert Bar at Reception
    - Photobooth/ Photo Area at Event
    - Customized Activation
- Marketing Elements
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing sponsorship
  - Receive the complete conference attendee list after the event

## GOLD SPONSOR - \$1,500

- Two (2) conference registrations
- Booth space
- Sponsorship of (1) of the following activations:
  - Lunches
  - Breakouts
  - Kickoff Mixer
  - Professional Development Round Tables
  - After Hours Networking on Tuesday
- Marketing Elements
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing your sponsorship
  - Receive the complete conference attendee list after the event

## SILVER SPONSOR - \$1,000

- One (1) conference registrations
- Sponsorship of (1) of the following activations:
  - Breakfast
  - Exhibitor Breaks
- Marketing Elements
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing your sponsorship
  - Receive the complete conference attendee list after the event

## BRONZE PARTNER - \$550

- One (1) conference registration
- Booth space
- Receive the complete conference attendee list after the event

## CONTACT

If you have any questions about sponsorship packages or benefits, please contact:

**Emily Love** | [emily@visitminot.org](mailto:emily@visitminot.org) | 701-857-8225

## 2025 Proposed Sponsorship Levels

# SPONSORSHIP LEVELS

### DIAMOND SPONSOR - \$5,000

- Four (4) conference registrations - \$1,000
- Complimentary booth space in prime location - \$400
- Sponsorship of Tier 4 Activation - \$2,000
- Marketing Materials - \$800
  - Complimentary full page 4-color ad in conference notebook
  - 30 second video/commercial spot played four times during the conference
  - Recognition of Diamond level premium sponsorship with business logo included in pre-conference emails
  - Premium recognition of Diamond sponsorship level on all event signage
  - Receive the complete conference attendee list prior to the start of the conference
  - Marketing materials placed at registration table
- Opportunity for speaker introduction at General Sessions - \$400
- VIP reserved table at the front of the banquet room for all general sessions and events + opportunity to invite guests to join you at the table for all functions in the general session room - \$400

### PLATINUM SPONSOR - \$2,500

- Three (3) conference registration - \$750
- Booth space - \$200
- Sponsorship of Tier 3 Activation - \$1,000
- Marketing Elements - \$500
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing sponsorship
  - Receive the complete conference attendee list after the event

### GOLD SPONSOR - \$1,500

- Two (2) conference registrations - \$500
- Booth space - \$200
- Sponsorship of Tier 2 Activation - \$300
- Marketing Elements - \$500
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing your sponsorship
  - Receive the complete conference attendee list after the event

### SILVER SPONSOR - \$1,000

- One (1) conference registrations - \$250
- Sponsorship of Tier 1 Activation - \$250
- Marketing Elements - \$500
  - On-screen recognition
  - Marketing materials placed at registration table
  - Signage recognizing your sponsorship
  - Receive the complete conference attendee list after the event

### BRONZE PARTNER - \$550

- One (1) conference registration - \$250
- Booth space - \$200
- Receive the complete conference attendee list after the event (\$100)

#### ACTIVATION TIERS

##### DIAMOND ACTIVATIONS

- Immersive Tours

##### PLATINUM ACTIVATIONS

- Student Program
- Lounge in Vendor Hall
- Welcome Reception
- Keynotes (3)
- Activations Inside Events
  - Dessert Bar at Reception
  - Photobooth/ Photo Area at Event
  - Customized Activation

##### GOLD ACTIVATIONS

- Lunches (2)
- Breakouts (4)
- Kickoff Mixer
- Professional Development Round Tables
- After Hours Networking on Tuesday

##### SILVER ACTIVATIONS

- Breakfast (2)
- Breaks (3)