



2024 Discover New England Summit & International Marketplace
April 9, 2024 – NH Pre FAM Tours
April 11-13, 2024 – NH Post FAM Tours

HOST STATE – BUYER PRE AND POST SUMMIT FAM SPONSORSHIP OPPORTUNITIES

Discover New England invites more than 60 tour operators from the United Kingdom, Germany, France, Italy, and other European countries. Additionally, US receptive operators are invited to the DNE Summit to meet and build relationships with more than 200 New England travel suppliers. While they are here, many of these tour operators learn more about the host state and travel on pre- and post-Summit familiarization trips.

More information: <https://discovernewengland.org/what-is-the-dne-summit/>

Prior to the DNE Summit buyers are invited on a pre fam of New Hampshire April 9, 2024. After the Conference participants will depart on a post fam tour of New Hampshire April 11-13, 2024.

The Discover New England Summit visits New Hampshire only once every six years as it rotates among the six New England states. This is a rare and highly valuable opportunity to host these buyers at your property, allowing them to experience your offerings firsthand. All buyers are qualified and vetted who are eager to gain deeper insights at your business, enabling them to promote your product more effectively to their clients in country.

Attached is a breakdown of available sponsorships. Sponsorships will be considered on a first come, first serve response basis.

For additional information or to claim a sponsorship, please contact New Hampshire Travel and Tourism's Trade and Industry Relations Manager, Estlin McLellan Estlin.e.mclellan@livefree.nhgov.

New Hampshire Buyer Pre and Post Summit FAM Sponsorships - Discover New England Summit

Buyer Pre Summit FAM Tour

(approx. 90 buyers and DNE's in country representatives)

On Tuesday, April 9th host buyers and Discover New England's international PR and Marketing representation firms on a pre fam in New Hampshire. Attendees will be departing Boston at 10am, with a 2pm check in at the Omni Mount Washington Resort. This tour provides an opportunity to showcase your business and region and meet exclusively with the group before the Conference starts. Sponsor is responsible for covering all related expenses.

Meal Sponsor

Tues, April 9 – 40 buyers arriving late afternoon

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Sponsorship Benefits:

- Recognition by MC during Wednesday night NH State Dinner
- Inclusion of sponsors logo in evening dinner pamphlet
- Your logo on Wednesday night dinner signage
- Receive NH Travel and Tourism's leads from Summit appointments

Attraction Sponsor

Tues, April 9 – 40 buyers

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Sponsorship Benefits:

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- Receive NH Travel and Tourism's leads from Summit appointments

Post Summit FAM Tour

(approx. 80 buyers total – 2 tours/40 buyers each, plus driver and escort)

Discover New England Summit's Post Summit Fam Tour offers an exclusive opportunity for attendees to explore the beauty and attractions of New Hampshire firsthand. These hosted tours provide a unique experience for travel industry professional to discover the regions hidden gem's, diverse culture, and breathtaking landscapes. On Thursday, April 10th buyers and Discover New England's international PR and Marketing representation firms will depart from the Omni Mount Washington Hotel for a post fam in New Hampshire for two nights. Sponsor is responsible for covering all related expenses.

Hotel Sponsor (4 sponsorships available)

Thurs, April 11 – 40 rms for buyers NH/ME Tour (White Mountains)

Thurs, April 11 – 40 rms for buyers NH/VT Tour (White Mountains)

Fri, April 12 – 40 rms for buyers NH/ME Tour (White Mountains)

Fri, April 12 – 40 rms for buyers NH/VT Tour (White Mountains)

Sponsorship Benefits:

- Recognition by MC during Wednesday night NH State Dinner
- Inclusion of sponsors logo in evening dinner pamphlet
- Your logo on Wednesday night dinners signage

- Receive NH Travel and Tourism's leads from Summit appointments

Attraction Sponsor

Thurs, April 11 – 40 buyers PM NH/ME Tour (Lakes Region)
Thurs, April 11 – 40 buyers PM NH/VT Tour (White Mountains Region)
Fri, April 12 – 40 buyers AM NH/ME Tour (White Mountains)
Fri, April 12 – 40 buyers AM NH/VT Tour (Lakes Region)
Fri, April 12 – 40 buyers PM NH/ME Tour (White Mountains Region)
Fri, April 12 – 40 buyers PM NH/VT Tour (Lakes Region)
Sat, April 13 – 40 buyers AM NH/ME Tour (White Mountains Region)
Sat, April 13 – 40 buyers AM NH/VT Tour (Lakes Region or White Mountains Region)

Sponsorship Benefits:

- Recognition by MC during Wednesday night NH State Dinner
- Inclusion of sponsors logo in evening dinner pamphlet
- Your logo on Wednesday night dinners signage
- Receive NH Travel and Tourism's leads from Summit appointments

Meal Sponsor

Thurs, April 11 – 40 buyers lunch NH/ME Tour (Lakes Region or White Mountains Region)
Thurs, April 11 – 40 buyers lunch NH/VT Tour (White Mountains Region)
Thurs, April 11 – 40 buyers dinner NH/ME Tour (White Mountains)
Thurs, April 11 – 40 buyers dinner NH/VT Tour (White Mountains or Lakes Region)
Fri, April 12 – 40 buyers breakfast NH/ME Tour (White Mountains Region)
Fri, April 12 – 40 buyers breakfast NH/VT Tour (Lakes Region or White Mountains Region)
Fri, April 12 – 40 buyers lunch NH/ME Tour (White Mountains Region)
Fri, April 12 – 40 buyers lunch NH/VT Tour (Lakes Region)
Fri, April 12 – 40 buyers dinner NH/ME Tour (White Mountains Region)
Fri, April 12 – 40 buyers dinner NH/VT Tour (Lakes Region)
Sat, April 13 – 40 buyers breakfast NH/ME Tour (White Mountains Region)
Sat, April 13 – 40 buyers breakfast NH/VT Tour (White Mountains Region)

Sponsorship Benefits:

- Recognition by MC during Wednesday night NH State Dinner
- Inclusion of sponsors logo in evening dinner pamphlet
- Your logo on Wednesday night dinners signage
- Receive NH Travel and Tourism's leads from Summit appointments

Bag Swag Sponsor (10 sponsorships available)

- Provide DTTD 90 swag items, food, beverages, etc buyers can enjoy during the tour and take home. Items must be dropped off or shipped to office in Concord prior to the event.

Don't see a sponsorship option here that you like? Let us know and we would be happy to craft something tailor made to meet your specific needs. Please be aware that all sponsorship opportunities are subject to approval. Contact Trade and Industry Relations Manager, Estlin McLellan (Estlin.e.mclellan@livefree.nh.gov).