



2012

Governor's Conference  
on Tourism & Travel

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Sponsorship Brochure

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# 2012 Governor's Conference on Tourism & Travel

Embassy Suites Greenville Golf Resort & Conference Center

February 20 - 22, 2012 Greenville, SC

## SPONSORSHIP LEVELS AND BENEFITS

### PALMETTO

\$10,000+

- Price includes four (4) full conference registrations
- Price includes company name listed on event signage and in the on-site agenda
- Price includes one (1) exhibit space
- \$250 gift certificate to shop for clothing, golf items and jewelry in our conference retail shop
- Twenty Five (25) complimentary annual passes to any of the 47 State Parks
- Two (2) nights accommodations at hotel during the conference
- Four (4) golf outing registrations
- Sponsor Logo on Conference Website
- Price includes opportunity to address delegation during sponsored event
- Price includes opportunity to include item/information in the conference tote bag

### PATRON

\$5,000+

- Price includes two (2) full conference registrations
- Price includes company name listed on event signage and in the on-site agenda
- Price includes one (1) exhibit space
- \$100 gift certificate to shop for clothing, golf items and jewelry in our conference retail shop
- Two (2) nights accommodations at hotel during the conference
- Two (2) golf outing registrations
- Sponsor Logo on Conference Website
- Price includes opportunity to address delegation during sponsored event
- Price includes opportunity to include item/information in the conference tote bag

### INVESTOR

\$2,500+

- Price includes two (2) full conference registrations
- Price includes company name listed on event signage and in the on-site agenda
- Price includes one (1) exhibit space
- \$50 gift certificate to shop for clothing, golf items and jewelry in our conference retail shop
- Two (2) golf outing registrations
- Price includes opportunity to include item/information in the conference tote bag

### PARTNER

\$1,000+

- Price includes one (1) full conference registration
- Price includes company name listed on event signage and in the on-site agenda
- \$25 gift certificate to shop for clothing, golf items and jewelry in our conference retail shop
- Price includes opportunity to include item/information in the conference tote bag

### ASSOCIATE

\$750+

- Price includes one (1) full conference registration
- Price includes company name listed on event signage and in the on-site agenda
- Price includes opportunity to include item/information in the conference tote bag

For more information, please contact Beth Fallaw at (803) 734-0450

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## AVAILABLE SPONSORSHIP OPPORTUNITIES

<u>DATE</u>	<u>EVENT/ITEM</u>	<u>COST</u>
Monday, February 20	Golf Outing Beverage Cart	\$3,000
Monday, February 20	Golf Outing Lunch	\$3,000
Monday, February 20	Arrival Break	\$2,500
Monday, February 20	Reception	\$5,000
Monday, February 20	*Turn-Down Service	\$1,800
Tuesday, February 21	Morning Break	\$2,500
Tuesday, February 21	Box Lunch ( <i>Co-sponsor rate \$2,500 - (2) Co-sponsors ONLY</i> )	\$5,000
Tuesday, February 21	Educational Tour (Five Available)	\$2,500
Tuesday, February 21	*Turn-Down Service	\$1,800
Wednesday, February 22	Morning Break	\$2,500
Wednesday, February 22	Luncheon ( <i>Co-sponsor rate \$3,000 - (2) Co-sponsors ONLY</i> )	\$6,000
Entire Conference	**Conference Padfolio	\$6,000
Entire Conference	**Conference Tote Bags	\$5,000
Entire Conference	**On-Site Agenda	\$1,500
Entire Conference	**Conference Mugs	\$3,000
Entire Conference	**Sports Bottles	\$3,500
Entire Conference	**Name Badge Pouches	\$2,500
Entire Conference	**Conference Pens	\$2,000
Entire Conference	General Session Sponsor ( <i>Two available</i> )	\$5,000+
Entire Conference	**Delegate Directory	\$2,500
Entire Conference	Breakout Session Sponsor ( <i>Six Available</i> )	\$1,000

\*The sponsor must provide item for Turn-Down Service

\*\*The sponsored items above will be printed with the sponsoring company's name and/or logo

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Cash Sponsorships

Organizations wishing to sponsor the Governor's Conference with a cash donation outside of the specific cash sponsorship opportunities mentioned above, can do so. Please see detailed information regarding sponsorship levels on page 1. **For a customized sponsorship, please contact Beth Fallaw at (803) 734-0450.**

### "In-Kind" Sponsorships

Organizations with special products or services are invited to offer their product or service as an "In-Kind" sponsorship.

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## SPONSOR RULES & REGULATIONS

**Purpose:** The purpose of the Governor's Conference is to unify and inspire the industry to take action towards common goals to increase the benefits of tourism in South Carolina.

**Exhibit Eligibility:** Exhibit space will be limited to sponsors who are at the Investor Level and above.

**Payment:** Payment in full, made payable to the **Beautiful Places Alliance** must be received in order to reserve exhibit space and/or an event sponsorship. You must fill out the tradeshow contract and mail with your payment to the address indicated on the form by **Friday, January 6, 2012**.

**Registration and Admission:** No one will be permitted without a Governor's Conference name badge. **Any and all exhibitors must be registered with the Conference.**

**Exhibitor Package:** The package includes the following: one (1) 6' skirted table and two (2) chairs. Electrical and equipment rental forms will be mailed to exhibitors upon receipt of contract.

