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SPONSORSHIP & EXHIBITOR INFORMATION

JANUARY 19-21 // PIERRE, SD
RAMKOTA HOTEL & CONFERENCE CENTER

Looking to maximize your exposure at the **2027 South Dakota Governor's Conference on Tourism**?

We'd love for you to join us as a sponsor and/or exhibitor for this inspiring, can't-miss gathering of the tourism industry. Opportunities are outlined here and at www.SouthDakotaTourismConference.com.

Sponsor and exhibitor opportunities are first-come, first-served. Payment is expected at the time of registration and required by **Friday, November 13, 2026**, for guaranteed inclusion in conference print materials. Exhibitor booth placement is based upon sponsorship level (if applicable) as well as receipt of registration and payment.

Have questions? Shawntae Moran is happy to help:

Shawntae.Moran@TravelSouthDakota.com | 605-295-3599

PRESIDENTIAL // \$12,000

AWARDS NIGHT GALA • *Four Opportunities Available*

Join attendees, legislators and guests for the annual Awards Night Gala to be held Thursday evening. The Gala program honors individuals and organizations who make significant contributions to the South Dakota tourism industry's success, making our state an outstanding vacation destination for travelers from around the globe.

★ **The *PRESIDENTIAL* level sponsorship includes:**

- Video (max one minute) played during the event
- Four complimentary conference registrations
- Two reserved VIP Awards Night Gala tables
- One exhibitor booth space (one additional booth space may be purchased for \$500)
- Logo included in conference emails
- Logo on signage and screen at sponsored event
- Logo and contact information included in conference booklet
- Logo and website link included on conference website
- Access to attendee list once registration closes

RUSHMORE // \$8,000

WEDNESDAY EVENING RECEPTION • *Exclusive Opportunity*

Be the party planner! With this unique opportunity, we will work with the sponsor to plan a one-of-a-kind reception for Wednesday evening. Your video will be rolling throughout the event. Together we will set the theme, bring the band, balloons and fun.

WINDOW COVERINGS • *Exclusive Opportunity*

Capture the attention of conference attendees with eye-catching window coverings placed at the four main Ramkota entrances. You will work with Travel South Dakota to design the signage to be featured throughout the length of the conference.

★ **The *RUSHMORE* level sponsorship includes:**

- Three complimentary conference registrations
- One reserved VIP Awards Night Gala table
- One exhibitor booth space (one additional booth space may be purchased for \$500)
- Logo included in conference emails
- Logo on signage and screen at sponsored event
- Logo and contact information included in conference booklet
- Logo and website link included on conference website
- Access to attendee list once registration closes

If the opportunities within your desired sponsorship level are no longer available, please reach out to Shawntae Moran at **Shawntae.Moran@TravelSouthDakota.com** or 605-295-3599 to discuss other options. We're happy to work with you!

GENERAL SESSION • Four Opportunities Available

As some of our best attended events during the conference, the General Sessions cover a variety of subjects ranging from hospitality and marketing to research and inspirational leadership.

LEGISLATIVE THANK YOU RECEPTION • Exclusive Opportunity

Help us thank our South Dakota state legislators for their support of the tourism industry. All conference attendees are invited to the 'Thank You' reception for legislators on Tuesday evening. The sponsor of the legislative reception will have the opportunity to have their logo on the reception video screen throughout the entire evening.

TOURISM BRIEFING LUNCHEON • Exclusive Opportunity

The Tourism Briefing Luncheon features Secretary Jim Hagen's update about Travel South Dakota's work over the past year and plans for the upcoming year. As the Wednesday luncheon sponsor, your logo will be on signage and on screen during the conference.

VOICES OF TRAVEL LUNCHEON • Exclusive Opportunity

The Voices of Travel Luncheon gives attendees the opportunity to hear directly from South Dakota tourism industry businesses about a particular issue or challenge and how best our industry can respond to it. As the Thursday luncheon sponsor, your logo will be on signage and on screen during the conference.

FOREVER 605 LOUNGE • Exclusive Opportunity

The Forever 605 Lounge provides a place for attendees to step away from the conference to check up on email or meet with peers. Sponsor logo will be displayed in the Forever 605 Lounge. Travel South Dakota will provide charging ports for attendees.

