

# SKI NH

NEW HAMPSHIRE

## ANNUAL CONFERENCE & TRADE SHOW

2025

### Sponsorship Benefits & Options



JUNE 2-4,  
2025

Cranmore Mountain Resort  
North Conway, NH





# Annual Conference & Trade Show

June 2-4, 2025 | Cranmore Mountain Resort

## Sponsorship Opportunities

Ski New Hampshire is excited to again welcome ski area staff, industry partners, and exhibitors this June to Cranmore Mountain Resort for our 2025 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.

Like last year, the trade show and bulk of sessions and networking opportunities will take place in the Fairbank Lodge on the first day of the event. 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 approximately 400 attendees, and expect similar attendance this year. In addition to inclusion in the program and the benefits outlined below in 2024, sponsors were recognized in emailed communications to our members, ski areas, and the attendees. Ski NH emails averaged a 50% open rate, which is 15% 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
- Logo inclusion as Premier Sponsor on all event table tents



### 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
- 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
- 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
- Logo inclusion on table tents at beverage & snack station

**Monday Night Meister Hut 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
- 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
- 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
- Logo inclusion on table tents during breakfast

**To Become a Sponsor**

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

**SKI NH**  
NEW HAMPSHIRE

**2024 Annual Conference Sponsors**

Premier Sponsors

HKOX SNOWMAKERS | EVERSOURCE ENERGY | PEPSI | Pinot

Zips Pub Awards Dinner Sponsors

BNH | LEITNER POMA | PistonBully

Welcome Beverage & Snack Station Sponsors

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Koessler Cocktail Hour & Trade Show Sponsors

LEDVANCE | NorthEast Electrical | PC

Skimobile Station Luncheon & Trade Show Sponsor

SKY TRAC | STEVENS ENGINEERING

Mount Washington Breakfast & Annual Meeting Sponsor

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