**Displays:** Advertising displays, pop-up displays and any other pre-fabricated displays WILL be allowed provided they meet the height, width, and depth specifications below.

### **HEIGHT, WIDTH, & DEPTH**

Exhibit fixtures, components, pop-up displays and identification signs will be permitted up to a maximum height of 10 feet, a maximum width of 6 feet, and a maximum depth of 4 feet.

Any activity that results in excessive obstruction of aisles or passageways, or prevents ready access to nearby exhibitors' booths or spaces shall be suspended as specified by the Governor's Conference. If movies, videos or demonstrations are shown, exhibits must be arranged so that they are completely within the allotted booth or space, with ample room for all exhibit personnel and visitors. The Governor's Conference reserves the right to reject a display that might detract from the overall appearance of or that is not in keeping with the general theme of the tradeshow. Retail sales at the exhibit booth will not be allowed.

### **Installation and Dismantling:**

All booths must be set-up by noon on Monday, February 20 for opening session. All booths must be dismantled by noon on Wednesday, February 22. Any items left by the sponsor after noon on Wednesday will be thrown away.

### **Installation Hours:**

Monday, February 20                      8am-3pm

### **Exhibit Hours:**

Monday, February 20                      3pm-7pm

Tuesday, February 21                      8am-Noon

Wednesday, February 22                      8am-1:30pm

### **Dismantle Hours:**

Wednesday, February 23                      1:30pm-3:30pm

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## SPONSOR RULES & REGULATIONS CONTINUED

**Protection of Host Property:** Sponsors will not be allowed to attach anything to walls or columns (decorations, signs, banners, etc.) without approval of host hotel. The use of scotch tape or decals on walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, or other driven fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage, which they may cause.

**Sub-Leasing/Relocation of Exhibits:** No subletting or sharing of exhibit space is permitted. The Governor's Conference reserves the right to reassign space as necessary and reserves the right to alter the location of the exhibit space(s) shown on the official floor plan. The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

**Liability:** The exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property which may be in or come into exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the Governor's Conference on Tourism & Travel and the South Carolina Department of Parks, Recreation & Tourism, its contractors and the Embassy Suites from any liability whatsoever.

**Termination or Interruption of Trade Show:** In the event the tradeshow site becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency by virtue of any ordinance or law of any Municipality, State or Federal government agency or any act beyond the control of the Governor's Conference on Tourism & Travel, this contract may be terminated by the Governor's Conference. The determination required by this paragraph shall be within the sole, reasonable discretion of the Governor's Conference on Tourism & Travel. In the event the tradeshow is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the Governor's Conference on Tourism & Travel and the South Carolina Department of Parks, Recreation & Tourism.

**ADA Compliance:** As a facility of public accommodation, the Embassy Suites complies in all respects with the Americans with Disabilities Act (Public Law 101-336) and regulations issued thereunder. Clients are also required to comply with the provisions of this law.

**Regulation Enforcement:** The Governor's Conference has full power to interpret and enforce all regulations for the trade show and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions are binding on exhibitors. The Governor's Conference Committee reserves the right to reject any exhibits or parts of exhibit activity which is, in its opinion, unsuitable.

**Sponsorship:** *All sponsorships will be on a first-come, first-served basis.* To reserve a sponsorship, you must fill out and sign the SPONSORSHIP CONTRACT FORM on page 6 of this brochure and mail with full payment by Friday, January 6, 2012 to the address indicated on the form. **Unsigned applications will not be accepted.** This is the only way to reserve sponsorship for the Governor's Conference on Tourism & Travel. **Please see detailed information on Sponsorship Opportunities and Levels located on pages 2 and 3 of this brochure.**

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## SPONSORSHIP CONTRACT

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Sponsoring Company \_\_\_\_\_

Company Name (as you wish it to appear on signage and listed in the on-site agenda)  
\_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Organization Type \_\_\_\_\_

Description of Product or Service \_\_\_\_\_

### **Sponsorship Level**

Associate (\$750+)

Partner (\$1,000+)

Investor (\$2,500+)

Patron (\$5,000+)

Palmetto (\$10,000+)

Event you wish to sponsor (if applicable) \_\_\_\_\_ Date/Time \_\_\_\_\_ Dollar amount of sponsorship \$ \_\_\_\_\_

### **Other Sponsorships**

Cash Donation in the Amount of \$ \_\_\_\_\_

In-Kind Donation in the form of \_\_\_\_\_

Please contact me to discuss a custom sponsorship package

I have read and agree to the specific rules and regulations as stated on page 4 and 5 of this brochure. I also understand that sponsorship opportunities are available on a first-come, first-served basis and that the Governor's Conference Committee must receive this contract along with full payment by Friday, **January 6, 2012** in order to reserve sponsorship.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to the **Beautiful Places Alliance** and return this form to:

Beth Fallaw

South Carolina Department of Parks, Recreation & Tourism

1205 Pendleton Street Suite 241

Columbia, SC 29201

Fax # (803) 734-1163

Please feel free to call (803) 734-0450 or email [bfallaw@scprt.com](mailto:bfallaw@scprt.com) with any questions or comments. Visit our website at [www.SCGovCon.com](http://www.SCGovCon.com)