



SPONSORSHIP and EXHIBITOR OPPORTUNITIES

June 10, 11 & 12, 2021

*53rd International Snowmobile Congress
Hilton Omaha
Omaha, Nebraska*

www.snowmobilers.org/isc

Hosted by:
Nebraska State Snowmobile Association
<http://nebraskasnowmobiler.com/>

ISC 2021 Committee Co-Chairs

Stan Stutheit
Phone: 402-269-5312
Email: SStutheit@akrs.com

Jeff Kracl
Phone: 402-750-2338
Email: bbcyclessales@telebeep.com

SPONSORSHIP CONTACT

Diane Hiles
Sponsorship Committee Chair
Phone: 605.203.0059
Email: dj.hiles@hotmail.com



EXHIBITOR CONTACT

Matt Kracl
Exhibitor Committee Chair
Phone: 402.649.2871
Email: matt_kracl@hotmail.com

53rd International Snowmobile Congress

June 10, 11 & 12, 2021

Hilton Omaha
Omaha, Nebraska



A Premier Event for Snowmobiling – a Premier Opportunity for You

There is no doubt that snowmobiling is a significant recreation of choice and a major economic contributor throughout the 27 Snow Belt States, Canadian Provinces & Territories, Scandinavia and Russia. There are approximately 1.1 million registered snowmobiles in the United States, 543,000 in Canada. Increased registrations in Northern Europe continues and there are well over 300,000 active snowmobiles in Scandinavia. Russia continues strong sales activity with over 7,191 new sleds, an increase slightly over 10%. It is estimated that snowmobiling now contributes more than \$30 Billion (that's with a "B") of economic activity in North America alone. But this sport is not without its challenges and that is precisely why there is a forum called the **International Snowmobile Congress** to learn about issues important to snowmobiling and how to keep it the best sport it can be.

June 10-12, 2021, the 53rd International Snowmobile Congress will be held in Omaha, Nebraska at the Hilton Omaha. This event is dedicated to the development of strategies on our common role with respect to the environment, conservation, access, education and accountability. It is the perfect opportunity to establish relationships with key snowmobile leaders. The conference offers an invaluable opportunity to share ideas with the entire snowmobiling community. All of this is accomplished in a setting that offers fun, entertainment, good food, exceptional lodging and a unique "off-site" experience while engaging in important dialog.

53rd Annual International Snowmobile Congress

The 53rd annual ISC is the premier event for the organized international snowmobiling community. The ISC facilitates meetings of major snowmobile associations, including:



- American Council of Snowmobile Associations (ACSA)
- Canadian Council of Snowmobile Organizations (CCSO)
- International Snowmobile Manufacturers Association (ISMA)
- International Association of Snowmobile Administrators (IASA)
- International Snowmobile Media Council (ISMC)
- International Snowmobile Tourism Council (ISTC)
- International Snowmobile Council (ISC)



The event features workshops, general sessions, an off-site event, an awards banquet and of course – exhibits and advertising opportunities with companies and organizations like you who know what reaching this elite audience, can do for your business. This conference is also a forum where the key administrators from US state agencies and Canadian provincial agencies meet. In years past, Sweden, Norway and Russia have also been in attendance. Many of the attendees are also the decision-makers for the purchase of grooming equipment.

53rd International Snowmobile Congress
June 10, 11 & 12, 2021
Hilton Omaha
Omaha, Nebraska



Nebraska State Snowmobile Association



The Nebraska State Snowmobile Association (NSSA) is a non-profit corporation formed in 1976 to unite Nebraska snowmobilers. NSSA works year-round to defend snowmobile owners against discriminatory legislation, regulations and undue taxes. NSSA promotes the growth of organized snowmobiling

and stimulates and advances the safety and welfare of snowmobilers throughout the state of Nebraska. NSSA performs desirable and lawful functions for the successful operation of the association and the general public interest. NSSA is comprised of volunteers and avid snowmobilers who elect officers to guide the active membership. One regional director is chosen from each of the six regions to represent that region. The NSSA coordinates with the Nebraska Game & Parks Commission to use licensee fees for trail acquisition and maintenance across the state.

