# IMEX 2026 EXCLUSIVE INCENTIVE OFFER

Meet with the Visit Sacramento team at IMEX, submit an RFP, and gain access to an exclusive opportunity to win one of these curated Sacramento experiences.

Each experience comes with:

- Southwest airfare for two (2)
- Stay at one of Sacramento's distinguished hotels, based on specific experience package

To learn more and qualify, book an appointment with our team.

## TOWER BRIDGE DINNER PACKAGE (Early Sept. 2027 - $3,750 value)

Sacramento is America's Farm-to-Fork Capital, and the flagship culinary event in the region for the past 14 years has been the Tower Bridge Dinner, where more than 800 diners sit on Sacramento's iconic Tower Bridge at the height of the harvest season for a multi-course meal prepared by the region's best chefs with seasonal, farm-fresh ingredients. And, of course, there's plenty of local beer, wine and cocktails.

Guests will enjoy a Tower Bridge Dinner culinary experience like no other with this package.

*Two (2) Tower Bridge Dinner tickets; Two (2) night hotel stay.*

## TERRA MADRE AMERICAS VIP PACKAGE (Sept. 24-26, 2027 - $4,250 value)

For 20 years, Turin, Italy, has hosted Terra Madre Salon del Gusto, which is the world's largest food festival. When Slow Food International wanted a city in the western hemisphere to host a similar event biannually, Sacramento was the obvious choice, given its status as **America's Farm-to-Fork Capital**. The inaugural event in 2025 drew 165,000 people over three days for food, wine, coffee, music and more. A lucky few scored tickets to one of the Terra Madre Americas Bistro seatings, where multi-course meals – accompanied by wine – were prepared by celebrity chefs like Alice Waters and Jeremiah Tower.

The signature California Grand Tasting event brings more than 30 restaurants to hand out samples of their best creations.

*This package for **Terra Madre Americas** in 2027 includes Bistro seating and California Grand Tasting tickets for two (2). Three (3) night hotel stay.*

**AFTERSHOCK MUSIC FESTIVAL VIP PACKAGE (Early Oct. 2027 - $6,200 value)**

The Aftershock Music Festival is the largest hard rock festival on the west coast and has called Sacramento home for more than 15 years. What started as a two-day festival has grown to four days, and top bands draw fans from at least 15 countries to California's capital.

It's no secret that the best way to experience anything as cool as Aftershock is in the VIP tent, and that's where you will be with this package.

*Two (2) VIP tickets; Four (4) night hotel stay.*

**GOLDENSKY MUSIC FESTIVAL VIP PACKAGE (Oct. 12-14, 2027 - $4,450 value)**

The team behind Aftershock expanded Sacramento's offerings to country music several years ago when they brought **GoldenSky** to the city. GoldenSky is back in Sacramento in 2027, and it promises to eclipse the previous years with big-name headliners and plenty of fun.

Whether you want to hop into the line dancing tent, sample the food from the farm-to-fork vendors, or kick back in the VIP area for a unique festival experience, you can do it all with this package.

*Two (2) Weekend 3 Day VIP Passes; Three (3) night hotel stay.*

**HOW TO APPLY:**

- Submit an RFP for the need period to your Visit Sacramento Sales Director, or via the Visit Sacramento website form below, or via the CVENT platform.

## HOW TO QUALIFY:

- The RFP must be for a **minimum of 250 total room nights**, with **at least 50 rooms on peak**, and **not to exceed 2,000 rooms on peak**.
- The offer is valid **for new business only** (i.e., the meeting has not taken place in Sacramento within the past three years).
- The group must **demonstrate intent to contract within 90 days** of RFP submission.

## ADDITIONAL TERMS:

- **Social events, weddings, and similar events are not eligible.**
- Visit Sacramento reserves the right to verify the eligibility of any RFP submission. Fraudulent, incomplete, or noncompliant submissions will be disqualified.
- Recipients are responsible for any federal, state, or local taxes associated with receiving ticket packages. Visit Sacramento is not responsible for any tax-related obligations.