

BOISE

IDAHO



- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- North Dakota
- Oregon
- South Dakota
- Texas
- Utah
- Washington
- Wyoming

FEBRUARY 25–28, 2019

Photo courtesy of Idaho Tourism—Wallace Lake Near Salmon



Photo courtesy of The Boise Convention & Visitors Bureau — Boise Skyline

Welcome

BOISE: WHERE WE MEET FRIENDS

Our regional geography lends itself to active lifestyle travelers. On behalf of the Boise area and our statewide partners, we are thrilled to welcome you to Boise, Idaho for the 2019 Go West Summit. There have been tremendous developments since the last time Go West Summit took place in Boise – from many new hotels, to an expanded convention center, and so much more. We can't wait to show off our city, region and beautiful state.

First, you will enjoy easy entry from our international airport and a free, seven minute shuttle to your accommodations. Our hope is that you will experience why so many publications including The Washington Post, Vogue, and Travel and Leisure, have recently identified our area as one of the top places to visit in the world.

We have a vibrant, walkable, friendly, safe downtown with many restaurants, unique shops and wineries and a growing craft beer scene, a new Historical Museum, Jack's Urban Meeting Place (JUMP), a thriving arts community, a Basque Block and Cultural Museum and a ski mountain just 16 miles up the road, to name a few.

One of the first things we hear from visitors to our city and state is how everyone is so welcoming! Focused around this spirit of hospitality we like to say, we've never met a stranger...we meet friends!

We know if we aren't friends yet, we will be by the end of your visit! Hope to see you in February!

Sincerely,

A handwritten signature in blue ink that reads "Carrie".

Carrie Westergard

Executive Director – Boise Convention & Visitors Bureau



Setting the Pace

WE PROVIDE A FOCUSED NETWORKING EVENT FOR DOMESTIC SUPPLIERS & INTERNATIONAL TOUR OPERATORS

After three decades of continuous production, Go West Summit maintains its promise to deliver a high-quality, low-cost solution to increase your sales and marketing efforts. Often imitated, the Go West Summit formula has been meticulously designed to provide you with every available opportunity to negotiate business contracts and establish relationships, while gaining a better understanding about a variety of topics relevant to the tourism industry. Now in our 31ST year, we are confident that you will find great value in attending the Marketplace.

Suppliers representing destinations, properties and attractions from the American West and international tour operators from 24+ countries will join us in Boise, Idaho to participate in multi-day, pre-scheduled Marketplace appointment sessions, familiarization trips and Adventure Day activities while exploring Boise's diverse tourism product.

Our effective and easy to use custom-designed matching software guarantees a minimum number of pre-scheduled appointments, while providing a maximum meeting experience. By matching tour operators from around the globe with Western U.S.-based suppliers in a one-on-one, business-friendly environment, Go West Summit is an event where profitable sales meetings and lasting relationships are born.

Go West combines the conveniences of a large event with the intimacy of a smaller event, and we pride ourselves on our low supplier-to-tour-operator ratio. We are confident that you will find great value in attending the premier tourism event of the American West.

A remarkable **99% of respondents** from our 2018 survey said **they would attend our next event.**



Why Go West?

GET READY FOR A PREMIUM TOURISM TRADESHOW WHERE YOUR TIME & MONEY INVESTMENT IS WELL SPENT.

Who Qualifies to Attend Go West Summit?

1. Buyers:

- Internationally-Based Tour Operator or Wholesaler
- Receptive Operator

All buyers must be an established international operator selling pre-packaged or customized multi-day tours to Go West Summit States and Canadian provinces and produce a brochure and/or website promoting these tours.

2. Pre-Qualified Media

Results: Nearly **\$4 billion in contracts generated** directly because of the GWS Marketplace.

3. Tourism Suppliers:

- Suppliers from the following U.S. states, as well as Canadian suppliers:

Alaska	Hawaii	New Mexico	Texas
Arizona	Idaho	North Dakota	Utah
California	Montana	Oregon	Washington
Colorado	Nevada	South Dakota	Wyoming

How Buyers & Suppliers Will Benefit

Buyers > Suppliers: Buyers meet with suppliers offering unique American West tourism product for less than \$5 per meeting!

Suppliers > Buyers: We enable suppliers to increase their bottom line by creating a sales network of buyers around the globe interested in selling suppliers' destination or property.

Quality Meets Quantity: Suppliers at Go West Summit are provided with a minimum of 20 pre-scheduled appointment sessions.

ROI/Effective Sales Investment: Instead of spending many hours covering great distances, meet with suppliers and buyers representing hundreds of companies in just a few productive days.