The opportunity to host this premier event does not happen often and as one of the smallest state associations, this is quite an undertaking for us. Still we are excited to be able to host this event for the first time in the history of NSSA. We hope that you will share our excitement and join us as we showcase all that Nebraska has to offer as we roll out the red carpet for our national and international colleagues.

We are planning for 350 snowmobile leaders to attend ISC 2021 in Omaha, NE June 10 thru June 12, 2021. Individual participants include representatives from snowmobile and groomer manufacturers; state and federal administration, national, regional and state snowmobile associations, local state snowmobile clubs, recreational motorized enforcement agencies; tourism and media. Leaders will meet at this three-day conference for education, collaboration, networking and fun!

We are pleased to offer a variety of ways to **showcase** your organization or business at this international event. By sponsoring NSSA as the host of this conference, you will not only support our mission to help support and provide safe organized and environmentally friendly snowmobiling, you will also be taking advantage of this rare opportunity to promote your goods and services to the international snowmobile community, right from Nebraska.

Variety of sponsorship levels available – act now for best value!

53rd International Snowmobile Congress

June 10, 11 & 12, 2021

Hilton Omaha

Omaha, Nebraska



SPONSORSHIP OPPORTUNITIES

Diamond Major Event Sponsor \$10,000 *Please commit ASAP - Pay by April 1, 2021

- Complementary ISC 2021 registration for 6 people (Individuals must be employees of sponsor)
- Name/logo recognition in all event advertising and promotional materials
- Your name/logo featured on the ISC 2021 website with a link to your site.
- Full-page premium position advertisement in the ISC 2021 publication distributed to all attendees
- Introduction and speaking opportunity in program portion of event
- Signage recognition at event as the **Major Sponsor** on our ISC 2021 sponsor banner
- Recognition in the Awards Program
- Opportunity to provide branded items to all attendees
- Opportunity to set up a promotional display table in a 10x20 booth at trade show

Platinum Sponsor \$5,000 *Please commit ASAP - Pay by April 1, 2021

- Complementary ISC 2021 registration for 2 people (Individuals must be employees of sponsor)
- Name/logo recognition in all event advertising and promotional materials
- Your name/logo featured on the ISC 2021 website with a link to your site
- Half-page advertisement in the ISC 2021 publication distributed to all attendees
- Acknowledged with verbal recognition during program
- Recognition at event on our ISC 2021 sponsor banner
- Recognition in the Awards Program
- Opportunity to provide branded items to all attendees
- Opportunity to set up a promotional display table in a 10x10 booth at trade show

Gold Sponsor \$2,500 *Please commit ASAP - Pay by April 1, 2021

- Complementary ISC 2021 registration for 2 people (Individuals must be employees of sponsor)
- Your name/logo featured on the ISC 2021 website with a link to your site
- Quarter page advertisement in the ISC 2021 publication distributed to all attendees
- Acknowledged with verbal recognition during program
- Recognition at event on our ISC 2021 sponsor banner
- Recognition in the Awards Program
- Opportunity to provide branded items to all attendees
- Opportunity to set up a promotional display table in a 10x10 booth at trade show

Silver Sponsor \$1,000 *Please commit ASAP - Pay by April 1, 2021

- Two Complementary tickets to the Off-Site Event Thursday night
- Your name featured on the ISC 2021 website with a link to your site
- Your company listed in the ISC 2021 publication distributed to all attendees
- Acknowledged with verbal recognition during program
- Recognition at event on our ISC 2021 sponsor banner
- Recognition in the Awards Program
- Opportunity to provide branded items to all attendees
- Opportunity to set up a promotional display table in a 10x10 booth at trade show

(Sponsorship opportunities continued)

53rd International Snowmobile Congress

June 10, 11 & 12, 2021

Hilton Omaha

Omaha, Nebraska



SPONSORSHIP OPPORTUNITIES (continued)

Bronze Sponsor \$500 *Please commit ASAP - Pay by April 1, 2021

- Choice of One: complementary ticket to Off-Site Event, opportunity for 30-minute breakout session presentation, or scrolling ad opportunity during breakfasts (maximum 4 slides or 2-minute duration)
- Your name featured on the ISC 2021 website with a link to your site
- Your company listed in the ISC 2021 publication distributed to all attendees
- Acknowledged with verbal recognition during program
- Recognition at event on our ISC 2021 sponsor banner
- Recognition in the Awards Program
- Opportunity to provide branded items to all attendees

