



Go West Summit is the premier international travel conference introducing tour operators from around the world to suppliers from the American West in an effort to create business opportunities for inbound U.S. tourism.

In March 2020 our Hosted Buyer program is pairing with hotels in downtown Portland, Oregon, USA. These sponsor hotels\* will provide complimentary accommodations for four (4) consecutive nights, March 23, 24, 25, & 26. This is an incredible opportunity for you to experience the beautiful downtown hotels in Portland, Oregon first hand!

This exclusive opportunity allows international buyers to experience the charm of a truly iconic American city while securing profitable business for inbound tourism.

*\*Please note: as a Hosted Buyer you are not required to stay in a sponsor hotel. You are welcome to “opt out” of the complimentary hotel accommodations and purchase your own room in the main Go West Summit hotels. Any expenses accrued will be your own responsibility. Go West Summit will still provide you complimentary or discounted registration for the conference if accepted into the Hosted Buyer program.*

As our guest you will receive an unforgettable experience and can expect high-value ROI outcomes for your company:

- 17 western states represented by a wide range of unique suppliers
- 30 international countries in attendance
- More than 12,000 appointments take place over a two day period
- Each buyer has the opportunity to hold 75 individual appointments
- On our post-event survey, buyers stated that in the 18 months following Go West Summit 2019, they expect to bring over 5 million international visitors into the Western USA
- Buyers signed contracts at Go West 2019 on the floor worth \$24 Million USD!

#### **Who Qualifies?**

U.S. Product Manager/Director/Developer  
CEOs & Company Owners  
Contract Manager  
General Manager  
Company Decision Maker

#### **Qualification Requirements:**

All buyers must be an established international operator selling pre-packaged or customized multi-day tours in Go West Summit states, produce a brochure promoting these tours, and have a professional working website.  
*(social media sites do not qualify as a professional website)*

**Learn more about Go West Summit 2020 on our website: [www.GoWestSummit.com](http://www.GoWestSummit.com)**

*See you in Portland!*





# 2020 HOSTED BUYER PROGRAM

**First-Time Go West Summit Attendee.....**Complimentary Registration & Accommodations  
*[Applicant has never attended Go West Summit]*

**Returning Go West Summit Attendee....**\$145 USD [Includes Registration & Accommodations]  
*[Applicant has been to Go West Summit at least once before]*

**Buyer Registration**

- One Full Set of Appointments  
*[up to 75 per delegate]*
- Access to Pre & Post FAM Trips  
*[offered by Travel Oregon]*
- Access to Adventure Day Trips  
*[offered by Travel Portland]*
- Discounted Hotel Rate
- Meals  
*[2 Dinners, 3 Lunches, 1 Breakfast]*
- Buyer City Site Tour  
*[organized by Travel Portland]*
- Buyer Welcome Reception
- "Best of the West" State Itineraries
- Networking Opportunities
- Conference Resource Manual
- Supplier Delegate Profile Directory

**Hosted Buyer Program  
 Added Benefits**

- Complimentary or Discounted Buyer Registration  
*[inclusive of all items in left column]*
- Complimentary Accommodations at a Portland, Oregon Sponsor Hotel  
*[Sponsor Hotels to be announced. Your room will be assigned with your hosted delegation.]*
- Transportation to/from Sponsor Hotels

**Apply Now!\*\***  
<https://www.surveymonkey.com/r/HBapp2020>

**Go West SUMMIT**

\*\* Go West Summit reserves the right to approve or deny entry into the Hosted Buyer program for any reason.

Hosted Buyer rooms are provided for four (4) consecutive nights only:  
 March 23, 24, 25, & 26.

You can "opt out" of the sponsor hotel and purchase your own room in the Go West Summit hotel at your own expense. Just let us know your preference on your application!

Airfare is not covered by Go West Summit.

Be prepared to do business - the Suppliers are eager and ready to work with you!



**Please contact us with your Hosted Buyer Program questions:**  
 Cassidy Boone, *Hosted Buyer Liaison*  
[cassidy@itm.travel](mailto:cassidy@itm.travel) | 303.850.7144 | [www.gowestsummit.com](http://www.gowestsummit.com)