You Can Contract On the Spot: Our marketplace format enables you to establish relationships, plan itineraries and negotiate contracts.

Your Efforts Are Focused: Go West Summit creates "mini offices" on the Marketplace floor! Our one-on-one meeting format allows delegates to focus on the business at hand.

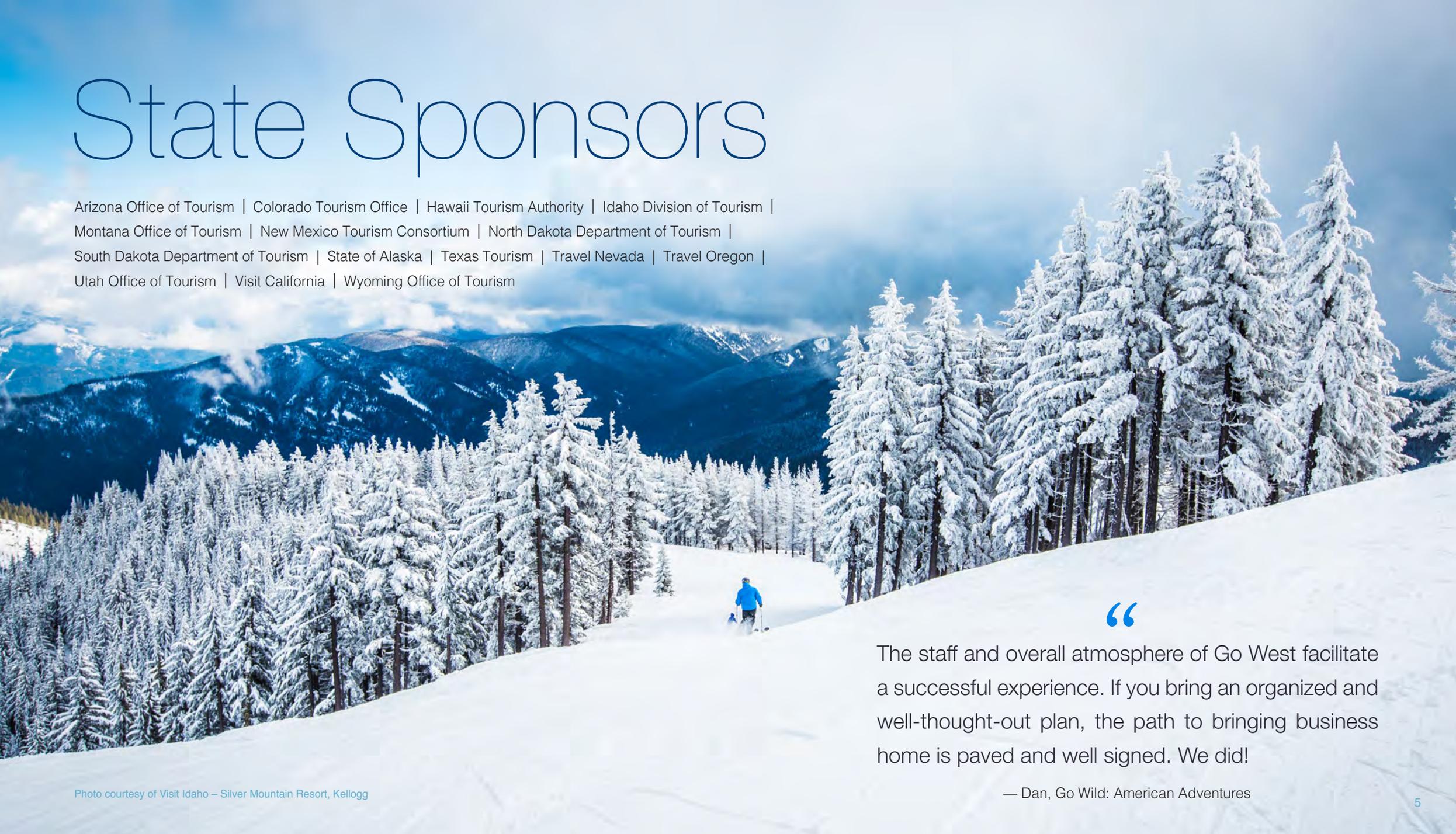
The Stage is Set for Networking: Unlike other tradeshows, we provide many opportunities for networking during all business, dining and entertainment functions.



