

Inntopia Insight 2023

User Group Sponsorship



Sales in the resort industry can take years over Zoom, but happen much more naturally and quickly through face-to-face interactions. With hundreds of innovative ski resorts, golf resorts, and hotels on our books, sponsoring the Inntopia annual user group (known as Insight365) is a perfect way to build a network that can blossom into new clients, revenue, and growth for travel-specific brands or larger brands looking to get into travel.

Our 2022 event received the best reviews of any we'd ever hosted. So we gathered feedback from both users and sponsors to find ways to keep the intimate, personal feel attendees loved in 2022 but add even more visibility and perks for the sponsors who support this popular event.

Overview

Event Format

Instead of a day and a half, our 2023 event will run a full two days. And in addition to our happy hour the evening of the first day, we'll also include an informal, arrival-day gathering at a location in Stowe the evening before we begin for those who arrive early.

Size / Attendees

We saw ~75 attendees in 2022 and the feedback was unanimous that this was close to a perfect number, so we'll be limiting attendees to 75 again in 2023 (this number is for Inntopia users only and does not include sponsors and staff). This ensures everyone has a chance to meet everyone and nobody gets lost in the crowd.

Location & Date

The event will once again be held at our headquarters in Stowe, VT. While the exact dates are TBD, this year's user group will again be held sometime during the first 2-3 weeks of September.

Sponsorship Perks

Up to 3 Attendees

Only vendors who sponsor can attend the event, so you'll get exclusive access to Inntopia customers. Up to 3 members of your team may attend.

Pre/Post Attendee List

A preliminary attendee list will be provided one week before the event. A final list will be provided after the event concludes. Lists will contain name, email, and company.

Logo on Signage, Slides, and Insight365 Page

The logo of each sponsor will be included on event signage, the Insight365 page on our website, and will be displayed on the main screen before each session.

Hosted Video Presentation / Webinar + Email Promotion

Given interest in recordings vs live webinars, we'll work with each sponsor to record a presentation we'll upload to our website, YouTube and promote with dedicated emails.

Dedicated Table **NEW**

Each sponsor will have a dedicated table for laying out swag, holding quick meetings, placing a small sign/banner, and making it easier for attendees to find your team.

3-5 Minute Sponsor Intro **NEW**

Each sponsor will be given 3-5 minutes on stage before breaks or sessions to provide a quick intro of who they are and what they do or an update on what's new from their team.

Pre-Event Sponsor Promo Emails **NEW**

In the weeks leading up to the event, we'll send two emails with a list of all sponsors, basic details about each, and links to book meetings with your team.

Meal / Happy Hour Sponsorships **NEW**

Sponsors will be able to choose either breakfast, lunch, or happy hour to co-sponsor as part of their package. This is included for no extra cost in each package. These can be selected once a sponsorship is finalized on a first-come, first-served basis.

Pricing

This year we'll be making two other changes to sponsorships.

Limited Sponsorship Slots **NEW**

Given space limitations and in order to maintain a healthy balance between sponsors and users as we add more perks, we'll only be offering 6 total sponsorships for the 2023 event.

One Tier with Everything **NEW**

To ensure as much value for each sponsor, we've filled one tier with all of our perks. This tier is similar to our Gold tier from years past, but includes more value at the same price.

Perk	Gold - 2022	Gold - 2023
Attendees	Up to 3	Up to 3
Preliminary/Final Attendee List	Yes	Yes
Logo on Insight365 Page, Slides, & Signage	Yes	Yes
Logo on Inntopia.com Footer <small>Note: Performance on this wasn't as good as we hoped, so we'll focus on driving even more visitors to the Insight365 page.</small>	Yes	
Hosted Webinar / Video	Yes	Yes
Dedicated Table		Yes
3-5 Minute Sponsor Intro		Yes
Pre-Event Sponsor Promo Emails		Yes
Meal Sponsorship		Yes
Maximum Number of Sponsors	Unlimited	6
Fee	\$10,000	\$10,000

2022 Registrations

Listed below are the Inntopia users who registered for the 2022 user group. Please note that this is just for informative purposes and not an official attendee list as last minute family emergencies, illness, work deadlines, etc. prevented some team members from a few of these companies from joining in person:

- Alterra Mountain Co.
- Alys Beach
- Arapahoe Basin
- Aspen Snowmass
- Bear Creek Mountain Resort
- Beech Mountain
- Big Bear
- Black Hills
- Blue Mountain
- Bogus Basin
- Bromont
- Burke Mountain Resort
- Camelback Resort
- Copper Mountain
- Get Ski Tickets
- Go Stowe
- Holiday World
- Killington
- KSL Resorts
- Les Sommets
- Mammoth
- Massanutten
- Monarch
- Mont Farlagne
- Mont Tremblant
- Mountain Creek
- ORDA
- Orvis
- Palmetto Dunes
- Powder Mountain
- POWDR
- Ski Butternut
- Smugglers Notch
- Snowbird
- Splash Lagoon
- Stein Lodge
- Sun Valley
- The Club at Spruce Peak
- Topnotch Resort
- Vail Resorts
- Waterville Valley Resort
- Whistler.com
- Windham
- Windham Mountain