



sponsorship packages

Get your brand in front of hundreds of Minnesota tourism leaders and decision makers as they gather at the Saint Paul RiverCentre for the 2027 Explore Minnesota Tourism Conference, **Wednesday, Jan. 27 and Thursday, Jan. 28, 2027.**

Conference sponsorships offer valuable opportunities to reach attendees through sponsor recognition and engagement over the 2-day conference.

SECURE YOUR SPONSORSHIP TODAY!

Sponsorships are available on a first-come, first-served basis and must be paid in full by **Tuesday, Jan. 5, 2027**, to receive full benefits. Explore Minnesota reserves the right to cancel sponsorship and associated benefits, including attendance, if not fully paid by **Jan. 5, 2027.**

For more information, please contact Kari Brumback at 612-513-8898 or kari.brumback@state.mn.us.

Please note the format, date and deliverables are subject to change.

Sales of merchandise, food or beverage (and samples) are prohibited in the Travel Marketplace. Sponsors may distribute free giveaways and literature from their booths.

Sponsors will be asked to upload their required assets via the exhibitor portal in the event app. Upload instructions will be provided upon registration.



premier conference sponsorship (keynote sponsorship)

\$5,000 (3 AVAILABLE)

The 2027 Tourism Conference will feature three dynamic keynote sessions, presented in the General Session room and attended by all attendees. As a sponsor, you'll have the rare opportunity to showcase your brand during these high-visibility presentations.

PREMIER CONFERENCE SPONSOR BENEFITS

- The emcee will recognize the sponsor from the main stage during the selected keynote session and play a 2-minute promotional video. (If a video is not supplied, the 50-word company description will be read by the emcee.)
- Logo displayed on primary screens in General Session room, before and after keynote, and will be in rotation throughout the conference.
- Logo, 50-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to the sponsor by Friday, Jan. 15, 2027.
- Premier Keynote Sponsor featured in one pre-conference email to registered attendees.
- Two complimentary registrations (value \$650). *Additional registrations may be purchased at \$325 each.*
- Premium placement (choice of position) of larger booth in the Travel Marketplace (value \$1000).
- Exclusive premier sponsor signage at conference
- Recognition as a premier sponsor in an Explore Minnesota Industry News article prior to the conference.
- Virtual tradeshow booth in the event app that attendees will access throughout the conference

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Pre-recorded video (not to exceed 2 minutes); video file must be less than 5 GB in .mov or .mp4 format
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 50-Word company description.
- Primary contact person's name, email, phone, address and website.

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breakfast sponsorship

\$3,000 (2 AVAILABLE)

Sponsor one of the two breakfasts in the Travel Marketplace and General Session room. This 1-hour timeslot is scheduled both mornings of the conference for attendees to enjoy breakfast, connect with colleagues and vendors and prepare for the day ahead. Food and beverage are included in the sponsorship price; selections are at Explore Minnesota's discretion.

BREAKFAST SPONSOR BENEFITS

- General Session recognition after sponsored breakfast and throughout the conference.
- Logo displayed on the General Session screens for the duration of the breakfast hour.
- Exclusive opportunity to provide company swag at each breakfast table.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.*
- One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.

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lunch sponsorship

\$3,000 (2 AVAILABLE)

Sponsor one of the two lunches in the General Session room. This 1-hour timeslot is scheduled both afternoons of the conference for attendees to enjoy lunch, connect with colleagues. Food and beverage are included in the sponsorship price; selections are at Explore Minnesota's discretion.

LUNCH SPONSOR BENEFITS

- General Session recognition after sponsored lunch and throughout the conference.
- Logo displayed on the General Session screens for the duration of the lunch hour.
- Exclusive opportunity to provide company swag at each lunch table.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.*
- One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference.

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.

Sponsorships are available on a first-come, first-served basis and must be paid in full by Jan. 5, 2027, to receive all benefits.



networking break sponsorship

\$2,000 (3 AVAILABLE)

Sponsor one of the three networking events held in the Travel Marketplace: Morning break (Day 1 or Day 2); Afternoon Break (Day 1). This is the 30-minute scheduled time to reconnect with colleagues, visit vendors and make new connections while enjoying sponsored food and beverage. Food and beverage are included in the sponsorship price; food selections will be chosen and ordered by Explore Minnesota.

NETWORKING BREAK SPONSOR BENEFITS

- General Session recognition before/after sponsored break and throughout the conference.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to the sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.*
- One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference.

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.

