2027

NATIONAL EXTENSION TOURISM *Conference*



OCTOBER 18–21, 2027

JACKSON, WYOMING

Community and Extension on the Frontier of Tourism

NATIONAL EXTENSION TOURISM NETWORK

UW | Jay Kemmerer WORTH Institute

UW | Extension



ABOUT THE CONFERENCE

Credit Wyoming Office of Tourism

University of Wyoming Extension and the Jay Kemmerer WORTH Institute invite you to sponsor the 2027 National Extension Tourism (NET) Conference, in Jackson, Wyoming. The 2027 theme centers on community-level efforts and Extension projects that contribute to a strong tourism economy. Tourism is Wyoming's second-largest industry — in 2025, it generated over $5 billion in direct travel spending and supported 34,000 jobs statewide. Tourism in Wyoming is anchored by its natural landscapes, Western heritage, and community-driven sustainable growth. Wyoming is uniquely positioned to host the 2027 NET Conference as a regional leader in outdoor recreation, tourism, and hospitality industries with a strong Extension presence throughout the state.

The mission of the National Extension Tourism (NET) network is to integrate research, education and outreach within Cooperative Extension and Sea Grant to support sustainable tourism, thus contributing to the long-term economic development, environmental stewardship, and socio-cultural wellbeing of communities and regions.

AUDIENCE

Past NET Conference attendees have included representation from the below groups. We are expecting around 125 attendees in 2027.

- Destination marketing organizations (DMOs)
- Visitor and convention bureaus
- Research, data and analytics companies
- University academic departments (tourism, hospitality, business, recreation, economics, agriculture, community development, geography, etc.)
- University Extension educators
- Local, state, and federal tourism supporting agencies
- Chamber and business associations
- Nonprofits and community-based project partners
- Consulting firms and independent consultants

Cover photo credit Jarul Gogri



LOCATION

Credit Wyoming Office of Tourism

We are thrilled to host the 2027 National Extension Tourism Conference in Jackson, Wyoming—the last of the Old West! A world-class destination, Jackson is renowned for wildlife, wide-open spaces, jagged peaks, and Western culture, as well as serving as the gateway to Yellowstone and Grand Teton National Parks.

Jackson is also a testament to the power of sustainable tourism. A global leader in year-round visitation with a booming visitor economy, Jackson will provide the perfect landscape for NET Conference sessions. Conference attendees will hear from business leaders, industry professionals, and organizations supporting tourism, hospitality, and outdoor recreation throughout the state, and will have the opportunity to learn about the impact of these industries first-hand through hands-on field experiences.



VENUE

The NET Conference will be held at Teton Science School, located less than two miles from the town of Jackson. Teton Science School offers indoor and outdoor meeting spaces designed for workshops and retreats. Nestled on a 900-acre site with close proximity to the Greater Yellowstone Ecosystem, Teton Science School blends natural spaces with convenient access to the town of Jackson and nearby destinations.



WHY SPONSOR?

Credit Wyoming Office of Tourism

Sponsoring the NET Conference provides you with the opportunity to connect with diverse attendees who are looking for new ideas, solutions, and partnership opportunities. You'll benefit from exposure to the conference audience and dedicated networking opportunities that will help you advance your mission and position your organization as a leader in the field.

- Your support will get your brand message to a national group of passionate and engaged tourism professionals–the partner organizations convening this event provide an opportunity to reach professionals from multiple types of organizations and roles.
- Sponsorship revenue helps make the event accessible to participants across all land-grant universities. Registration rates are calculated to cover costs while staying as affordable as possible.
- The intimate scale of the Conference provides ample opportunities for networking, conversation, and building professional connections.
- Your organization will be featured in all on-site printed materials and online digital materials.



Sponsorship Contact: Taylor Kruger (tkruger@uwyo.edu).