Copper Grooming Sponsor \$1,500 *Please commit ASAP - Pay by April 1, 2021

- Complementary ISC 2021 registration for 1 person (Individual must be employee of sponsor)
- Outdoor Groomer Equipment Display for the entire Congress (1 to 2 pieces)
- Your name/logo featured on the ISC 2021 website with a link to your site
- Business Card advertisement in the ISC 2021 publication
- Acknowledged with verbal recognition during program
- Recognition at event on our ISC 2021 sponsor banner
- Recognition at the Groomer Reception & Entertainment Program on Friday Night
- Recognition in the Awards Program
- Opportunity to provide branded items to all attendees
- Opportunity to set up a promotional display table in a 10x10 booth at trade show
 - **Add an additional piece of equipment for an additional fee of \$250 per piece**

Keynote Presentation Sponsor \$3,000 *Please commit ASAP - Pay by April 1, 2021

“Have No Fear” Presentation - Sponsor Keynote Speaker Curt Tomasevicz for the Saturday Morning General Session. Curt will share his story about how he went from a kid growing up in the small rural community of Shelby, Nebraska (population 707), to being on one of the biggest stages in the world...The Winter Olympics! He'll discuss the hard work and determination it takes to not only participate, but to win two Olympic medals, and will also reflect on his time as a Nebraska Cornhusker football player. Curt will encourage ISC 2021 attendees to find the pathways to their own personal dreams and to **Have No Fear** while pursuing them!

- Your name featured on signage next to the Saturday Morning breakfast
- Your name featured on all promotional media for the Keynote **“Have No Fear”** presentation including the ISC 2021 publication distributed to all attendees
- Acknowledged with verbal recognition during program
- Recognition at event on our ISC 2021 sponsor banner
- Recognition in the Awards Program
- Reserved seating for up to 8 people at the Saturday Morning Breakfast and General Session

(Sponsorship opportunities continued)

53rd International Snowmobile Congress
June 10, 11 & 12, 2021
Hilton Omaha
Omaha, Nebraska



SPONSORSHIP OPPORTUNITIES (continued)

Valued Contributor Sponsorships (*Call for exclusive option)

- Your name featured on signage next to sponsored 'event'
- Your company listed in the ISC 2021 publication distributed to all attendees *Deadline 4/30/2021
- Opportunity to provide branded items to all attendees
- Your name featured on the selected sponsorship
 - ❖ Attendee Bag Sponsor \$5,000.00 Limit of 1 (Committed)
 - ❖ Breakfast Supporter \$1,000.00 Limit of 3*
 - ❖ Afternoon Break Supporter \$ 500.00 Limit of 3*
 - ❖ Welcome Reception Supporter \$ 500.00 No Limit*
 - ❖ Offsite Event Supporter \$ 500.00 No Limit*
 - ❖ Educational Program Supporter \$ 300.00 No Limit*
 - ❖ Business Supporter/Advertiser \$ 300.00 No Limit*
 - ❖ NE Dealer Supporter \$ 100 to \$250 No Limit*
 - ❖ Club Supporter \$ 50 to \$250 No Limit*

Custom Sponsorships Available - Have an idea? Let us know what you have in mind and we will do our best to create a sponsorship opportunity for you!!

Donations - Want to support this important organization without participating in the Congress? We are happy to accept monetary or in kind donations of any amount or value.

Unless noted, please commit to a sponsorship ASAP – Pay by April 1, 2021

53rd International Snowmobile Congress

June 10, 11 & 12, 2021

Hilton Omaha

Omaha, Nebraska



EXHIBITOR OPPORTUNITIES

- ❖ All Congress exhibits and attendees at the Hilton Omaha, in downtown Omaha, near Old Market.
- ❖ Free advertising in ISC 2021 publication distributed to all attendees
- ❖ Showcase your products or your services to top snowmobile enthusiasts
- ❖ Not only will these enthusiasts see your business, service or product at Congress, they will take your information back to club members and friends in their home areas – word of mouth advertising at its finest!
- ❖ Enthusiasts and Representatives in attendance
 - Leaders from each State & Provincial Snowmobile Association
 - American Council of Snowmobile Associations (ACSA)
 - Canadian Council of Snowmobile Organizations (CCSO)
 - International Snowmobile Manufacturers Association (ISMA)
 - Department of Natural Resources (or similar state/provincial agencies) (27 states, 13 provinces/territories)
 - Snowmobile volunteers from across the United States and Canada, with possible attendance from Sweden, Norway, Finland and Russia

