



2021 SPONSOR MENU

VIRTUAL SPONSORSHIP PACKAGES

GO SPONSORSHIP | \$3,000

- Two (2) Articles in Email Newsletter, Distributed to 3,000 Travel Trade Contacts (**\$625 value**)
- Two (2) Featured Social Media Posts (**\$625 value**)
- Digital One-Sheet Marketing Document Distributed to all GWS Attendees (**\$315 value**)
- Database of Delegate Contact Information (**\$625 value**)
- Recognition in Go West Summit Marketing Collateral & Correspondence (**\$315 value**)
- One (1) Sponsor-Focused Email Blast to All GWS Contacts (**\$1,250 value**)

WEST SPONSORSHIP | \$5,000

- Full-Page Ad in Conference Manual (**\$995 value**)
- Logo and Recognition on Go West Summit Website (**\$625 value**)
- Two (2) Articles in Email Newsletter, Distributed to 3,000 Travel Trade Contacts (**\$625 value**)
- Three (3) Featured Social Media Posts (**\$750 value**)
- Digital One-Sheet Marketing Document Distributed to all GWS Attendees (**\$315 value**)
- Database of Delegate Contact Information (**\$625 value**)
- Recognition in Go West Summit Marketing Collateral & Correspondence (**\$315 value**)
- One (1) Sponsor-Focused Email Blast to All GWS Contacts (**\$1,250 value**)
- Video or Webinar Opportunity (**\$625 value**)

SUMMIT PRINCIPAL SPONSORSHIP | \$10,000

- Two (2) Virtual Supplier Registrations (**\$3,790 value**)
- Full-Page Ad in Conference Manual (**\$995 value**)
- Recognition on Go West Summit Website as a Principal Sponsor (**\$625 value**)
- Two (2) Articles in Email Newsletter, Distributed to 3,000 Travel Trade Contacts (**\$625 value**)
- Digital One-Sheet Marketing Document Distributed to all GWS Attendees (**\$315 value**)
- Database of Delegate Contact Information (**\$625 value**)
- Recognition in Go West Summit Marketing Collateral & Correspondence (**\$315 value**)
- Participation in Post Sponsorship Conference Call (**\$315 value**)
- Three (3) Feature Social Media Posts (**\$750 value**)
- One (1) Sponsor-Focused Email Blast to All GWS Contacts (**\$1,250 value**)
- Sponsored Day of GWS Virtual Conference on Social Media (**\$625 value**)
- Virtual Conference Frame Logo Inclusion (**\$1,500 value**)
- Video or Webinar Opportunity (**\$625 value**)

CUSTOM PACKAGES AVAILABLE - CONTACT US!

T: +1.303.850.7144 | E: darien@itm.travel | www.gowestsummit.com

A LA CARTE ITEMS

One (1) Featured Social Media Post	\$315
One (1) Article in the GWS Newsletter, Distributed to 3,000 Travel Trade Contacts	\$315
Digital One-Sheet Marketing Document Distributed to all GWS Attendees	\$315
Video or Webinar Opportunity	\$625
Database of Delegate Contact Information	\$625
Logo and Recognition on Go West Summit Website	\$625
Social Media Week-Long Deep Dive into Your Company	\$625
One (1) Sponsor-Focused Email Blast to All GWS Contacts	\$1,250

ADVERTISING

Place an ad in the Go West Summit Digital Resource manual as an affordable and effective way to draw special attention to your destination or business.

The Go West Summit Resource Manual contains complete supplier and tour operator profiles, itinerary building tools and more. It is designed as a year-long planning resource guide.

Distributed to every registered Go West Summit attendee in digital form, this is a don't-miss opportunity to draw special attention to your organization.

DIGITAL RESOURCE MANUAL ADVERTISING OPTIONS

(Additional Information on Next Page)

Logo Inclusion Advertisement	\$95
Quarter Page Advertisement	\$295
Half Page Advertisement	\$695
Full Page Advertisement	\$995

Get the most out of your advertisement by purchasing a Premium Advertisement Package. Your ad will be duplicated and placed on our social media platforms for all of our followers to see, in a newsletter sent to over 3,000 travel trade contacts, or in an alert to all GWS attendees.

DIGITAL RESOURCE MANUAL PREMIUM AD PACKAGES

Full Page Advertisement Duplicated in Two (2) Social Media Posts	\$1,495
Full Page Advertisement Duplicated in Two (2) Newsletter Email Blasts	\$1,495
Full Page Advertisement Duplicated in One (1) Registrant-Specific Alert	\$1,495

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BUILDING YOUR AD

In the ad illustrations below, the yellow shows the ad size and sample positioning. Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications.

800 NUMBERS: This resource manual is used worldwide, please be sure your ad uses local area codes instead of 1-800 numbers to accommodate international callers.

All ad sizes listed in inches, width x height.

TECHNICAL SPECIFICATIONS

Go West Summit requires digital files, 72 PPI minimum resolution, PNG files preferred.

Artwork should be e-mailed to: darien@itm.travel

Most Resource Manual ads will be placed near your company profile, which is organized by state. Please provide the correct destination address on your gowestsummit.com profile to ensure proper placement within the manual.

If additional work is necessary to ensure proper output, production charges may apply.

SENDING YOUR AD

Artwork should be emailed to darien@itm.travel.

DEADLINES

Please, send your ad in the form of a compressed file to darien@itm.travel. The deadline for all ads is **February 1st, 2021**. The deadline for Premium Ad Packages varies based on when you would like your ad posted on social media or included in a newsletter or email blast.

ADVERTISING PLACEMENTS

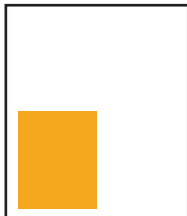


Logo Inclusion
ONLY \$95!
Place your company logo above your profile to really stand out.



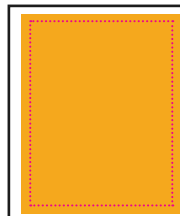
Half Page
4-Color \$695

Live Area: 7.0" x 3.25"



Quarter Page
4-Color \$395

Live Area: 3.5" x 4.5"



Full Page
4-Color \$995

Final Trim Size: 7.5" x 9.5"
Live Area: 6.8" x 9.25"

CONTACT US TODAY!

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