



Visit Rochester is here to raise excitement for next year's event in Rochester with one of these pre-promotional options. Select one that best fits your promotional needs.

Collateral Package: We'll help you get the word out about your upcoming event in Rochester and the Finger Lakes region. You can pick a customized brochure, a Save the Date postcard, or key visitor information with all the reasons your attendees should come to Rochester. We'll also provide social media content to promote your event on your channels, including photos. And, to show off Rochester at your current year's conference, we'll include a customized video welcome message to play at your event.

** Visit Rochester will provide up to \$500 worth of printed collateral of one of the options listed above. The host organization is responsible for providing A/V capabilities to play video at the current year's conference.*

Conference Underwriting: We know there's a lot to do before your event in Rochester and we can help make it easier. From a last-minute sponsorship to ad placements in your programs, let Visit Rochester help underwrite the cost of your meeting.

** Visit Rochester will provide up to \$500 in lieu of pre-promotional support.*

Destination Expert: A Visit Rochester team member will attend your current year's conference to tell your attendees why they can't miss a chance to come to the Finger Lakes Region. We'll staff a booth for part of your event and bring plenty of promotional materials to distribute.

** Visit Rochester will send a minimum of one team member to the event and will cover all flight, travel and freight expenses. The hosting organization will provide a conference badge for staff, a 10X10 booth in high traffic area with carpet (if needed), electricity and one comp hotel room for two nights.*

Let the Locals do the talking: We know your local committee members have been attending your convention for years and are eager for it to come to Rochester. Invite these members to represent Rochester at the preceding year's convention. We'll ship branded materials, collateral, giveaways and a Finger Lakes Regional-themed raffle prize to the show for committee members to use.

Note: These offerings are available for events with 300 room nights on peak or higher.