Premium Exhibit

- 10' x 20' booth space in the Grand Central Foyer with electricity
- 6' skirted table with tablecloth and 2 chairs
- One (1) Complementary registration to attend ISC 2021 (Individuals must be employee of exhibitor)

Standard Exhibit

- 10' x 10' booth space in the Grand Central Foyer with electricity
- 6' skirted table with tablecloth and 2 chairs
- One (1) Complementary registration to attend ISC 2021 (Individuals must be employee of exhibitor)

Basic Exhibit

- 6' skirted table with tablecloth for tabletop display
- May not be in the main area of the Grand Central Foyer

Grooming Equipment Exhibitor

- Outdoor Groomer Equipment Display for the entire Congress (1 to 2 pieces)
- One (1) Complementary registration to attend ISC 2021 (Individuals must be employee of exhibitor)
- See "Copper Grooming Sponsor" above for best opportunity *Note sponsorship deadline

Trailer Exhibitor

- Outdoor Display space for entire Congress (1 trailer); additional units may be added as an upgrade
- Does not include indoor booth space or individual ISC participant registration (may be purchased at added cost)

Please Note: Pre-approval from Hilton Omaha's Events/Catering Department is required for your exhibit to feature perishable items, food or drink to be prepared on site.

Hilton Omaha

Exhibitor General Information

PLEASE NOTE THE FOLLOWING:

1. Posters or directional signage may not be located in the Hotel Lobby or within the Hotel without prior approval.
2. Scotch tape, nails, push pins, or potentially damaging fasteners MAY NOT be used to hang signs or other materials on walls in our banquet rooms or foyer areas.
3. NO GLITTER OR CONFETTI – type materials allowed in the banquet rooms. NO lit candles in the room without prior approval from Hilton Omaha's catering department.
4. Banners may be hung with approval from **Hilton Omaha's Events/Catering Department**.
5. The property does not allow the moving of heavy equipment in the function rooms, foyer areas without proper protection for the floors.
6. The property does not allow the locking / blocking of the fire exit doors.

DAMAGE/LOSS:

The Hilton Omaha is not responsible for items lost, stolen or damages in any area of the hotel including the parking lot areas. If valuable items must be left in any banquet/exhibit area it is recommended that security be retained at the groups' expense. All guest items returned will be kept in lost and found for no more than 30 days after the event.

NOISE/DISTURBANCES:

SMOKE MACHINES ARE NOT ALLOWED IN ANY BANQUET ROOM. SMALL AMOUNTS OF SAGE MAY BE USED FOR CEREMONIAL USE.

SHIPMENT OF PACKAGES AND PARCELS:

It is always best to confirm that you will be shipping items to our property to ensure that we have adequate space to store them. There is no loading dock available for large crates or pallets of material. We suggest you have made arrangements for a pallet jack and means to off load the large parcels. Packages for meetings may be delivered to the property three business days prior to the date of the event. THERE WILL BE A \$5.00* PACKAGE HANDLING FEE FOR EACH INCOMING BOX OR ENVELOPE. THERE WILL BE A \$50.00* PACKAGE HANDLING FEE FOR EACH INCOMING PALLET. The event name, date of function, contacts name, and the Catering Contacts name should be included on all packages to insure proper delivery. * These rates are subject to change.

NOTE: The ISC 2021 Committee has made arrangements to accept sponsor and exhibitor packages and parcels **with no fees** at AKRS Equipment, 257 N 30th Rd, Syracuse, NE 68446.

SMOKING POLICY:

Smoking is not allowed in any part of the building.

ELECTRICAL:

With the growing demand for power, in order to comply with your electrical needs, it is possible a power drop may need to be added to an event. This service will be an additional cost.