★ All WASHINGTON level sponsorships also include:

- Two complimentary conference registrations
- One reserved VIP Awards Night Gala table
- One exhibitor booth space (one additional booth space may be purchased for \$500)
- Logo included in conference emails
- Logo and contact information included in conference booklet
- Logo and website link included on conference website
- Thank you from the stage for your sponsorship
- Access to attendee list once registration closes



BREAKFAST • Two Opportunities Available

Our breakfasts are a time for attendees to network and catch up on discussions from the prior day or learn more about other areas & businesses across the state. As the breakfast sponsor you will receive on-site signage during the breakfast.

REGISTRATION • Exclusive Opportunity

Your logo will be prominent at conference registration. As the registration sponsor, your business will always be top-of-mind with conference attendees with your logo featured near conference registration.

WI-FI NETWORK • Exclusive Opportunity

While they are away from the office, help attendees stay connected by sponsoring the conference-wide wireless network. Your brand name is the network name and password, constantly reminding attendees who is keeping them connected.

LANYARD • Exclusive Opportunity

Elevate your brand and connect directly with conference attendees through the exclusive lanyard sponsorship. As the lanyard sponsor, your brand will be printed on the conference name badge lanyard, keeping it top-of-mind as attendees network throughout the conference. You will work with Travel South Dakota on the lanyard design.

FLOOR CLINGS • Exclusive Opportunity

Step into the spotlight. With branded floor decals strategically placed at key pathways and decision points throughout the Ramkota, your sponsorship will be seen at every turn, great for playful calls to action or directional cues paired with your brand.

★ **All JEFFERSON level sponsorships include:**

- One complimentary conference registration
- One reserved Awards Night Gala table
- Logo and contact information included in conference booklet
- Logo and website link included on conference website
- Access to attendee list once registration closes



BREAKOUT SESSION ROOM • Eight Opportunities Available

Get your logo in front of attendees in an intimate, focused setting. Breakout sessions see anywhere from 100-150 attendees per session. For the entire conference, the sponsor logos will be included on signage inside the breakout session room. Sponsors will also receive verbal recognition at the beginning of each session held in that room. There will be multiple sponsors of each of the four rooms.

COFFEE STATION • Exclusive Opportunity

Your coffee will be served at the designated coffee station at the Ramkota, prominently featuring your brand. This sponsorship will be in the form of either a monetary donation or your coffee and branded items (coffee, cups/lids, syrups). Approximately 150 gallons of coffee will be needed for the duration of the conference.

GALA SOCIAL • Exclusive Opportunity

Gather with fellow tourism industry professionals for a final networking opportunity before Thursday's Awards Night Gala. This social event is held in the lobby area outside the Grand Galleria. As a sponsor, your logo will be prominently displayed on signage in the social area.

BATHROOM MIRROR CLINGS • Exclusive Opportunity

Give attendees something to reflect on—literally. Mirror clings in high-traffic restrooms will feature your logo and messaging in a clever, visible way that's impossible to miss. We'll work with you to ensure the design is brand-aligned and buzzworthy.

★ **All ROOSEVELT level sponsorships also include:**

- One complimentary conference registration
- Logo and contact information included in conference booklet
- Logo and website link included on conference website
- Access to attendee list once registration closes



If the opportunities within your desired sponsorship level are no longer available, please reach out to Shawntae Moran at **Shawntae.Moran@TravelSouthDakota.com** or 605-295-3599 to discuss other options. We're happy to work with you!

LINCOLN // \$1,500

MENTORSHIP BREAKFAST • Exclusive Opportunity

This intimate breakfast allows postsecondary students the opportunity to engage with mentors and learn more about the various employment paths offered within South Dakota's tourism and hospitality industry through a one-on-one mentor and networking opportunity. As the breakfast sponsor, your logo will be featured on signage during the event.

NETWORKING BREAK • Four Opportunities Available

Building connections with peers in the industry is priceless! Attendees have the opportunity four times throughout the conference to enjoy a break to network with fellow conference attendees and exhibitors. As one of four networking break sponsors, your logo will be displayed on signage during the break your entity is sponsoring.

