

# Inntopia Insight 2023

## User Group Sponsorship Packages



## **Overview**

Sales in the resort industry can take years over Zoom, but happen much more naturally and quickly through face time. With hundreds of innovative resorts and hotels on Inntopia 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 hospitality-specific brands or larger brands looking to get into hospitality.

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

### **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 in 2023 (this number is for 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 once 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 attendees. 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 & Website

The logo of each sponsor will be included on event signage, the Insight365 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 having a specific place where users can find you.

### 3-5 Minute Sponsor Intro **NEW**

Each sponsor will be given 3-5 minutes on stage 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, pre-event promotion emails with a list and details about our sponsors and links to book meetings with your team.

### Meal / Happy Hour Sponsorships **NEW**

Sponsors will be able to choose a meal (breakfast, lunch, or happy hour) to sponsor as part of their package. These will be available on a first-come, first-serve basis..

## Pricing

We'll be making two other changes to sponsorships this year as well.

### Limited Sponsorships **NEW**

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 Sponsorship Tier with Everything **NEW**

To ensure as much value for each sponsor, we'll only offer one sponsorship tier that includes all of the available perks.

Perk	Gold - 2022	Gold - 2023
Attendees	Up to 3	Up to 3
Preliminary/Final Attendee List	Yes	Yes
Logo on Website & Signage	Yes	Yes
Hosted Webinar / Video	Yes	Yes
Dedicated Table		Yes
3-5 Minute Sponsor Intro		Yes
Pre-Event Sponsor Promo Emails		Yes
Meal Sponsorships		Yes
Maximum Number of Sponsors	Unlimited	6
Fee	\$10,000	\$10,000

## 2022 Attendees

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 conflicts, 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