

2009 National Scenic Byways Conference



ELEVATE YOUR EXPERTISE

Denver, Colorado
AUGUST 23-26

**SPONSOR & EXHIBITOR
OPPORTUNITIES**

www.bywaysresourcecenter.org



Dear Friends:

The *2009 National Scenic Byways Conference: Elevate Your Expertise* is scheduled for August 23-26, 2009 in Denver, Colorado, and America's Byways Resource Center and the Federal Highway Administration invite you to join us as an exhibitor or sponsor.

We expect about 500 members of the byway community to attend this national event, all eager for information, products and services related to byways.

This year, we're excited to introduce an all-new format that focuses on top-notch learning and networking opportunities. Participants will gain fresh perspectives and useful tools to reach new heights in the five core learning areas of finances, corridor management, visitor experience, byway organization and marketing—five areas critical to the success and sustainability of byways.

The Exhibit Hall offers peak networking opportunities—and the premier venues for you to reach members of the byway community, including State scenic byway coordinators, representatives from individual byway organizations and Indian tribes, transportation and tourism officials, Federal land management agencies' staff and others involved with preserving, promoting and managing scenic byways.

Your generous sponsorship enables us to provide the unforgettable and valuable experience our attendees have come to expect from the National Scenic Byways Conference.

Please review this information and join us as a sponsor or exhibitor at the byway community's only major national event.

Thank you,

Michelle Johnson
Director
America's Byways Resource Center

ABOUT THE CONFERENCE

Join us as a sponsor or exhibitor at the 2009 National Scenic Byways Conference in Denver, August 23-26. Workshops, national speakers, field workshops on Colorado's byways, presentations and networking opportunities attract nearly 500 members of the America's Byways community to our unique professional gathering. The graphs below show the various organizations represented by attendees and their roles. Only the National Scenic Byways Conference brings them all together in Denver in 2009!

Elevate Your Expertise, this year's theme, focuses on five core learning areas critical to byway success and sustainability:

- ★ FINANCES
- ★ CORRIDOR MANAGEMENT
- ★ VISITOR EXPERIENCE
- ★ BYWAY ORGANIZATION
- ★ MARKETING

Your organization complements one of these core areas. **Join us and help byway groups to reach new heights with your products or services!**

EXPECT BUSY EXHIBIT HALL TRAFFIC

To drive visitors to your booth in the Exhibit Hall, we schedule the morning and afternoon refreshment breaks there. We'll also hold the opening reception and the Scenic Byway Awards showcase in the Exhibit Hall. It's the social center for the conference—and your booth is in the right place for high traffic!

SPONSORS SEE GREAT VISIBILITY

Select a specific event to sponsor that matches your preferred level of financial support, including the exciting evening reception, breakfasts, luncheons and refreshment breaks.

Each event's sponsor receives tremendous visibility:

- ★ Pre-conference recognition in the registration brochure for supporting the sponsored event (if committed by February 15, 2009)
- ★ Sponsor recognition in the on-site conference program, signage and event announcements, including articles and promotional notices online at www.BywaysResourceCenter.org and in our *Vistas* newsletter, mailed to nearly 5,000 byway members and interested organizations

Plus, sponsors can leverage this unique marketing opportunity by:

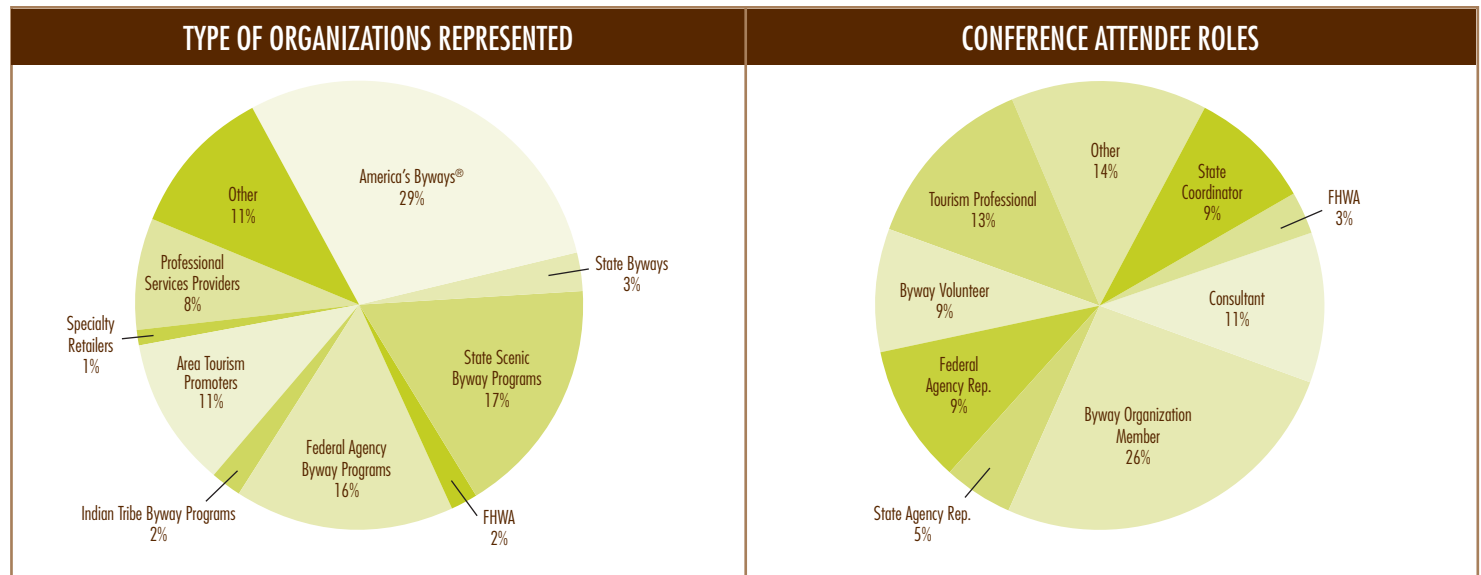
- ★ Displaying materials at your complimentary booth in the Exhibit Hall
- ★ Including materials in conference packets distributed to each participant

