



*Amazing*  
**ALASKA**  
ANCHORAGE  
*Experience*

February 8-12, 2025

**Partner Registration and  
Sponsorship Opportunities**





# AMAZING ALASKA EXPERIENCE: ANCHORAGE

## Schedule

### Day 1 - Saturday, February 8

Travel Trade arrive in Anchorage

TBD Welcome Reception (travel trade & sponsors only)

### Day 2 - Sunday, February 9

7:15 - 8:20 am	Welcome Breakfast
8:30 - 9:30 am	Discovery & Alaska Adventure Sessions 1
9:30 - 9:45 am	Break
9:45 - 10:45 am	Discover & Alaska Adventure Sessions 2
10:45 - 11:00 am	Break
11:00am - 12:00 pm	Discovery & Alaska Adventure Sessions 3
12:00 - 1:05 pm	Lunch
1:15 - 2:55 pm	Alaska Knowledge Treks 1
2:55 - 3:05 pm	Break
3:05 - 4:45 pm	Alaska Knowledge Treks 2
4:45 - 4:55 pm	Break
4:55 - 6:35 pm	Alaska Knowledge Treks 3
6:50 pm	Transportation departs Hotel Captain Cook for the Alaska Native Heritage Center
7:00 - 9:00 pm	Reception - Alaska Native Heritage Center

### Day 3 - Monday, February 10

8:00 - 9:15 am	Sourdough Start & Show - - Breakfast
9:15 - 9:30 am	Break
9:30 - 10:57 am	Aurora Exchange
10:57 - 11:12 am	Break
11:12 am - 12:28 pm	Aurora Exchange
12:30 - 1:45 pm	Sourdough Sandwich Sessions - Lunch
1:45 - 2:00 pm	Break
2:00 - 3:27 pm	Aurora Exchange
3:27 - 3:42 pm	Break
3:42 - 4:58 pm	Aurora Exchange
5:30 - 7:30 pm	Reception at 49 <sup>th</sup> State Brewing Company



### Day 4 - Tuesday, February 11

TBD Pick your Adventure Day (travel trade only)  
Final Evening Event

### Day 5 - Wednesday, February 12

FAMs begin (travel trade only)

## Registration Options

#### Aurora Exchange (1-on-1 Meetings - Day 3) - \$1,500 (limit 28)

The Aurora exchange will be a day of one-on-one meeting with 30 top qualified travel advisors. Alaskans will have 10-minutes with each advisor to present their product or destination or get right down to business and see how you can work together and for the travel advisors to steer their clients to your business. Alaska suppliers will remain at one table while the travel advisors move around to each meeting. Alaskans may have up to 2 representatives sitting at their table and may share any collateral they choose. Table top pop-ups, laptops, and tablets may be used, but nearby power is not guaranteed.

#### Includes:

- 2-badges
- All meals and events as outlined in the schedule
- Discovery Sessions
- 30 10-minute 1-on-1 meetings with pre-qualified travel advisors, limit of 2 company representatives at tables during meetings with travel advisors

#### Alaska Knowledge Treks (Day 2) - \$1,800 (limit 24)

Alaska Knowledge Treks are mini 15-minute presentations to small groups of 5 travel advisors at a time. These presentations will have AV available through TVs or projectors. Presenters can choose to do a traditional training, Q & A, activity, anything you like for your 15-minutes. Travel advisors will then move to the next area. There will be a total of 6 "Treks" reaching all travel advisors attending. There are 3 Alaska Knowledge Trek sessions for a total of 24 Alaska businesses to participate.

#### Includes:

- 2-badges
- All meals and events as outlined in the schedule
- Discovery Sessions
- 6 15-minute training sessions to groups of 5
- AV for presentations

**Note:** 12 Alaska Knowledge Treks are reserved for southcentral/host region businesses and destinations.





**Fully Invested in Alaska Dreams  
(Includes both Aurora Exchange and Alaska  
Knowledge Treks) - \$3,000**

Maximize your time with highly qualified travel advisors, get to know them and let them get to know you and your product or destination. This level gives the benefit of having six 15-minute small group trainings with the advisors. Partners can use this time as a small group discussion, training session with video or slides, an activity, or anything you like. Partners at this level will also participate in the 1-on-1 pre-scheduled 10-minute meetings where you get down to business and tailor your discussion to the specific advisor.

**Includes:**

- 2-badges
- All meals and events as outlined in the schedule
- Discovery Sessions
- 30 10-minute 1-on-1 meetings with pre-qualified travel advisors
- 6 15-minute training sessions to groups of 5
- AV for presentations



**Sourdough Start & Show  
(Southcentral / host region partners only)  
(Breakfast Presentation - Day 3) - \$750 (limit 6)**

Get the conference day started by participating in the Sourdough Start & Show breakfast. This option gives businesses an affordable opportunity to present their business or destination for 5-minutes to the travel advisors. Presentations are limited to 3 slides, which can include a short video.