OUTDOOR EVENTS:

Hilton Omaha's Events/Catering Department reserves the right to take the decision to move any outdoor event inside in inclement weather or based upon impending inclement weather predicted by the National Weather Service. Events will be moved in due to wind, rain or the forecast of rain. The decision to move in such event will need to be made at five hours in advance of such event with the client's approval. In case the decision must be delayed, due to the client, and it necessitates the property set both the indoor and outdoor event space, an appropriate service charge will be assessed according to party size and complexity of set-up.

FOOD PURVEYORS:

All food purveyors will need to receive approval through the banquet and events department. Hilton Omaha's Events/Catering Department reserves to dispose or confiscate any products in violation. All food purveyors cooking or warming in their booth need to be equipped with a CLASS K fire extinguisher (wet foam fire extinguisher). Perfect Fry, Auto Fry, Griddles with Drip Pans have been approved and will be allowed.

TRASH DISPOSAL:

It is the client's responsibility to break down all cardboard boxes. If you have large amounts of waste, dumpster fees may apply.

53rd International Snowmobile Congress
 June 10, 11 & 12, 2021
 Hilton Omaha
 Omaha, Nebraska



SPONSOR and EXHIBITOR REGISTRATION

Company/Organization _____
 Contact _____ E-Mail _____
 Address _____ City _____ State/Prov _____ Postal Code _____
 Telephone (____) _____ Website _____

Please complete the following table(s) per your requirements.

SPONSORSHIP OPPORTUNITIES

Option	Description	No. of Sponsorships	Sponsorship	Total
1	Diamond Major Event Sponsorship		\$10,000	
2	Platinum Sponsor		\$ 5,000	
3	Gold Sponsor		\$ 2,500	
4	Silver Sponsor		\$ 1,000	
5	Bronze Sponsor		\$ 500	
6	Copper Groomer Sponsor		\$ 1,500	
7	Attendee Bag Sponsor (exclusive)		\$ 5,000	
8	Keynote Presentation Sponsor		\$ 3,000	
9	Breakfast Supporter		\$ 1,000	
10	Afternoon Break Supporter		\$ 500	
11	Welcome Reception Supporter		\$ 500	
12	Offsite Supporter		\$ 500	
13	Educational Program Supporter		\$ 300	
14	Business Supporter/Advertiser		\$ 300	
15	Nebraska Dealer Supporter		\$100 -\$250	
16	Club Supporter		\$50 - \$250	
Total Sponsorship				\$

EXHIBIT SPACE OPPORTUNITIES

Option	Description	No. of Spaces	Before 4/1/21	After 4/1/21	Total
	<i>All exhibit space has free wireless internet</i>				
A*	Premium Exhibit – 10'x20' space		\$1,200	\$1,500	
B*	Standard Exhibit – 10'x10' space		\$ 800	\$1,000	
C	Basic Exhibit – tabletop display		\$ 500	\$ 600	
D**	Grooming Equipment Exhibitor (2****)		\$1,200	\$1,500	
E	Grooming Equipment (each additional piece****)		\$ 250	\$ 250	
F***	Grooming Equipment booth upgrade		\$ 250	\$ 250	
G	Trailer Exhibitor – outdoor only (1 unit)		\$ 500	\$ 600	
Total Exhibit Fees					\$
Total Sponsorship and Exhibit Fees					\$

* These options include 1 full registration, 1-6' skirted table & 2 chairs

** This option includes 1 full registration.

*** Includes 1-6' skirted table & 2 chairs

**** A groomer and drag are considered two (2) separate pieces of equipment

53rd International Snowmobile Congress
June 10, 11 & 12, 2021
Hilton Omaha
Omaha, Nebraska



SPONSOR and EXHIBITOR REGISTRATION (continued)

Sponsor/Exhibitor Registration: Please identify the individual(s) to receive complimentary registrations included in your sponsorship or exhibitor fee. [Note: applies only to Diamond (6), Platinum (2), Gold (2) & Copper Grooming (1) sponsors & Standard/Premium exhibits (1)]

1) Company/Organization _____
First Name _____ Last Name _____
Address _____ City _____ State/Prov _____ Postal Code _____
Telephone (____) _____ Email _____

