

SKI NH

NEW HAMPSHIRE

ANNUAL CONFERENCE & TRADE SHOW

2024
Sponsorship
Benefits &
Options



JUNE 4-5,
2024

Cranmore Mountain Resort
North Conway, NH





Annual Conference & Trade Show

June 4-5, 2024 | Cranmore Mountain Resort

Sponsorship Opportunities

Ski New Hampshire is excited to welcome ski area staff, industry partners, and exhibitors this June to our 2024 Annual Conference & Trade Show. Thanks to our sponsors' invaluable support, we can keep attendance costs low for our ski area members, which enables them to send more managers and other ski area staff to attend our educational sessions and trade shows.

All sponsorships include associate membership dues as part of the overall package which provides a variety of [benefits](#), including a linked listing on SkiNH.com and listings and company updates in our member newsletters.

This year's 2-day event will take place Tuesday and Wednesday, June 4-5, 2024 at Cranmore Mountain Resort, with the bulk of sessions and networking opportunities taking place in the new Fairbank Lodge on the 4th. Sponsors will have ample opportunity to meet and network with ski area staff from various departments and levels of management, as well as with other industry partners.

Last year we had over 330 attendees, and expect a similar attendance this year. In addition to inclusion in the program and the benefits outlined below in 2023, sponsors were recognized in 10 emailed communications to the attendees. These emails averaged a 49% open rate, which is 9% higher than the industry rate.

Premier Sponsor \$2,300

- Six (6) complimentary meeting registrations
- One booth at trade show (Premier sponsors will get first choice - based upon timing of sponsorship confirmation)
- Full-page premium ad in program guide
- Inclusion in looping sponsor video (aired in prime locations): up to 2-minutes (total) of company video(s)/commercial(s), plus inclusion on sponsor thank you graphic (video to be provided by sponsor)
- Top tier name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Year-round logo placement in SkiNH.com website footer
- Prominent interior banner placement (up to 2 banners provided by sponsor; pop-ups preferred) in two choice locations
- Exterior banner/signage at Cranmore Mountain Resort's Fairbank Lodge
- Branded item and/or literature distribution at registration
- Logo inclusion as Premier Sponsor on all event table tents



Zips Pub Awards Dinner Sponsor \$1,800

- Four (4) complimentary meeting registrations
- One booth at trade show
- Half-page ad in program guide
- Inclusion in looping sponsor video (aired in prime locations): 30-second video or commercial, plus inclusion on sponsor thank you graphic (video to be provided by sponsor)
- Name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Interior banner placement (banner provided by sponsor; pop-up preferred) at Zips Pub during Awards Dinner
- Exterior banner/signage at Fairbank Lodge
- Branded item and/or literature distribution at registration
- Logo inclusion on awards dinner table tents



**Koessler Cocktail Hour & Trade Show Sponsor
\$1,500**

- Two (2) complimentary meeting registrations
- One booth at trade show
- Half-page ad in program guide
- Inclusion in looping sponsor video (aired in prime locations): 30-second video or commercial, plus inclusion on sponsor thank you graphic (video to be provided by sponsor)
- Name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Interior banner placement (banner provided by sponsor; pop-up preferred) during cocktail hour
- Exterior banner/signage at Fairbank Lodge
- Branded item and/or literature distribution at registration
- Logo inclusion table tents during cocktail hour

**Welcome Beverage & Snack Station Sponsor
\$1,000**

- One (1) complimentary meeting registration
- One booth at trade show
- Inclusion on sponsor thank you graphic in program guide
- Inclusion on sponsor thank you graphic in video (aired in prime locations)
- Name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Interior banner placement (banner provided by sponsor; pop-up preferred) in welcome area
- Exterior banner/signage at Fairbank Lodge
- Branded item and/or literature distribution at registration
- Logo inclusion on table tents at beverage & snack station

**Monday Night New England Ski Museum Reception
Sponsor - \$1,000**

- One (1) complimentary meeting registration
- One booth at trade show
- Inclusion on sponsor thank you graphic in program guide
- Inclusion on sponsor thank you graphic in video (aired in prime locations)
- Name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Interior banner placement (banner provided by sponsor; pop-up preferred) in welcome area
- Exterior banner/signage at Fairbank Lodge
- Branded item and/or literature distribution at registration
- Logo inclusion on table tents at reception

**Skimobile Station Luncheon & Trade Show Sponsor
\$1,500**

- Two (2) complimentary meeting registrations
- One booth at trade show
- Half-page ad in program guide
- Inclusion in looping sponsor video (aired in prime locations): 30-second video or commercial, plus inclusion on sponsor thank you graphic (video to be provided by sponsor)
- Name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Interior banner placement (banner provided by sponsor; pop-up preferred) during luncheon
- Exterior banner/signage at Fairbank Lodge
- Branded item and/or literature distribution at registration
- Logo inclusion on luncheon table tents

**Mount Washington Breakfast & Annual Meeting Sponsor
(Wednesday) \$1,300**

- Two (2) complimentary meeting registrations
- One booth at trade show
- Quarter-page ad in program guide
- 15 second video or commercial and inclusion on sponsor thank you graphic in video to be aired in prime locations throughout venues (video to be provided by sponsor)
- Name/logo placement in all pre- and post- conference communications, materials, conference web page, etc.
- Interior banner placement (pop-up banner provided by sponsor) at entrance to breakfast
- Exterior banner/signage at Fairbank Lodge
- Branded item display for attendees at registration
- Logo inclusion on table tents during breakfast

To Become a Sponsor

Or to learn more, reach out to Kathleen Harrigan at Kathleen@SkiNH.com, or call her at (603) 745-9396, x201.

Thank you 2023 Annual Conference Sponsors!

Premier Sponsors

HKDY SNOWMAKERS | PEPSICO | EVERSOURCE ENERGY | Pinotx

Welcome Breakfast Sponsor | **Luncheon Sponsors**

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Cocktail Hour Sponsors | **Brunch Sponsors**

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