

Governor's Conference on  
Hospitality & Tourism

# Where Hospitality Meets the Horizon

 LAS CRUCES CONVENTION CENTER  JUNE 24-25, 2026

*presented by* **NEW MEXICO**  **TRUE**

## Why Sponsor?

Connect your brand with the people shaping New Mexico's visitor economy at the 2026 New Mexico Governor's Conference on Hospitality and Tourism. As the state's premier professional development event for hospitality and tourism professionals, this two-day conference in Las Cruces brings together industry leaders, operators, marketers, and destination partners from across New Mexico.

Sponsoring the conference puts your business in front of a highly engaged audience actively seeking new ideas, partnerships, and solutions. With a program built around practical tools, fresh insights, and meaningful connections, this is a unique opportunity to build visibility, strengthen relationships, and align your brand with the future of hospitality and tourism in New Mexico.

**JUNE 24-25 2026**  
**LAS CRUCES CONVENTION CENTER**

# Sponsorship Opportunities

## TITLE SPONSOR - SOLD OUT

- Exclusive title sponsorship of two-day conference
- Double vendor table in premium location
- Logo on event website, all conference emails, and materials
- Full page digital ad in conference program
- Access to attendee list
- Opening keynote & keynote address
- Up to 4 sessions at the event, with a minimum of 15 minutes per session
- 50 registrant passes
- Inclusion in conference planning committee and access to draft agendas



## PLATINUM SPONSOR - \$25,000

- Featured sponsor recognition (top-tier placement after title)
- 1 high-visibility speaking opportunity (general session or keynote), 10 minutes
- Sponsored meal branding (choice of 1 breakfast or lunch)
- Premium exhibit table (priority placement)
- Full-page digital ad in conference program
- Logo on main stage screens + marketing materials
- 15 full conference registrations
- Opportunity to provide branded item

## GOLD SPONSOR - \$15,000

- 5-minute speaking opportunity at general session
- Premium exhibit table (priority placement)
- Full-page digital ad in conference program
- Logo on main stage screens + marketing materials
- 12 full conference registrations
- Opportunity to provide branded item

## SILVER SPONSOR - \$11,000

- Opportunity to introduce a breakout session
- Exhibit table (standard placement)
- Half-page digital ad in conference program
- Logo on website and marketing materials
- 6 full conference registrations
- Opportunity to provide branded item

# Sponsorship Opportunities

## BRONZE SPONSOR - \$5,500

- Exhibit table (standard placement)
- Half-page digital ad in conference program
- Logo on website and marketing materials
- 6 full conference registrations

## SUPPORTING SPONSOR - \$3,000

- Exhibit table (standard placement)
- Quarter-page digital ad in conference program
- Logo on website and marketing materials
- 4 full conference registrations

## EXHIBITOR - \$1,250

- Exhibit table
- 2 full conference registrations

## DIGITAL PROGRAM ADS

- Full Page Digital Ad: \$750
- Half Page Digital Ad: \$400
- Quarter Page Digital Ad: \$250
- Eighth Page Digital Ad: \$175

**RESERVE YOUR SPONSORSHIP TODAY**

*Contact Brittany Espinoza to secure your opportunity today*



505-301-8149



ceo@newmexicohospitality.org