



GOVCON

★ ON TOURISM

GRAND SIERRA RESORT | RENO



HOSTED BY



December 9 & 10, 2025 | Reno | nvgovcon.com

Nevada Governor's Conference on Tourism: Hospitality the Nevada Way

In 2024, visitation to Nevada grew over the prior year, with over 52.4 million travelers visiting the state. The GovCon is your opportunity to showcase your organization to hundreds of travel professionals from Nevada and around the world that help make this visitation happen—including tour operators, destination delegates, and industry partners.

Why Sponsor GovCon?

GovCon is the best way to demonstrate your business as a leader in the tourism industry. Your brand will be seen by thousands of agency, government, business, and academic partners through our website, email marketing, social media, and advertising impressions.

LOCATION

Fly into Reno-Tahoe International Airport
Conference at Grand Sierra Resort
2500 E 2nd St, Reno, NV 89595

HIGHLIGHTS

- A wholistic look at the broader tourism industry and then drilled down to Nevada tourism
- State and local tools for expanding tourism offerings throughout the state
- Networking with decision makers at both the state and local level to develop long-term relationships for the benefit of tourism in Nevada
- Panel sessions that discuss the future of tourism in Nevada via innovative technology, harnessing data, and forecasting trends

✦ SPONSORSHIP OPPORTUNITIES ✦

SILVER STATE DINNER SPONSOR **\$15,000**

(MAX. 2 SPONSORS)

- Co-sponsor of the closing dinner.
- Opportunity to welcome attendees (10 min).
- Promotional video played before dinner (max 2 min).
- Half-page advertisement in Nevada Magazine & Visitor Guide Spring 2026 Issue, with a distribution of 130,000.
- Logo featured prominently on all conference materials and website.
- Ten (10) complimentary GovCon registrations.
- One table of ten (10) for closing dinner.
- Exhibit table in sponsor section.
- Special recognition during opening and closing ceremonies.
- Attendee list of names and email addresses sent at conclusion of conference.

BATTLE BORN SPONSOR **\$7,500 (\$10,000 EXCLUSIVE)**

- Opportunity to welcome attendees (5 minutes) ahead of one of the general sessions.
- Promotional video played before general session (max 2 minutes).
- Fourth-page advertisement in Nevada Magazine + Visitor Guide Spring 2026 Issue.
- Logo featured prominently on all conference materials and website.
- Five (5) complimentary GovCon registrations.
- One table of ten (10) for closing dinner.
- Exhibit table in sponsor section.
- Special recognition during opening and closing ceremonies.

NEVADA SME SPONSOR **\$9,000**

(ONLY 2 SESSIONS AVAILABLE)

- Sponsor and moderate a general session as the Subject Matter Expert.
- Development session with Travel Nevada.
- Opportunity to invite panelists with approval from Travel Nevada.
- Logo on conference materials and website.
- One table of ten (10) for closing dinner.
- Exhibit booth.
- Recognition during the sponsored session.

BRISTLECONE SPONSOR **\$3,750**

- Sponsor of a coffee break or refreshment station; logo displayed at refreshment stations.
- Logo on conference materials and website.
- Two complimentary registrations.
- Recognition at session before or after sponsored break.

SAGEBRUSH SPONSOR **\$1,500**

- Logo on conference materials and website.
- Two complimentary registrations.
- Recognition during the conference.