2) Company/Organization _____
First Name _____ Last Name _____
Address _____ City _____ State/Prov _____ Postal Code _____
Telephone (____) _____ Email _____

3) Company/Organization _____
First Name _____ Last Name _____
Address _____ City _____ State/Prov _____ Postal Code _____
Telephone (____) _____ Email _____

4) Company/Organization _____
First Name _____ Last Name _____
Address _____ City _____ State/Prov _____ Postal Code _____
Telephone (____) _____ Email _____

5) Company/Organization _____
First Name _____ Last Name _____
Address _____ City _____ State/Prov _____ Postal Code _____
Telephone (____) _____ Email _____

6) Company/Organization _____
First Name _____ Last Name _____
Address _____ City _____ State/Prov _____ Postal Code _____
Telephone (____) _____ Email _____

For additional registrations, please use the ISC Registration Form available at www.snowmobilers.org/isc

HOTEL INFORMATION

Hilton Omaha, 1001 Cass Street, Omaha, NE 68102 Phone: 402-998-3400
Room Block: Nebraska State Snowmobile Association
Block Release Date: May 19, 2021
Rooms starting at \$155/night single/double + tax
<https://book.passkey.com/e/50114484>

53rd International Snowmobile Congress
 June 10, 11 & 12, 2021
 Hilton Omaha
 Omaha, Nebraska



SPONSOR and EXHIBITOR REGISTRATION (continued) ***AGREEMENT and PAYMENT***

Total Fees

Description	Total
Total Exhibitor Fees	\$
Total Sponsorship Fees	\$
Additional Registration Fees - \$265 pp by 4/30, \$280 pp in May, \$330 pp in June	\$
Grand Total	\$

I, the undersigned, do hereby agree to the following:

1. Acknowledge that Exhibitor has read the "Hilton Omaha Exhibitor General Information" included in the Sponsorship & Exhibitor Opportunities Package.
2. Acknowledge that Trade Show set-up can occur between 1:00pm and 6:00pm on Wednesday, June 9, 2021. Trade Show hours during Congress will be from 9:30am to 4:30pm. Trade Show tear-down can begin after 1:00pm on Saturday, June 12, 2021.
3. Acknowledge that the Premium and Standard Exhibit Space fee, if selected, includes 1 - 6' skirted table with tablecloth, 2 chairs and electricity. Additional requirements must be made individually at rates established by ISC 2021.
4. Acknowledge that the Basic Exhibit Space fee, if selected, includes 1 - 6' skirted table with tablecloth (no chairs or electricity).
5. Groomer Equipment Exhibit Space fee is for outdoor exhibit space for 1 to 2 pieces of equipment and includes 1 full registration. Groomer manufacturers have the option of upgrading their exhibit space to include a Standard Exhibit space (for an additional fee). A Standard Exhibit space is a 10'x10' booth with 1 - 6' skirted table with tablecloth and 2 chairs and electricity included.
6. Checks should be made payable to **NSSA ISC 2021**. Payment in full for exhibit space rental with one completed Congress Registration form is due with this application. Exhibit space will not be assigned until full payment has been received (no exceptions). Exhibiting companies will not be permitted to set up unless rental fee is paid in full.
7. Cancellations must be made in writing via mail or email. Cancellations received on or before March 31, 2021 will receive a refund of all payments rendered with the exception of a \$200 handling fee. There will be no refunds for cancellations made after March 31, 2021. In the event ISC 2021 is cancelled in its entirety due to COVID, a full refund will be made.

Exhibit/Sponsor Name (please print) _____

Signature _____ Date _____

Mail Exhibit/Sponsorship Registration & Fees to:

NSSA ISC 2021, Earl Martens, Box 296, Syracuse, NE 68446

Please make checks payable to: **NSSA ISC 2021**

Questions: Contact Sponsorship Committee Chair Diane Hiles at 605.203.0059 or dj.hiles@hotmail.com
 Contact Exhibitor Committee Chair Matt Kracl at 402.649.2871 or matt_kracl@hotmail.com
 Contact ISC 2021 Co-Chair Stan Stutheit at 402.269.5312 or SStutheit@akrs.com
 Contact ISC 2021 Co-Chair Jeff Kracl at 402.750.2338 or bbcyclessales@telebeep.com