

LAS VEGAS, NEVADA —

# GOVERNOR'S CONFERENCE

ON TOURISM



HOSTED BY



**Rio Hotel & Casino**

**October 29–30, 2024 | LAS VEGAS | [nvgovcon.com](https://nvgovcon.com)**

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

In 2023 all major tourism metrics in Nevada grew over the prior year, with over 52 million travelers visiting the state. The Governor's Conference on Tourism 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

The Governor's Conference on Tourism 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 Harry Reid International Airport  
Conference at the Rio Hotel & Casino  
3700 West Flamingo Road  
Las Vegas, NV 89103

## 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 \$20,000 (MAX. 2 SPONSORS)

- Co-sponsor of the closing dinner
- Opportunity to welcome attendees (5-7 minutes)
- Promotional video played before dinner
- Half-page advertisement in Nevada Magazine & Visitor Guide Spring 2025 Issue
- Logo featured prominently digitally
- 10 complimentary Governor's Conference registrations
- One (1) table of 10 for Closing Dinner
- Exhibit table in sponsor section
- Special recognition during opening and closing ceremonies

## BATTLE BORN SPONSOR \$10,000 (\$15,000 EXCLUSIVE)

- Co-sponsor of the Opening Reception or Luncheon
- Opportunity to welcome attendees (5-7 minutes)
- Promotional video played before keynote
- Half-page advertisement in Nevada Magazine & Visitor Guide Spring 2025 Issue
- Logo featured prominently digitally
- Five (5) complimentary Governor's Conference registrations
- One (1) table of 10 for Closing Dinner
- Exhibit table in sponsor section
- Special recognition during opening and closing ceremonies

## NEVADA SME SPONSOR \$12,000 (ONLY 2 SESSIONS AVAILABLE)

- Sponsor and moderate a General Session as the Subject Matter Expert (SME)
- Development session with Travel Nevada
- Opportunity to invite panelists with approval from Travel Nevada
- Quarter-page advertisement in the Nevada Magazine & Visitor Guide Spring 2025 Issue
- Logo featured prominently digitally
- 10 complimentary Governor's Conference registrations
- One (1) table of 10 for Closing Dinner
- Exhibit booth
- Recognition during the sponsored session

## BRISTLECONE SPONSOR \$5,000

- Sponsor of a coffee break or refreshment station
- Logo featured prominently digitally
- Two (2) complimentary registrations
- Recognition at session before or after sponsored break

## SAGEBRUSH SPONSOR \$2,000

- Logo featured prominently digitally
- One (1) complimentary registration
- Recognition during the conference