

January 28, 2019 | La Fonda On The Plaza, Santa Fe
ACI Business Day in Santa Fe | NMHA TRENDS & Annual Meeting | SFCC Legislative Reception

Join business, tourism and destination leaders for an incredible marketing, research, and Business Day highlighting TRENDS & what's next for the industry.

– hotels, attractions, restaurants, chambers, resorts, tour operators, casinos, spas, ski resorts, retail –

The New Mexico Hospitality & Tourism TRENDS is the marketing & research event held annually in Santa Fe, NM. It features incredible speakers who deliver on emerging trends that will most impact the tourism and hospitality industry for the upcoming year. There will also a *Business Day in Santa Fe* breakfast in partnership with ACI (Association of Commerce and Industry) and the Santa Fe Chamber of Commerce.



Who Attends?

Generate leads! TRENDS attendees include:

- C-level executives and business owners
- DMO leaders
- General Managers
- Directors of Sales
- Directors of Marketing

In 2018, there were over **220 attendees** from businesses and municipalities across the state representing the **lodging, tourism-related, and general business** sectors in attendance.

Why exhibit/sponsor? Hear from past exhibitors and attendees:

I make it a point every year to come out to New Mexico and exhibit at TRENDS. It's a wonderful opportunity to visit with my current clients and **meet potential new ones**. I also like taking advantage of participating in the silent media auction.
- Elizabeth O'Connell, *Elevation Outdoors Magazine*

I received more **qualified leads** while exhibiting and attending TRENDS than a week doing outside sales calls. It's a great event that we look forward to attending again and again!
- Joseph Mulligans, *boomtime.com*

TRENDS is a *not to miss event* in New Mexico. It provides some **critical facetime** with my customers that I work with year-round. It's great because everyone is in one place at one time so **efficiency is key** and so much appreciated on our end.
- Ann DiPiano, *Booking.com*

TRENDS Title Sponsorship! Only 1 Sponsorship Available

Members: \$7,500 Non-Members: \$10,000

Sponsorship Includes:

Access

- Ten (10) ALL ACCESS registrations (includes education program, social events, receptions, and Tourism Day).
- VIP seating at Unity Dinner with table recognition.
- **BONUS!** Private Meeting/Session with Keynote Speakers (up to 3, if available).
- **BONUS!** Reserved meeting space (if needed).
- TRENDS delegate database.

Exposure

Audience Exposure

- Full page (outside back cover) full color ad in conference program (provided by sponsor).
- 5-minute speaking opportunity; welcome address
- **BONUS!** Exhibit table in General Sessions room (includes table and two chairs).
 - o **New this year!** Get greater exposure. *We are partnering with NM Association of Commerce & Industry (ACI) to co-host their 2018 Business Day in Santa Fe breakfast in the General Sessions room.*
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

Logo Placement (Sponsor must provide in jpeg format.)

- Logo integration with TRENDS logo.
- Recognized as a sponsor on the event website and hyperlink to sponsor website.
- Logo placed on name badges.
- Ability to post quick signs in designated area (provided by sponsor; first come, first serve basis).

Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement on General Sessions tables.

Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

PREMIER Annual Meeting Title Sponsor! 1 Sponsorships Available

Member: \$3,000 Non-member: \$4,500

Sponsorship Includes:

Access

- Up to (6) ALL ACCESS registrations (includes education program, annual meeting, & Tourism Day).
- VIP seating at TRENDS with table recognition
- TRENDS delegate database.

Exposure

Audience Exposure

- Full page full color ad in program (provided by sponsor).
- Annual Meeting speaking opportunity.
- **BONUS!** Exhibit table in General Sessions room (includes table and two chairs).
 - o **New this year!** Get greater exposure. *We are partnering with NM Association of Commerce & Industry (ACI) to co-host their 2018 Business Day in Santa Fe breakfast in the General Sessions room.*
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

Logo Placement (Sponsor must provide in jpeg format.)

- Recognized as a sponsor on the event website and hyperlink to sponsor website.
- Ability to post quick signs in designated area (provided by sponsor; first come, first serve basis).

Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement during sponsored session.

Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

Community/DMO Partner/Breakout Session! 10 Sponsorships Available

Member: \$1,750 Non-member: \$2,250

Sponsorship Includes:

Access

- Up to Five (5) ALL ACCESS registrations (includes welcome reception, education program, ACI breakfast annual meeting, & Tourism Day).
- TRENDS delegate database.

Exposure

Audience Exposure

- Exhibit table in General Sessions room (includes table and two chairs).
- Breakout speaking opportunity. (or introduce keynote)
- Half page full color ad in conference program (provided by sponsor).
 - o **Bonus!** Get greater exposure. *We are partnering with NM Association of Commerce & Industry (ACI) to co-host their 2018 Business Day in Santa Fe breakfast in the General Sessions room.*
 - o **New this year!** Get greater exposure. **Host an exhibit table at Tourism Day in Santa Fe at the Roundhouse.**
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).

TRENDS/Business Day Breakfast Exhibitor Tradeshow

Tradeshow: January 28th ALL DAY (during TRENDS Business Day in Santa Fe)

General Session Room Exhibit Table Sponsor!

Member: \$500 Non-member: \$650

Sponsorship Includes:

Access

- Up to (2) ALL ACCESS registrations (includes SF Chamber Reception, Education program, Annual Meeting & ACI (Association of Commerce and Industry/SF Chamber/ NMHA Business Day Breakfast)
- TRENDS & Tourism Day delegate database.

Exposure

Audience Exposure

- Exhibit table in General Sessions room (includes table and two chairs).
 - o **New this year!** Get greater exposure. *We are partnering with NM Association of Commerce & Industry (ACI) to co-host their 2018 Business Day in Santa Fe breakfast in the General Sessions room.*
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle.

Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.





2019 Hospitality and Tourism TRENDS

January 28th, 2019 | La Fonda On The Plaza

Sponsorship/Exhibitor Agreement
Please complete and sign attached contract.

Name of Organization _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____ Email _____

Please confirm your sponsorship:

Member/Non Member

- \$7,500/\$10,000 – TRENDS Title Sponsor
- \$3,000/\$4,500 – Annual Meeting Title Sponsor
- \$1,750/\$2,250– DMO/Community/Breakout Sponsor

EXHIBIT TABLE (January 28th)

- \$500/\$650 – Premier Exhibit Table

Names and emails of free conference registration attendees per sponsorship level:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Payment is due upon execution of this contract and BEFORE the event date. Cancellation is not valid for any reason after 15 days before the event.

- Check enclosed (Make check payable to New Mexico Hospitality Association) PO#: _____
- Yes, I would like a 10% discount and commit to a three-year sponsorship contract.

Hold Harmless Clause

“The exhibitor assumes the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to exhibitor’s displays, equipment and other property brought upon the premises of the meeting facility. The exhibitor shall indemnify and hold harmless the state, meeting facility, agents, servants and employees from any and all such losses, damages and claims.”

Signature: _____ **Date:** _____

NMHA Rep: _____ Date: _____

Mail, email, or fax *signed* form and payment information to:

New Mexico Hospitality Association | 1420 Carlisle NE Suite 210, Albuquerque, NM 87110

E: KKomoll@newmexicohospitality.org

Questions? Call 505.506.8624



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