



Denver Travel Media and Sales Event

Premium Engagement - Limit of five partners - \$1,000

- Participate in four to six media deskside visits with top Denver based journalists alongside New Mexico True (each of the five partners will receive 2-3 minutes at each deskside; only one representative per partner may attend)
- Media kit distributed on New Mexico True flash drive
- Coordination with national PR firm on talking points
- Two tickets to attend New Mexico True Reception (attended by 25 - 45 media, group travel operators, and meeting/event planners)
- Space for one banner stand next to a tallboy table at New Mexico True Reception
- Opportunity to place one item in New Mexico True gift bags
- Large logo on event signage
- Logo on New Mexico True Reception invitation
- Add five media, tour operators or meeting planners of your choice to reception invitation list

Standard Engagement - Limit of ten partners - \$500

- Two tickets attend New Mexico True Reception (attended by 25 - 45 media, group travel operators, and meeting/event planners)
- Space for one banner stand next to a tallboy table at New Mexico True Reception
- Opportunity to place one item in New Mexico True gift bags
- Logo on event signage
- Add three media, tour operators or meeting planners of your choice to reception invitation list

New Mexico True Certified Marketplace - Limit of ten partners - \$250

- Two tickets attend New Mexico True Reception (attended by 25 - 45 media, group travel operators, and meeting/event planners)
- One table for serving samples, offering tastings, or distributing brochures (Participating partners will need to bring enough product for sampling and tastings)
- Opportunity to place one item in New Mexico True gift bags
- Logo on event signage

For more information or to request a spot:

Laura Rasmussen, Public & Industry Relations Coordinator

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(Please indicate which level you are interested in partnering on: Premium, Standard, or NM True Certified)

Payment for participation will be due no later than May 10, 2017.