



Active America China Summit 2019

In March of 2019, Visit Anchorage will host the 2019 Active America China Summit at the Hilton Anchorage, starting Tuesday, March 26 and ending on Friday, March 29.

Active America China Summit (www.activeamericachina.net) is the only trade show/marketplace held in the United States to focus on the inbound China market. Participation in this marketplace is limited to a 3:1 ratio (3 sellers to 1 buyer). Average attendance is 60 Chinese buyers, 15 domestic Chinese receptives, and 125 sellers (people like YOU!). Chinese buyer attendees of Active America China are from companies responsible for over 40 percent of all inbound tourism to North America.

The Chinese market is an emerging market for Alaska travel. According to the research of the U.S. Department of Commerce, Chinese leisure visitation to the United States was 2.3 million in 2017, making it the third largest overseas market for inbound travel. By 2020, China is projected to be the United States' second-largest overseas inbound market. In 2017, Chinese travel accounted for \$18 billion in travel spending for the U.S. The average Chinese traveler spends \$6,000 when traveling overseas.

There are several ways for Visit Anchorage members to participate in Active America China Summit 2019.

Register as a Delegate: As a local Alaska tourism business, you may register to attend the Summit as a delegate and participate in pre-scheduled appointments with Chinese buyers. Registration is available at www.activeamericachina.net. There is a discounted rate for our Jade sponsors, so please read the attached sponsorship benefits.

Sponsorship: Visit Anchorage is organizing a number of receptions and special events that offer your Alaska tourism business a choice of various levels of sponsorship to gain exposure and recognition during the Active America China Summit. There are many benefits to becoming a Visit Anchorage sponsor; please see the following pages for the breakdown.

There are a limited number of sponsorships available, in each category. They will be sold on first come, first served basis. We welcome your ingenuity and ideas for your exclusive sponsorship or in-kind contribution. If there is a specific sponsorship you are interested in, you are strongly encouraged to contact us as soon as possible to secure your company's participation at: jkim@anchorage.net or tourism@anchorage.net.

The deadline for sponsorship commitment is December 28, 2018.

Please help Visit Anchorage make the 2019 Active America China Summit the most successful in history! Let's get "China ready"!!

AAC 2019 Sponsorship	Jade (\$5000) 5 spots	Gold (\$2000) 8 spots	Silver (\$500) 10 spots
Discounted sponsor registration fee to attend the conference and take appointment with tour operators: \$1,795 (Limit one discounted registration per sponsor/co-sponsors. Registration is subject to sell out.)	x		
Recognition as trade show sponsor on the conference website, thank you page on conference manual, appointment platform, and signage slide throughout the conference	x		
Priority in appointment selection for registered attendees	x		
One additional appointment pre-request	x		
One-time electronic message sent to participating Chinese delegates via WeChat promoting sponsor	x		
Special recognition and logo display at evening events	x		
Inclusion of one giveaway item (or brochure) in the buyer registration bags	x		
3 min presentation at the buyer reception	x		
Inclusion of one giveaway item (or brochure) in the supplier registration bags	x	x	
Logo on evening event invitations	x	x	
Signage during evening events	x	x	
Inclusion in the welcome bag at the buyer reception (1 promotional item)	x	x	x
Inclusion in the welcome bag at the opening evening event (1 promotional item)	x	x	
Pop up display at the buyer reception	x	x	
Invitation to buyer reception	x	x	x
Name recognition at all events	x	x	x
Collateral distribution at evening events	x	x	x
Photo in on-site slide loop at the buyer reception	x	x	x



Sponsorship Sign Up

Organization name:

Full name:	Email:
Phone:	Sponsorship (select one): Jade Gold Silver

Date: _____

Signature: _____