HOTEL KEY CARD 'SLEEVES' • Exclusive Opportunity

Put your logo into the hands of conference attendees staying at the Ramkota Hotel & Conference Center and ClubHouse Hotel & Suites. During the conference, these hotels have agreed to use a custom key card sleeve featuring the sponsor's logo. The sleeves will be provided to the hotels by Travel South Dakota.

NEWCOMER ORIENTATION • Exclusive Opportunity

Help us welcome new attendees to their first South Dakota Governor's Conference on Tourism! This event is designed to welcome and integrate new attendees, providing them with a conference overview, connections, and resources to enhance their conference experience. The orientation will take place at the Ramkota from 4-5 p.m. on Tuesday, January 19. Sponsor logo will be included on signage during the event.

★ **All LINCOLN level sponsorships also include:**

- One complimentary conference registration
- Logo and contact information included in conference booklet
- Logo and website link included on conference website

★ **The sponsorship does NOT include access to the attendee list.**

GRANITE // \$750

CONFERENCE EMAIL • Four Opportunities Available

Help us announce our 2027 Governor's Conference on Tourism General Session speakers. As a conference email sponsor, your logo and brief message will be included in a conference email that introduces one of our General Session speakers.

CONFERENCE SURVEY • Exclusive Opportunity

As the post-conference survey sponsor, your logo will be featured in the online evaluation. The survey is emailed to all conference attendees following the conference. With this exclusive opportunity, your logo will be the last one seen by conference attendees as we finish up the conference.

★ **All GRANITE level sponsorships also include:**

- Logo and contact information included in conference booklet
- Logo and website link included on conference website

★ **The sponsorship does NOT include access to the attendee list.**

QUARTZ // \$500

Show your support for the 2027 Governor's Conference on Tourism! As a **QUARTZ** sponsor, your logo and contact information will be included in the conference booklet and on the conference website.

★ **The sponsorship does *NOT* include access to the attendee list.**

ADD-ON // \$500

RESERVED AWARDS NIGHT GALA TABLE • Exclusive to Sponsors

Reserve a table for eight of your industry friends and new connections to sit together as we wrap up the conference on Thursday. Due to limited availability, there is a maximum of two tables, total, per sponsor (some sponsorship benefits already include one or two gala tables). Table occupants must be registered conference attendees. Legislators are considered registered attendees.

EXHIBITOR BOOTH // \$500

As an exhibitor at the 2027 Governor's Conference on Tourism, you have the opportunity to share your services or products with hundreds of conference attendees. An exhibitor booth space includes one six-foot table, electricity, two chairs, and a table covering. The booth size is approximately 6 feet deep by 8 feet long. Booth placements are based on sponsorship level (if applicable), as well as receipt of registration and payment.

Booth setup is allowed Tuesday, January 19, from 12-5 p.m. An OPTIONAL exhibitor preview will be offered 3-5 p.m. on Tuesday for exposure to early attendees. Additional booth hours of operation are Wednesday, January 20, 8 a.m. - 5 p.m. and Thursday, January 21, 8 a.m. - 3 p.m. Tear down is Thursday, January 21, from 3-4 p.m.

★ **All EXHIBITORS receive:**

- One exhibitor booth space (one additional booth space may be purchased for \$500)
- One complimentary conference registration per booth space (additional booth workers must register and pay registration fee)
- Business name and contact information included in conference booklet
- Business listing on conference website

★ **Exhibitors will *NOT* receive access to the attendee list.**



Please complete sponsor and exhibitor registration and payment by **Friday, November 13, 2026**, to ensure inclusion in all print materials. The online registration can be found at **www.SouthDakotaTourismConference.com**. Registrations received after this date are accepted and will be included on the conference website.

Organizations may not partner to obtain a higher sponsorship level.

Refund Policy: 50% of exhibitor booth registration will be refunded if participation is cancelled on or before **Friday, December 11, 2026**. Exhibitor cancellation requests must be submitted via email to **Shawntae.Moran@TravelSouthDakota.com**.

Refunds on sponsorships are only offered if the conference is cancelled.

Contact Shawntae Moran at **Shawntae.Moran@TravelSouthDakota.com** or 605-295-3599 with any questions about sponsor or exhibitor opportunities.