



2026
FLORIDA
GOVERNOR'S
CONFERENCE
ON TOURISM

WEST PALM BEACH, FL
SEPT 09-11

VISIT **FLORIDA**[®]

FloridaTourismConference.com



GOVERNOR LEVEL SPONSORSHIPS INCLUDE:

- Stage time of up to 5 minutes (may include a video)
- Double trade show booth with premium location
- Five (5) full conference registrations
- List of attendees with full contact information
- Signage throughout the sponsored event
- Reserved V.I.P. table at Chairman's Dinner (up to 10)
- Logo inclusion on the conference website and app
- Add'l registration(s) at the Early Bird Rate (\$645)

FLAGLER AWARDS (SOLD)

The annual tourism marketing awards ceremony is held during the Chairman's Dinner. This awards program honors individuals and organizations that help position Florida as the No. 1 travel destination in the World. As the sponsor of the Flagler Awards, you have the opportunity to give welcome remarks on stage, a video to showcase your brand, and be included in all onsite branding

TOURISM HALL OF FAME CEREMONY (SOLD)

The Florida Tourism Hall of Fame induction ceremony honors a contemporary or historical figure whose work and achievements within Florida tourism have made a positive and significant impact on the state's economy and residents. As the sponsor, you have the opportunity to give welcome remarks on stage, a video to showcase your brand, and be included in all onsite branding.

BREAKFAST AND GENERAL SESSION (SOLD)

This is the official kickoff for the educational portion of the Governor's Conference. This session includes keynote speakers and welcome remarks by VISIT FLORIDA leadership. You have the opportunity to give welcome remarks on stage, a video to showcase your brand, and be included in all onsite branding during the session. Includes a push notification in the app.

LUNCH AND GENERAL SESSION (SOLD)

The Thursday Lunch session is usually the most attended session of the entire conference. As the lunch sponsor, you have the opportunity to give welcome remarks on stage, a video to showcase your brand, and be included in all onsite branding during the session. Includes a push notification in the app.

THURSDAY EVENING ENTERTAINMENT (UP TO 4 AVAILABLE)

Join all attendees at the SoFi Center for an evening of networking and entertainment festivities! The sponsor will receive great branding exposure for up to 1,000 tourism professional attendees. More details to come!

30th ANNIVERSARY VIP RECEPTION (TUE) (SOLD)

VISIT FLORIDA is hosting an invitation only reception on Tuesday night for prominent leaders in the tourism industry for the past 30 years (past CEOs, Founders, Chairmen of the Board, among others). Located in the rooftop ballroom. Opportunity for opening remarks and recognition at the Chairman's Dinner. Estimated attendees: 125

ALL PLATINUM LEVEL SPONSORSHIPS INCLUDE:

- Double trade show booth with premium location
- Four (4) full conference registrations
- List of attendees with full contact information
- Signage throughout the sponsored event
- Logo inclusion on the conference website and app
- Add'l registration(s) at the Early Bird Rate (\$645)

COFFEE BAR (SOLD)

VISIT FLORIDA will provide espresso and cappuccino coffees throughout each day. The coffee bar will be located in the Marketplace (next to your booth) for all attendees to access. As the sponsor, your brand will be front and center, including on the disposable coffee cups. Includes a push notification in the app.

WELLNESS BAR

We will be offering grab and go “wellness shots” beverages for the duration of the event. The wellness bar will be located in the Marketplace (next to your booth) for all attendees to access. As the sponsor, your brand will be front and center. Includes a push notification in the app.

CHOCOLATE BAR

Everyone loves chocolate! Be the exclusive chocolate provider for the duration of the event. The Chocolate bar will be located in the Marketplace (next to your booth) for all attendees to access. As the sponsor, your brand will be front and center. Includes a push notification in the app.

CLOSING GENERAL SESSION

The Friday closing general session is the last onsite opportunity to get your brand in front of conference attendees. Included in this session is closing remarks by VISIT FLORIDA senior leadership team and the closing speaker. As the sponsor, you receive the opportunity for welcome remarks on stage, a video to showcase your brand, and all onsite branding. Includes a push notification in the app.

HEADSHOT STATION

Located next to your booth. May display collateral at the station and provide the photographer with your logo wear. VISIT FLORIDA will provide a professional photographer. Available Wednesday and Thursday. Includes a push notification in the app.

WATER STATIONS (SOLD)

Stations will be placed in high traffic areas in the marketplace and conference foyers. As the sponsor, your brand is prominently displayed on disposable cups and reusable branded bottles for attendees' use in addition to signage at each station

NAME BADGES & LANYARDS (SOLD)

As the sponsor, get your logo and branding on each badge and logo for up to 1,000 attendees.

HOTEL KEY CARDS

Get your brand in the hands of each attendee staying at the Hilton, Marriott and Hyatt hotels. The key cards are custom designed with your logo and/or call to action.