All photos courtesy of Visit Idaho —
Top to Bottom: Redfish Lake, Shoshone Falls, Fall Creek Falls

State Sponsors

Arizona Office of Tourism | Colorado Tourism Office | Hawaii Tourism Authority | Idaho Division of Tourism |
Montana Office of Tourism | New Mexico Tourism Consortium | North Dakota Department of Tourism |
South Dakota Department of Tourism | State of Alaska | Texas Tourism | Travel Nevada | Travel Oregon |
Utah Office of Tourism | Visit California | Wyoming Office of Tourism



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The staff and overall atmosphere of Go West facilitate a successful experience. If you bring an organized and well-thought-out plan, the path to bringing business home is paved and well signed. We did!

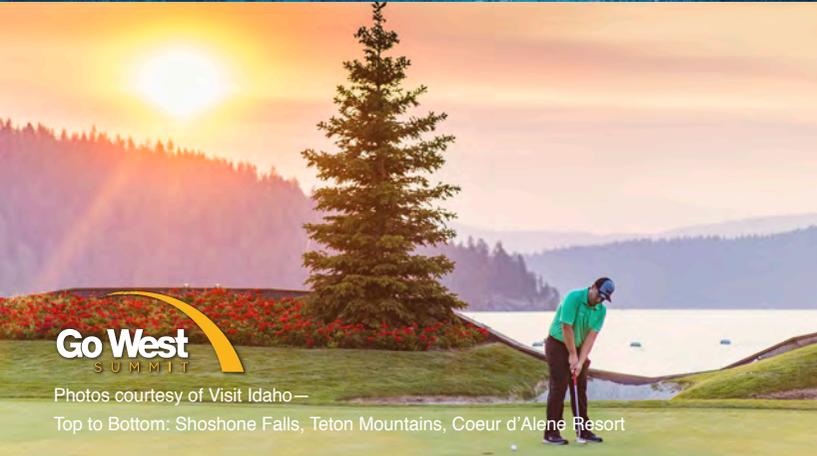
— Dan, Go Wild: American Adventures



Shoshone Falls



The Teton Mountains



Go West
SUMMIT

Photos courtesy of Visit Idaho—

Top to Bottom: Shoshone Falls, Teton Mountains, Coeur d'Alene Resort

Registration Details

REGISTRATION OPENS MAY 1. REGISTER ONLINE AT GOWESTSUMMIT.COM TODAY.



REGISTRATION OPENS: May 1, 2018

EARLY BIRD RATE: May 1 – June 8

STANDARD RATE: Begins June 9

Primary Registration Packet Includes:

- One Delegate Badge
- One Set of Appointments
- Reduced Rates at Host Hotels
- 1 Breakfast, 3 Lunches, 2 Dinners
- Delegate Profile Directory
- “Best of the West” Itineraries
- Access to Adventure Day
- Buyers Invited to Participate in Boise Site Tour

2019 Program Registration Rates:

Buyer

- Primary Delegate: \$195
- Secondary Delegate: \$445
(Sharing one set of appointments with the Primary Delegate)

Supplier

- Primary Delegate:
 - EARLY BIRD REGISTRATION (May 1–June 8): \$2,495
 - STANDARD REGISTRATION (Begins June 9): \$2,695
- Second Delegate \$1,650
(Sharing one set of appointments with the Primary Delegate)

Important Notes

TO QUALIFY FOR THE EARLY BIRD RATE of \$2,495, supplier registration must be submitted by June 8 and payment must be received within 30 days of registering. Standard rate registration payments are also due within 30 days of registration. **REGISTRATION CANCELLATION** On or before Oct. 19, 2018: Full refund less a \$200 fee (\$225 if paid by credit card). Oct. 20–Nov. 23, 2018: 50% refund (less \$25 if paid by credit card). No refunds after Nov. 23, 2018, for no-shows or “Acts of God.” Cancellations must be sent to: info@gowestsummit.com. **REQUIRED PRESENCE** Future attendance at Go West Summit will be reviewed for those who consistently cancel, no show, or do not honor scheduled appointments. **BADGES** Each delegate is required to wear their name badge for admittance to all Go West Summit functions. Badges may not be shared or exchanged. Lost badges will be replaced only with proper ID.



Military Reserve – Boise
All photos courtesy of Visit Idaho

MONDAY, FEBRUARY 25, EDUCATION DAY

7:00am – 5:30pm

Go West Summit Registration

7:45am – 2:30pm

Boise Site Tour (*Buyers Only Please*)

8:00am – 9:10am

State Caucus Sessions—Meet with suppliers from your state to discuss the latest news and programs and plan your Go West Summit strategy.