MAKE YOUR COMMITMENT TODAY!

Many of the values of sponsorship require a commitment prior to the conference. **Please commit early to reserve your place and maximize your marketing opportunities!**

Visit www.BywaysResourceCenter.org/events/conferences/ today to complete your agreement form. You will receive an invoice after your agreement form is processed.

BREAK REFRESHMENTS, POSTER SESSIONS AND GIVEAWAY DRAWINGS ARE HELD IN THE EXHIBIT HALL TO BOOST YOUR TRAFFIC!



2009 National Scenic Byways Conference

SPONSOR LEVELS

SPONSOR RECEIVES	OPENING RECEPTION SPONSOR Sunday 1 available Contribution: \$30,000	WELCOME BREAKFAST SPONSOR Monday 1 available Contribution: \$25,000	LUNCHEON SPONSOR Monday 1 available Contribution: \$25,000	KEYNOTE LUNCHEON SPONSOR Wednesday 1 available Contribution: \$25,000	LUNCHEON SPONSOR Tuesday 1 available Contribution: \$15,000	BREAKFAST MEETINGS SPONSOR Tuesday 1 available Contribution: \$10,000	BREAKFAST SPONSOR Wednesday 1 available Contribution: \$10,000	REFRESHMENT BREAK SPONSOR 4 available Contribution: \$5,000
Logo/name or name in conference brochure		LOGO/NAME	LOGO/NAME	LOGO/NAME	LOGO/NAME	NAME	NAME	NAME
Logo/name or name recognition in on-site conference program		LOGO/NAME	LOGO/NAME	LOGO/NAME	NAME	NAME	NAME	NAME
Logo or name recognition and link on conference website		LOGO	LOGO	LOGO	NAME	NAME	NAME	NAME
Logo recognition on conference tote		✓	✓	✓	✓	✓	✓	
One complimentary exhibit booth space		✓	✓	✓	✓	✓	✓	✓
Recognition from the podium at sponsored event		✓	✓	✓	✓			
Opportunity to deliver welcome remarks at sponsored event		✓	✓	✓				
Logo or name signage at conference registration		LOGO	LOGO	LOGO	NAME			
Logo signage at sponsored event		✓	✓	✓	✓	✓	✓	✓
Opportunity to include insert for conference package		✓	✓	✓	✓			
Complimentary registrations		4	4	4	3	2	2	1
Sponsor name badges for the complimentary registrations		4	4	4	3	2	2	1

IMPORTANT DATES

February 15, 2009 - Sponsors and exhibitors who make a commitment by February 15, 2009 will be recognized in the conference registration brochure.

June 1, 2009 - Sponsors and exhibitors who make a commitment by June 1, 2009 will be recognized in on-site conference materials.

DEADLINE TO BE INCLUDED IN THE PRE-CONFERENCE MATERIALS: FEBRUARY 15, 2009!

2009 PRELIMINARY CONFERENCE SCHEDULE

★ indicates Sponsor Opportunity

SATURDAY, AUGUST 22

All day Pre-conference Workshops (optional)

SUNDAY, AUGUST 23

Morning Pre-conference Workshops Conclude (optional)

9:00 a.m. Registration

12:00 - 4:00 p.m. Exhibitor Move-in

2:00 p.m. Conference Newcomers Session

6:00 - 9:00 p.m. Opening Reception in Exhibit Hall - **SOLD**

MONDAY, AUGUST 24

7:00 a.m. Registration

8:00 a.m. Welcome Breakfast ★

9:30 a.m. Classroom and Field Workshops

12:00 - 1:30 p.m. Luncheon and Scenic Byway Awards Ceremony ★

2:00 p.m. Scenic Byway Awards Showcase and Exhibits in Exhibit Hall

4:00 p.m. FHWA National Scenic Byways Program Discussion

4:00 p.m. Exhibitor Move-out

TUESDAY, AUGUST 25

8:00 a.m. Breakfast Meetings ★

9:00 a.m. Classroom and Field Workshops

12:00 p.m. Luncheon ★

1:30 p.m. Classroom and Field Workshops

WEDNESDAY, AUGUST 26

8:00 a.m. Breakfast ★

9:00 a.m. Community Conversation (Open Space Forum)

12:00 p.m. Keynote Luncheon and Conference Conclusion ★

★ Plus 4 Refreshment Break Sponsor Opportunities! ★

Please note: Conference schedule times and promotion are subject to change.

For more information, visit www.BywaysResourceCenter.org/events/conferences/. Or, contact **Leah Kohlts**, America's Byways Resource Center lkohlts@byways.org
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