ALL GOLD LEVEL SPONSORSHIPS INCLUDE:

- Single trade show booth with premium location
- Three (3) full conference registrations
- List of attendees with full contact information
- Signage throughout the sponsored event
- Logo inclusion on the conference website and app
- Add'l registration(s) at the Early Bird Rate (\$645)

ROOM DROP SERVICE (WED or THU)

Leave a lasting impression by having a branded treat or gift delivered to attendees each evening. Sponsor to provide up to 400 items. Cost does not include cost of item. Includes the Hilton and Marriott hotels only.

WIRELESS NETWORK

Everyone needs to stay connected while away from the office. Help your fellow colleagues by sponsoring the conference-wide wireless network. The password is customizable to your brand. Includes signage and a push notification.

CHARGING STATION/LOUNGE AREA (2 AVAILABLE)

Opportunity to brand one of the lounge areas on the trade show floor and the charging station located within the lounge area. Traffic is driven through the lounge during the opening reception, all refreshment breaks, and the closing breakfast.

FRIDAY BREAKFAST

The Friday Breakfast is a buffet on the trade show floor. Your sponsorship will receive branding and signage around the buffet and tables. Includes one push notification.

GC26 GOLF TOURNAMENT (SOLD)

This year's annual golf tournament will be held on Wednesday morning. The sponsor will receive one complimentary team of four and logo exposure on signage and attendees gift item(s). All golfers must be registered event attendees.

RELAXATION STATIONS

VISIT FLORIDA will provide onsite chair massages with professional masseuses to help you relax during each networking and refreshment break. Includes branding and app notification.

ALL SILVER LEVEL SPONSORSHIPS INCLUDE:

- Single trade show booth with premium location
- Two (2) full conference registrations
- List of attendees with full contact information
- Signage throughout the sponsored event
- Logo inclusion on the conference website and app
- Add'l registration(s) at the Early Bird Rate (\$645)

THE “HERO OF HOSPITALITY” AWARD (SOLD)

We are partnering with the Above and Beyond Foundation to recognize a front-line employee who stands out during GC. Attendees vote on someone who provides “above and beyond” service. The winner receives a cash prize during a ceremony at the conclusion of the conference.

GC26 RISE AND SHINE 5K

Our 2nd annual 5k run/walk will be held onsite on Thursday morning. The sponsor receives signage and logo exposure on branded item for all participants. One push notification included.

EVENT APP (SOLD)

Directly reach up to 1,000 tourism professionals through the GC26 event app. Including a fully branded interface, the event app gives your company the opportunity for strategically placed logo and push notifications to amplify your brand exposure. Includes one push notification.

DMO SPOTLIGHT (3 AVAILABLE)

During each networking/refreshment break in the Marketplace, your company will sponsor the featured destination presentation. The Spotlight will be featured on the tradeshow floor with a seating for attendees. As the Sponsor, you have up to 3 minutes to speak to the attendees (may include a video). Includes a push notification in the app.

NETWORKING & REFRESHMENT BREAK (3 AVAILABLE)

Everyone needs a break with a refreshing beverage! VISIT FLORIDA will provide a variety of beverages throughout the conference. Get your brand in front of all attendees as a sponsor for one of the networking and refreshment breaks on the marketplace floor. Includes a push notification.

ALL BRONZE LEVEL SPONSORSHIPS INCLUDE:

- Single trade show booth with premium location
- One (1) full conference registration
- List of attendees with full contact information
- Signage throughout the sponsored event
- Logo inclusion on the conference website
- Add'l registration(s) at the Early Bird Rate (\$645)

BREAKOUT SESSION SPONSOR

(13 REMAINING)

What better way to get your brand in front of attendees than in an intimate, focused setting such as a breakout?

As a breakout sponsor, you will receive up to three (3) minutes of stage time to present your company or product/service. Video inclusion is welcome. You will also introduce the session speaker.

ADD-ONS:

RESERVED TABLE AT THE CHAIRMAN'S DINNER, THURSDAY BREAKFAST OR THURSDAY LUNCH

Available to sponsors only. Reserve a table for your industry friends and/or new connections to sit together during the Chairman's Dinner and The Flagler Awards. Table seats up to 10 guests. Guests must be registered conference attendees.

Cost: \$500

ADD'L SPONSOR REGISTRATION

Take advantage of the Early Bird rate for all sponsors.

Cost: \$645

UPGRADE TO DOUBLE BOOTH

Double the size of your Marketplace booth.

Cost \$1000

ALL BOOTHS INCLUDE:

- Pipe and Drape
- 2 Chairs per 10x10 booth
- Wastebasket
- Identification Sign (company name)
- Other items available for cost (menu of options available in the exhibitors kit)

VISIT FLORIDA[®]

Palm Beach Convention Center
West Palm Beach, FL

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