



Amazing **ALASKA** FAIRBANKS *Experience*

March 1-5, 2026

Partner Registration and Sponsorship Opportunities

▲
— TRAVEL —
ALASKA

@explore
FAIRBANKS
ALASKA

AMAZING ALASKA EXPERIENCE: FAIRBANKS

Schedule

Day 1 - Sunday, March 1

Travel Trade arrive in Fairbanks or end FAMs.

TBD

Welcome Reception (travel trade & sponsors only)

Day 2 - Monday, March 2

7:30 am Welcome Breakfast
8:45 am Discovery & Alaska Adventure Sessions 1
9:45 am Break
9:55 am Discover & Alaska Adventure Sessions 2
10:55 am Break
11:05 am Discovery & Alaska Adventure Sessions 3
12:05 pm Lunch
1:30 pm Aurora Exchange - Session 1
2:57 pm Break
3:12 pm Aurora Exchange - Session 2
4:30 pm Networking Reception
6:00 pm Dine Around

Day 3 - Tuesday, March 3

7:00 am Breakfast
8:00 am Alaska Knowledge Treks 1
9:40 am Break
9:50 am Alaska Knowledge Treks 2
11:30 am Break
11:40 am Alaska Knowledge Treks 3
1:20 pm Lunch
2:30 pm Aurora Exchange - Session 3
3:57 pm Break
4:12 pm Aurora Exchange - Session 4
6:00 pm Evening Event

Day 4 - Wednesday, March 4

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

Day 5 - Thursday, March 5

FAMs begin (travel trade only)



Registration Options

Aurora Exchange (1-on-1 Meetings)

- \$1,500 | Limited to 28 Alaska businesses

The Aurora Exchange features short, one-on-one meetings with 30 pre-qualified travel advisors, split across two half days. You'll meet with each advisor for 10 minutes to introduce your product or destination, discuss partnerships, and explore how they can sell your business to their clients.

Alaska businesses remain at the same table, while travel advisors rotate between meetings. You may have up to two representatives at your table and share printed or digital materials. Small tabletop displays, laptops, and tablets are welcome; power is not guaranteed.

Includes:

- 2 event badges
- All meals and events
- Discovery Sessions
- 30 pre-scheduled, 10-minute 1-on-1 meetings across two half days
- Up to 2 company representatives per tables

Alaska Knowledge Treks

- \$1,800 | Limited to 15 Alaska businesses

Alaska Knowledge Treks are 15-minute, small-group presentations with travel advisors. AV (TVs or projectors) is provided, and you can present in any format—training, Q&A, or an interactive activity.

Travel advisors rotate between sessions, giving you exposure to all advisors attending. Each business presents six times in small groups of about five advisors. A total of Alaska businesses may participate across three Knowledge Trek sessions.

Includes:

- 2 event badges
- All meals and scheduled events
- Discovery Sessions
- 5 pre-scheduled 15-minute presentations
- AV support

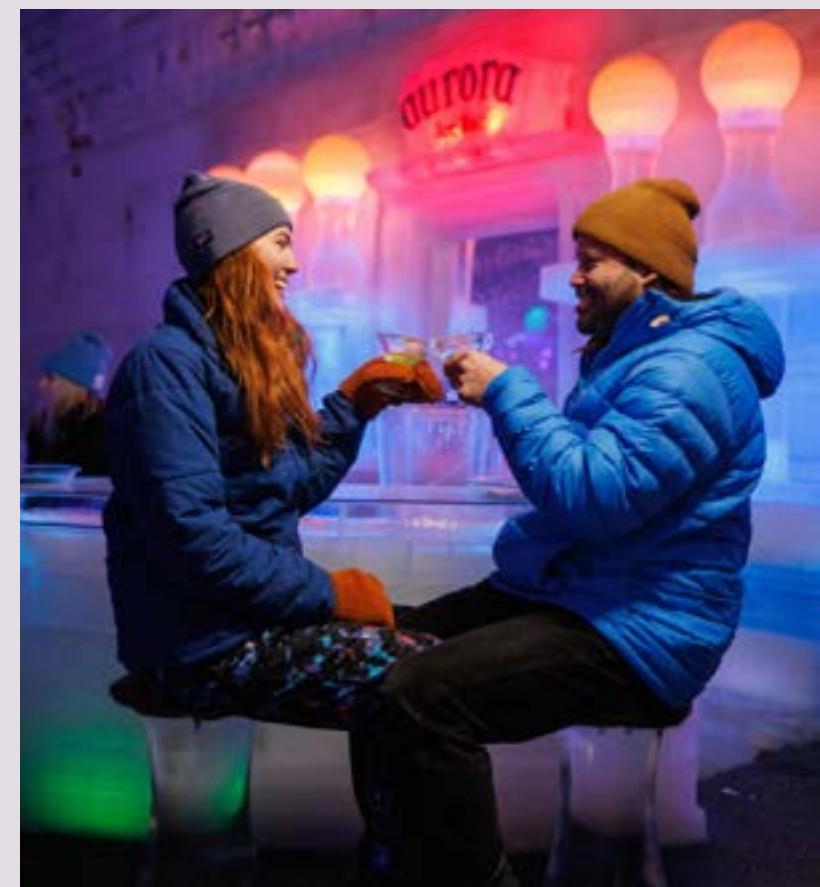
Note: 10 Knowledge Trek spots are reserved for Interior / host region businesses and destinations.

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 five 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
- 5 15-minute training sessions to groups of 6
- AV for presentations



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

Breakfast or Lunch | Day 3 - \$3,500

The breakfast and lunch on Day 3 are available to sponsorship. The sponsor of the meal will have 40-minutes of presentation time during breakfast or lunch with full AV capabilities.

Includes:

- 40-minutes presentation time
- 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 meal



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 Explore Fairbanks.

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 Explore Fairbanks. Most FAMs this year will focus on the Interior region, as the host region.

Please email [Explore Fairbanks](mailto:ExploreFairbanks.com) if you are interested in showcasing your business in the Pick Your Adventure Day or FAMs - bwright@explorefairbanks.com



▲
—TRAVEL—
ALASKA

explore
FAIRBANKS
ALASKA

