



# VISIT NC 365 CONFERENCE

**MARCH 20-22, 2022**  
**DURHAM CONVENTION CENTER • DURHAM, NC**

## **SPONSORSHIP PROGRAM**

The Sponsorship Program for the Visit NC 365 Conference provides organizations the opportunity to connect directly with North Carolina's largest gathering of tourism professionals while supporting the efforts of Visit North Carolina as the state's official destination marketing organization. Sponsors may participate on a variety of levels that best suit their budget and promotional efforts.

## **BENEFITS OF SPONSORSHIP**

- Strengthen existing and build new partnerships amongst 550+ industry attendees
- Position your company as an industry leader with exposure at the conference
- Get your information directly to industry leaders and decision-makers during networking events and through targeted attendee communications
- Show your commitment to the more than \$20 billion tourism industry
- Receive pre and post attendee registration lists so you can communicate your message directly to the attendees

\* Sponsor benefits vary depending on partnership level. Refer to level listings.

## **EXHIBITOR NETWORKING TIME WITH ATTENDEES**

- Meet with marketing decision-makers immediately following Sunday's Co-op Marketing session
- Monday & Tuesday breakfast in exhibit area
- Silent Auction held in exhibit area
- Exhibit area stays open throughout the day



## CONFERENCE REGISTRATION INFORMATION

Sponsors will receive registration information from Visit North Carolina once the sponsor level has been committed to Dana Grimstead as the Visit NC representative.

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## HOTEL INFORMATION

We are excited to offer a variety of hotel blocks unique to Durham. Please make sure you use the link provided when booking to receive the VNC365 negotiated rate.

### Durham Marriott City Center

201 Foster Street  
Durham, North Carolina 27701  
\$160++ per night  
[Booking Link](#)

### 21c Museum Hotel

111 North Corcoran St.  
Durham NC 27701  
\$169 ++ per night  
[Booking Link](#)

### Aloft Durham Downtown

345 Blackwell Street  
Durham, North Carolina 27701  
\$179++ per night  
[Booking Link](#)

### The Durham Hotel

315 E. Chapel Hill St,  
Durham, NC 27701  
\$174++ per night  
[Booking Link](#)

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## SPONSORSHIP LEVELS

### Platinum - minimum \$20,000 (limited opportunities)

- VIP Sponsorship of general session
- List of attendees in Excel format for post-Conference follow-up
- Premier exhibit space (up to 4 booths)
- Networking with attendees on Monday & Tuesday, March 21 & 22
- Excel list of registered attendees one month prior to Conference
- Complimentary Conference registrations for 8 attendees  
*Registration for additional attendees at 25% discount*
- Signage recognition with up to 5 logos
- Info or gift to each attendee at sponsor session
- Opportunity to include your promotional items for conference bags

## SPONSORSHIP LEVELS

### Diamond - \$10,000

- VIP sponsorship of function
  - List of attendees in Excel format for post-Conference follow-up
  - Premier exhibit space (up to 3 booths)
  - Networking with attendees on Monday & Tuesday, March 21 & 22
  - Excel list of registered attendees one month prior to Conference
  - Registration for 4 attendees  
*Registration for additional attendees at 20% discount*
  - Signage recognition with up to 4 logos
  - Info or gift to each attendee at sponsored session
  - Opportunity to include your promotional items for conference bags
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### Gold - \$7,500

- Sponsorship of break with exhibitors
  - List of attendees in Excel format for post-Conference follow-up
  - Conference exhibit space (2 booths)
  - Networking with attendees on Monday & Tuesday, March 21 & 22
  - Excel list of registered attendees one month prior to Conference
  - Registration for 3 attendees
  - Signage recognition with up to 3 logos
  - Info or gift to each attendee at sponsored event
  - Opportunity to include your promotional items for conference bags
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*For Gold, Diamond and Platinum Sponsorships there may exist a cooperative partnership between no more than two organizations, each contributing equal amounts.*

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### Silver - \$5,000

- Conference bag or name badge recognition if confirmed by January 15, 2019
  - Conference exhibit space
  - Networking with attendees on Monday & Tuesday, March 21 & 22
  - Excel list of registered attendees one month prior to Conference
  - Registration for 2 attendees
  - Signage recognition with up to 2 logos
  - Opportunity to include your promotional items for conference bags
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### Bronze - \$3,000

- Conference exhibit space
- Networking with attendees on Monday & Tuesday, March 21 & 22
- Excel list of registered attendees one month prior to Conference
- Registration for 2 attendees
- Signage recognition with 1 logo
- Opportunity to include your promotional items for conference bags



## SPONSORSHIP LEVELS

### Friends of NC - \$1,900

- Registration for 1 attendee
- Signage recognition with 1 logo

*For more information contact Dana Grimstead, [dana.grimstead@visitnc.com](mailto:dana.grimstead@visitnc.com).*

## EXHIBIT SCHEDULE

*Times are approximate and may change as the schedule is confirmed.*

### Sunday, March 20

11:00 am – 2:00 pm

Exhibitor Setup

2:00 – 5:00 pm

Exhibitor Space Open

3:00 – 4:00 pm

Marketing Co-Op  
Presentation

6:00 – 8:00 pm

Opening Reception

### Monday, March 21

7:30 – 9:00 am

Breakfast with Exhibitors

10:15 – 10:30 am

Break with Exhibitors

11:35 am – Noon

Break with Exhibitors

2:15 – 2:35 pm

Break with Exhibitors

### Tuesday, March 22

7:30 – 9:00 am

Breakfast with Exhibitors

10:30 – 11:00 am

Break with Exhibitors

11:00 am – 1:00 pm

Exhibitor Tear-Down



## **BOOTH AMENITIES**

- 6' table in 8' space for tabletop only exhibits\*
- Internet and standard electricity may be available at your booth depending on location – sign up early for these services
- Pipe and drape if applicable
- No attaching items to the walls or ceiling please

*\*Platinum, Diamond and Gold level sponsors have larger booth areas and may have larger displays. Please discuss with conference staff when booking your package.*