NEW JERSEY

2012
The "Reality" of New Jersey Tourism
It's Everybody's Business

NEW JERSEY CONFERENCE ON TOURSIM
414 River View Plaza | Trenton, NJ 08611-3420
609-396-2020 | fax 609-393-9891

December, 2011

Dear Tourism Partner:

We know that you understand the enormous contribution and the positive impact of the tourism industry to New Jersey's economy. We welcome you to join us in celebrating our multi-billion dollar tourism industry by sponsoring this year's exciting conference program scheduled for March 14 – 16, 2012, at the Golden Nugget in Atlantic City.

Through the Division of Travel & Tourism's marketing campaign "Now that's New Jersey" as well as collaborations with the State Council on the Arts and Historic Commission, we continue to market the Garden State as a premier travel destination. This year's conference is themed, **The "Reality" of New Jersey Tourism, It's Everybody's Business** to embrace the many ways to promote the Garden State, traditional and out-of-the-box.

Attendees at this conference are statewide tourism and hospitality professionals and businesses as well as members from the Arts and History communities. We hope to include more representatives from the many businesses who partner in the benefits of tourism and together, we will gain first-hand knowledge of tourism-related trends.

Your sponsorship helps ensure the success of this conference by keeping our costs down and making the workshops and events accessible to the many businesses that comprise our tourism industry. The benefits of sponsorship are attached, and we hope that you will participate in the conference. We look forward to receiving your commitment form.

If you have any questions, please contact, Laura Slomka at the NJTIA Office at 609-396-2020.

Thank you for your leadership, your partnership, and your support.

Sincerely,

Joann Del Veccio

President, NJ Travel Industry Association
Borough of Stone Harbor
NJ Campground Owners Association

Sharon Franz

Sharon Franz
Conference Chair, NJ Travel Industry Association
Steel Pier

NJ TRAVEL INDUSTRY ASSOCIATION

WWW.NJTIA.ORG

2012 New Jersey Conference on Tourism
March, 14, 15 & 16
Golden Nugget Atlantic City (formerly Trump Marina)

SPONSORSHIP CATEGORIES

Patron Sponsor of $1,500

- Acknowledgment in conference materials
- One Full Delegate registration

Silver Sponsor of $3000

- Acknowledgment in conference materials
- Two Full Delegate registrations
- Banner prominently displayed during conference
- Eighth Page advertisement in the program journal

Gold Sponsor of $5,000

- Acknowledgment in conference materials
- Two Full Delegate registration
- Banner prominently displayed during conference
- Quarter page advertisement in the program journal
- Tabletop display in prominent location
- Pre Event Reception Wednesday evening

Platinum Sponsor of $10,000

- Acknowledgment in conference materials
- Corporation Logo in conference materials
- Four Delegate registrations
- Banner prominently displayed during conference
- Tabletop display in prominent location
- Pre Event Reception Wednesday evening
- Preferred, reserved seating at the Thursday Celebration Luncheon
- Meet the Keynote speaker, schedule permitting
- Half page advertisement in the program journal
- Link to your website from the NJTIA website for a one year period

Presenting Sponsor $15,000 and up:

- Primary positioning in conference materials
- Corporation Logo in conference materials
- Five Delegate registrations
- Five additional registrations for the Thursday Celebration Luncheon
- 8 x 10 exhibit booth in a prominent location
- Banner prominently displayed during conference
- Pre Event Reception Wednesday evening
- Preferred, reserved seating at the Thursday Celebration Luncheon
- Meet the Keynote Speaker, schedule permitting
- Full page advertisement in the program journal
- Link to your website from the NJTIA website for a one year period

2012 New Jersey Conference on Tourism
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Sponsorship Response Form

Company Name, Exactly as it should appear in printed material:

_____

Contact Person:_____

Address:_____

_____

Telephone:_____Fax:_____

E-mail:_____

Sponsorship Amount $_____

FORM OF PAYMENT, check one:

❏ Check Enclosed ❏ Please invoice

Please make checks payable to: 2012 New Jersey Conference on Tourism/NJTIA

Please send checks to:

Joanne Lombardi, CMP
New Jersey Travel Industry Association
414 River View Plaza
Trenton, NJ 08611
Ph: (609) 396-2020

Fax response forms to Joanne Lombardi at: (609) 393-9891

Questions…..please call Joanne Lombardi at NJTIA, 609-396-2020