



NATIONAL EXTENSION
TOURISM NETWORK



TRAVEL AND TOURISM
RESEARCH ASSOCIATION

NorthEast Chapter



University of
New Hampshire
Extension

OCTOBER 7 — 10 | MEREDITH, NEW HAMPSHIRE

2025 NETtra (NET x NETTRA) Tourism Conference

Connecting Through Tourism

SPONSORSHIP PROSPECTUS

www.nettra.org/2025-annual-conference.html

OCTOBER 7 — 10 | MEREDITH, NEW HAMPSHIRE



NETtra 2025 Tourism Conference

Connecting Through Tourism

ABOUT THE CONFERENCE

Tourism is all about making connections - between people, places, cultures, and time. The 2025 NETtra Conference will connect two organizations, the National Extension Tourism Network (NET) and the Northeast Chapter of the Travel and Tourism Research Association (NETTRA) in a first-time collaboration, hosted by the University of New Hampshire.

The goal of the NETtra 2025 Conference is to bring together practitioners, researchers, organizations, and industry partners to explore the latest trends and innovations in tourism.

Past NET and NETTRA conference attendees include have included professionals from:

- 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

We are expecting around 130 attendees in 2025. NET typically attracts around 100 attendees to its biennial in-person conference. NETTRA has convened around 30-40 people for their regional gatherings, and the TTRA Annual International Conference usually attracts over 300 attendees.

LOCATION

Our uniquely off-the-beaten-conference-path destination is Meredith, New Hampshire. This **quaint historic resort town** is in the heart of New Hampshire's famous **Lakes Region** and provides a scenic setting to enjoy the Northeast's spectacular **fall foliage**! Meredith also offers a "living classroom" for attendees to immerse themselves in topics including nature-based tourism, outdoor recreation, rural tourism, historic preservation, and New England history.

VENUE

Inn at Mills Falls

312 Daniel Webster Highway
Meredith, New Hampshire
www.millfalls.com/

Located in the center of downtown Meredith, the conference facilities sit along the shores of Lake Winnepesaukee, providing an inspiring setting for learning and networking. The development of Mill Falls began in the early 1980s with the rehabilitation of an abandoned historic linen mill into the Mill Falls Marketplace. Today, the Inn includes four unique lodges, six restaurants, a full-service spa, boutique shops, fitness center and more.



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WHY SPONSOR?

By becoming a sponsor, you will have the opportunity to connect with diverse attendees who are looking for new ideas, solutions, and partnership opportunities. You'll also benefit from prime exposure and meaningful networking moments 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.
- Registration rates are calculated to cover costs while staying as **affordable as possible**. The conference is organized by a volunteer committee.
- Your sponsorship will **help make the event accessible** to participants across all land-grant universities, e.g., 1994s, 1890s and 1862s, Sea Grant programs, and county extension offices.*
- Your organization will be featured in on-site printed materials and online digital materials.
- The joint conference provides a unique opportunity to reach professionals from multiple types of organizations and roles.

For sponsors who are able to attend the event, the intimate scale of the conference provides ample opportunities for networking, conversation, and building professional relationships.

SPONSORSHIP CONTACT

Please contact the 2025 conference chair,
Jada Lindblom, jada.lindblom@unh.edu

SPONSORSHIP LEVELS AND BENEFITS

	QUARTZ \$2,500	BERYL \$1,000	GRANITE \$500
Recognition from the podium	Yes	Yes	Yes
Recognition on signage	Logo top	Logo middle	Logo bottom
Recognition on conference website	Linked logo	Linked logo	Linked logo
Complimentary registrations	2	1	No
Exhibitor table	1	1	Shared space
Attendee contact spreadsheet	Yes	No	No
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.		
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.		

Fun fact! Smoky quartz, beryl, and granite are the NH state gem, mineral, and rock (respectively).

PRELIMINARY CONFERENCE SCHEDULE

(subject to change)

	OCTOBER 7 TUESDAY	OCTOBER 8 WEDNESDAY	OCTOBER 9 THURSDAY	OCTOBER 10 FRIDAY
MORNING		Opening Plenary	Breakout Sessions	• Breakout Sessions • Closing Remarks
MID-DAY	Arrival & Check-in	• Lunch & Networking • Breakout Sessions	Mobile Workshops	Adjourn
EVENING	Happy Hour Welcome Reception	• Poster Session • Awards Dinner		

* WHAT ARE 1994s, 1890s AND 1862s?

The 1994 land grant institutions are Native American tribally controlled colleges and universities that were granted land-grant status in 1994. The 1890 universities are historically Black land-grant universities established by the second Morrill Act. The 1862 institutions are the first land-grant institutions established by the original Morrill Act.



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Host Organization Websites

www.extensiontourism.net

www.nettra.org

www.extension.unh.edu/community-economic-development

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www.nettra.org/2025-annual-conference.html



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
- Sustainable Fisheries Management
- Climate Change and Coastal Community Resilience

About NETTRA

NETTRA is the NorthEast Chapter of the Travel and Tourism Research Association (TTRA). For over 50 years, TTRA has been the industry's leader for go-to, evidence-based, global travel and tourism data and analysis. TTRA collaborates to advance the strategic use of research to provide leading-edge travel and tourism solutions that create a positive impact on people, places, and society. University academics, professional practitioners, and research experts become members of TTRA to network, collaborate, learn, and ideate with colleagues from across the globe.

The NETTRA Chapter aims to engage tourism academics, practitioners, and vendors located in or with interests in the Northeast region of the United States.