SPONSORSHIP TIERS

PERK	LEVEL 1: $500 Fossil Butte National Monument	LEVEL 2: $1000 Devil's Tower National Monument	LEVEL 3: $1500 Yellowstone National Park
Recognition from the podium (verbal remarks)	Yes	Yes	Yes
Recognition on signage	Logo bottom	Logo middle	Logo top
Complimentary registrations	Linked logo	Linked logo	Linked logo
Exhibitor table	Shared space	1	1
Attendee contact spreadsheet	No	No	Yes

ADD-ON OPPORTUNITIES

All sponsors have the opportunity for additional recognition by sponsoring individual conference features including cocktail receptions, poster session, keynote address, research sessions, breakfast, lunch, dinner, coffee breaks, local tours, and more! Contact Taylor (tkruger@uwyo.edu) to pursue an add-on opportunity.

SPONSOR A STUDENT TO ATTEND

When registering, individuals can opt-in to support the student scholarship fund by making a contribution of $50 or more.

Fossil Butte National Monument, Devil's Tower National Monument, and Yellowstone National Park are all historic landmarks in Wyoming's public lands!



PRELIMINARY CONFERENCE SCHEDULE

Credit Wyoming Office of Tourism

(Subject to change)

	MONDAY, OCTOBER 18	TUESDAY, OCTOBER 19	WEDNESDAY, OCTOBER 20	THURSDAY, OCTOBER 21
Morning		Opening plenary/ keynote address	All-day field trips in Jackson, Wyoming	Plenary/ keynote address
Midday	Arrival & check-in	Lunch & networking Breakout sessions		Closing remarks/ adjourn
Evening	Happy Hour Welcome reception	Poster session Awards dinner		

ABOUT NET

National Extension Tourism Network (NET) is the premiere professional development and networking association for professionals from the Cooperative Extension and Sea Grant systems who are engaged in research and programming that help communities understand, plan and implement sustainable tourism, agritourism and outdoor recreation projects. NET also engages with individuals from non-profits, destination management organizations, chambers of commerce, and federal and state agencies including the National Park Service, the US Forest Service and state departments of tourism.

NET's areas of interest include:

- Community, Economic and Sustainable Development
- Recreation, Park and Tourism Management
- Agritourism
- Land Use and Planning
- Workforce Development and Customer Service Training
- And more!

ABOUT UNIVERSITY OF WYOMING EXTENSION

The University of Wyoming Extension serves Wyoming communities by helping residents apply university research and resources to practical problems. Since 1914, UW Extension has provided educational programs and tools to the state's 23 counties and the Wind River Indian Reservation. From 4-H programming and pesticide safety education to food preservation and nutrition courses, Extension upholds the university's land-grant mission by offering learning opportunities for people of all ages. UW Extension staff help Wyoming residents boost agricultural production, care for lawns and gardens, cultivate future leaders, support individual and community well-being, and develop thriving businesses.

The University of Wyoming Extension provides lifelong learning opportunities for the people of Wyoming and empowers them to make choices that enhance their quality of life.

ABOUT THE JAY KEMMERER WORTH INSTITUTE

The mission of the Jay Kemmerer WORTH Institute is to expand and diversify Wyoming's economy by supporting the outdoor recreation, tourism and hospitality industries. The Jay Kemmerer WORTH Institute achieves its mission by:

- Delivering timely and relevant applied research for WORTH industries
- Supplying diverse workforce training products and services to students and working industry professionals
- Providing statewide engagement across Wyoming.

2027

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REGISTRATION

Company: _____

Name: _____

Phone: _____

Email: _____

Address: _____

SPONSORSHIP

☐ **Fossil Butte** | $1,500 ☐ **Devil's Tower** | $1,000 ☐ **Yellowstone** | $500

☐ **I would like to make an in-kind contribution.** *Please include a description*: _____

PAYMENT

Please return your sponsorship form to tkruger@uwyo.edu.

Once your executed sponsorship form is received, you will receive an invoice from the University of Wyoming via the email address listed above for your records.

SPONSORSHIP REGISTRATION DEADLINE:

August 30, 2027

The preferred payment method is check made payable to the University of Wyoming.

Payments can be mailed to:

Jenevie Wagner
1000 E University Ave Dept. 3355
Old Main 401, Laramie, WY 82071