9:00am – 5:30pm

Educational Sessions

12:00pm – 1:15pm

Lunch

Planned sessions include:

- Contracting with Receptive Operators
- The Politics of Tourism
- Ask the Operator
- Experienced Supplier Panel: What Works for Us

Developing trends in technology and social media sessions are also scheduled.

Welcome Dinner* (*Full details on next page*)

TUESDAY, FEBRUARY 26

7:00am – 5:30pm

Go West Summit Registration

7:00am – 9:00am

Pastry and Beverage Break

8:00am – 8:55am

Speed Appointment Session—Suppliers meet with buyers during these 5-minute non-scheduled appointments. Cash giveaway raffle for participating buyers!

9:00am – 5:30pm

Supplier Lounge—Collect your thoughts and prepare for your next meeting.

9:00am – 12:00pm

Marketplace I — This is the first of four Marketplace sessions featuring 12-minute, one-on-one, pre-scheduled appointments.

12:10pm – 1:20pm

Lunch

1:30pm – 5:30pm

Marketplace II

Evening On Your Own

Use this free night to establish a relationship with a potential client or customer, by asking them to join you for dinner! Visit the on-site Boise information desk for ideas before exploring local cafés and restaurants.

WEDNESDAY, FEBRUARY 27

7:00am – 5:30pm

Go West Summit Registration

7:45am – 8:50am

Breakfast — Presented by the 2020 Go West Summit destination host

9:00am – 5:30pm

Supplier Lounge

9:00am – 12:15pm

Marketplace III

12:20pm – 1:20pm

Lunch

1:30pm – 5:30pm

Marketplace IV

Closing Dinner* (*Full details on next page*)

THURSDAY, FEBRUARY 28, ADVENTURE DAY

All Attendees Welcome! Sign up for tours from your user landing page.

FAM TRIPS

Buyers are invited to explore Idaho and the surrounding area before and after the show. Several multi-day excursions will be offered to help you discover what this region of the American West has to offer.

Visit GoWestSummit.com for detailed FAM & Adventure Day info.

Event Dinners

Your Go West Summit event registration includes the agenda outlined on the previous page, along with a Welcome and Closing Dinner.

Make sure you don't miss these additional networking opportunities!

Welcome Dinner Monday, February 25

LOCATION: IDAHO STATE MUSEUM

The newest state museum in the American West will offer an interactive experience on Idaho's people, lands, cultures, and history. Enjoy local foods along with modern day treats traditionally gathered by the first people known to occupy this region and experience the culture and traditions of the Basque people as Boise welcomes all Go West Summit registrants to Idaho's capital city!

Closing Dinner Wednesday, February 27

LOCATION: JACK'S URBAN MEETING PLACE

Giant potatoes, a life-sized Spuddy Buddy, and a warm Southwest Idaho welcome will greet you at 'JUMP' – Jack's Urban Meeting Place in downtown Boise. The indoor/outdoor whimsical space will provide the best of both worlds for an evening featuring an all-Idaho menu with music, dancing, and historic tractors. Everyone is welcome to join us in closing out another successful Go West Summit in fantastic fashion!



Photo Courtesy of Southwest Idaho Travel - Cascade Lake



Photo Courtesy of Southwest Idaho Travel Association - Boise 8



Rave Reviews



REGISTER ONLINE AT GOWESTSUMMIT.COM TODAY.

Photo courtesy of Visit Idaho – Priest Lake State Park

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The Go West Summit is the best of the best for the West. It's where we, as a destination, always encourage our partners to start and to maintain relationships for group business. The staff is wonderful and they do a fantastic job of attracting top buyers for the West. — Marcus Carney, Visit Seattle

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Go West was highly beneficial for us. The quality of the appointments was excellent and the evening events were a great opportunity to network.

—Anngret Rossol, CANUSA TOURISTIK

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This is one of the major travel trade shows we find productive for maintaining our contacts as well as for developing new business. With proper preparation and follow up, we have been very pleased with the return on investment from our participation in GWS.

— Rich Milliron, Director of Sales Grand Canyon Plaza Resort

2019 Destination Hosts

Boise Convention & Visitors Bureau | Southwest Idaho Travel Association | Idaho Tourism

& Event Partners

Best Western International | Brand USA | U.S. Department of Commerce



GO WEST SUMMIT 2019 SPONSORSHIP & MARKETING OPPORTUNITIES:

We offer a wide range of sponsorship and marketing opportunities starting at \$250. Many of our packages include a registration. **For complete sponsorship opportunities, please visit GoWestSummit.com.**