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breakout session sponsorship

\$1,000 (15 AVAILABLE)

Throughout the two-day conference, 15 educational breakout sessions (3 concurrent sessions x 5 breakouts) will be programmed, featuring tourism industry leaders from around the state and country. These sessions are designed to be professional development opportunities and will cover a range of topics relevant to new and seasoned tourism professionals alike.

BREAKOUT SESSION SPONSOR BENEFITS

- Exclusive recognition during sponsored breakout session.
- Option to supply a 30-second promotional video, played prior to sponsored session. (If video is not supplied, room host will read the promotional copy listing and display company logo ahead of the session.)
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to the sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.*
- One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference.

SPONSOR TO SUPPLY JAN. 12, 2027

- Pre-recorded video (not to exceed 30 seconds), preferred video file format is MP4 or MOV.
- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.

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travel mug and coffee sponsorship

\$2,000 (1 AVAILABLE)

This sponsorship is a unique, high-visibility branding opportunity to provide a refillable travel mug distributed to registered attendees at check-in. Water and coffee stations will be available throughout the conference space all day for attendees to refill their sponsored travel mug.

TRAVEL MUG SPONSOR BENEFITS

- Exclusive branded refillable travel mug for all attendees.
- Sponsor signage displayed at coffee stations.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.*
One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference.

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.
- 450 travel mugs with sponsor logo and/or Explore Minnesota logo to be drop shipped to the RiverCentre on or after **Jan. 21, 2027**.
 - » **Please note:** A mock-up or visual example of the travel mug design must be submitted to Explore Minnesota for approval before production or shipping.

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tote bag sponsorship

\$1,500 (1 AVAILABLE)

This sponsorship is a high-visibility opportunity to provide a tote bag that will be distributed to registered attendees at check-in/registration area.

TOTE BAG SPONSOR BENEFITS

- Tote bag distributed to all attendees; may be branded.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.*
- One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference.

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.
- 450 tote bags with sponsor logo and/or Explore Minnesota logo to be drop shipped to the RiverCentre on or after **Jan. 21, 2027.**
 - » **Please note:** A mock-up or visual example of the tote bag design must be submitted to Explore Minnesota for approval before production or shipping.

Sponsorships are available on a first-come, first-served basis and must be paid in full by Jan. 5, 2027, to receive all benefits.



lanyard sponsorship

\$1,500 (1 AVAILABLE)

Lanyard Sponsor has the exclusive opportunity to provide a branded lanyard for all in-person conference attendees to wear with their name tag throughout the conference.

LANYARD SPONSOR BENEFITS

- Exclusive branded wearable distributed to all attendees.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to the sponsor by Friday, Jan. 15, 2027.
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.* One single booth in the Travel Marketplace (value \$800).
- Virtual tradeshow booth in the event app that attendees will access throughout the conference.

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.
- 450 clip-style lanyards. Explore Minnesota must approve lanyard before production or shipping.
- Lanyards must be drop shipped to the RiverCentre on or after **Jan. 21, 2027**.

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travel marketplace exhibitor booth sponsorship

\$800

The Travel Marketplace is a designated area in the conference venue where attendees can connect with tourism-related vendors and businesses. It is open during scheduled breakfast and breaks as the designated networking area, with food and drink provided in the marketplace.

TRAVEL MARKETPLACE SPONSOR BENEFITS

- Designated tabling space within the Travel Marketplace, which includes one 6-foot skirted table and two chairs.
- Vendor location will be communicated on the Travel Marketplace map, which will be shared with all attendees, and posted on the conference portal.
- Electricity is at an additional cost and must be coordinated directly with RiverCentre using their [exhibitor services portal](#).
- One complimentary registration (value \$325). *Additional registrations may be purchased at \$325 each.* Virtual tradeshow booth in the event app that attendees will access throughout the conference.
- Logo, 25-word company description, marketplace listing and contact information on conference website.
- Access to the Registered Attendee list, including contact information, is available for a one-time email use only, and will be sent to the sponsor by **Friday, Jan. 15, 2027**.

SPONSOR TO SUPPLY BY JAN. 12, 2027

- Primary contact person's name, email, phone, address and website.
- Color logo as an 800x800 px PNG file with a transparent background
- Banner image for sponsor profile on event website: 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels. Can be in .jpeg, .jpg, .png, or .gif format.
- 25-Word company description.

**Double booth spaces available upon request and are priced at \$1200. A double booth includes two 6-foot skirted tables, and an additional conference registration (two total, value \$650). All other benefits remain the same as above.*

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