**Includes:**

- 1-badge
- Day 3 meals and events as outlined in the schedule
- 5-minutes presentation time during Breakfast on Day 3, limited to 3 slides

**Sourdough Sandwich Sessions  
(Lunch Presentations - Day 3) - \$750 (limit 6)**

Continue this day of education by participating in the Sourdough Sandwich Sessions, or lunch & learn. Just like breakfast, this option gives businesses an affordable opportunity to present their business or destination for 5-minutes to the travel advisors. Presentations are limited to 3 slides, which may include a short video.

**Includes:**

- 1-badge
- Day 3 meals and events as outlined in the schedule
- 5-minutes presentation time during Lunch on Day 3, limited to 3 slides



**Sponsorship Opportunities**

**Discovery Sessions (3) - \$500 ea**

The Discovery Sessions are education sessions geared to the Alaskans attending The Amazing Alaska Experience. Topics and speakers are still being planned but could include What Travel Trade Need From Businesses, Sustainability, etc.

**Includes:**

- 1-badge to attend Day 2 evening event as outlined in the schedule (if not registered)
- Recognition as a sponsor throughout event and logo signage outside of the sponsored session

**Alaska Adventure Series (3) - \$500 ea**

The Alaska Adventure Series are education sessions geared to the Travel Advisors attending The Amazing Alaska Experience. Topics and speakers are still being planned but could include Sustainability, Alaska Itinerary Planning, etc.

**Includes:**

- 1-badge to attend Day 2 evening event as outlined in the schedule (if not registered)
- Recognition as a sponsor throughout event and logo signage outside of the sponsored session

**Break Sponsors (4) - \$500 ea**

Breaks will include coffee, tea, and snacks. Break sponsors will have logo signage at the break station throughout their breaks. There are two break times included in each break sponsorship, with 2 break sponsorships available on Day 2 and two available on Day 3. Break sponsors will also be given 1-badge to attend the evening event for the day of their sponsored break.

**Includes:**

- 1-badge to attend the evening event on sponsorship day (if not registered)
- Recognition as a sponsor throughout event and sponsor logo at the break station throughout the 1/2 day of chosen break

**Alaska Knowledge Treks (3) - \$750**

This is a sponsorship for 1 of the 3 Knowledge Trek sessions. It includes signage with sponsor logo and recognition during The Amazing Alaska Experience. It does not include registration to take part in the Knowledge Trek.

**Includes:**

- 1-badge to attend evening event on Day 2 (if not registered)
- Recognition as a sponsor throughout event and Sponsor logo signage at the session





### Aurora Exchange Sponsor (1) - \$1,000

The Aurora Exchange is the day of one-on-one meetings between Alaska businesses and the travel advisors. The sponsor of this session will have logo signage at the session the entire day. Sponsorship does not include registration.

#### Includes:

- 2-badges to attend all meals and evening networking events (if not already registered)
- Recognition as a sponsor throughout event and sponsor logo signage through the day for the session

### Registration Sponsor (1) - \$1,500

Registration sponsorship includes sponsor logo at registration throughout Days 2-4.

#### Includes:

- 2-badges to attend all meals and evening networking events (if not already registered)
- Recognition as a sponsor throughout event and sponsor logo signage at registration throughout the conference



### Opening Reception - \$3,000

The opening reception is intended for the travel advisors and sponsors to network and get to know each other before the event begins. As the opening reception sponsor your signage will be allowed at the reception and 10-minutes of presentation time during the reception will be given.

#### Includes:

- 10-minutes stage time during reception
- 2-badges to attend all meals and evening events (if not already registered)
- May place a pop-up at the reception
- Recognition as a sponsor throughout event and logo at reception

### Sourdough Start & Show (1) - \$3,500

### Sourdough Sandwich Sessions (1) - \$3,500

The Sourdough Start & Show and Sourdough Sandwich Sessions are both dine and learn series. The sponsor is the sponsor of the meal and will have 30-minutes of presentation time during breakfast or lunch with full AV capabilities.

#### Includes:

- 30-minutes presentation time prior to the short 5-minute presentations - full AV available
- 2-badges to attend all meals and evening events (if not already registered)
- Recognition as a sponsor throughout event and logo during sponsored Sourdough session

#### Note:

Any Alaska tourism business or destination may sponsor any of the above sponsorship opportunities. Registration is not required. If not registered, some sponsorships include attendance at just 1 evening networking event while higher priced sponsorships include attendance at all meals and evening events as outlined in the schedule.



## Additional Opportunities

### Pick Your Adventure Day

Visit Anchorage is curating a range of adventures for our travel trade visitors to enjoy during their stay. If you're interested in showcasing your business as part of this event, please contact Visit Anchorage.

### FAMs

Pre- and post-event FAM opportunities will be available. If you'd like to showcase your business in a FAM, please contact ATIA or Visit Anchorage. Most FAMs this year will focus on the Southcentral region, as the host region.

**Please email Visit Anchorage if you are interested in showcasing your business in the Pick Your Adventure Day or FAMs - [tourism@anchorage.net](mailto:tourism@anchorage.net)**







—TRAVEL—  
**ALASKA**



**ALASKA**  
TRAVEL INDUSTRY ASSOCIATION



VISIT  
**anchorage**<sup>™</sup>  
ALASKA