

**Alabama Governor's Conference
On Tourism
Renaissance Shoals Resort & Spa
Florence, AL
July 13-15, 2026**

**Sponsored By:
Alabama Travel Council
Alabama Tourism Department
Alabama Association of Destination Management Organizations**

**Presents
2026 Trade Show & Silent Auction**

**If you need additional information, don't hesitate to get in
touch with us via email:**

keely.law@renshoals.com

or

patticulp.atc@gmail.com

**Trade Show Registration and Convention Details at
www.alabamagovernorsconference.com**

Reservations Instructions for
Renaissance Shoals Resort & Spa
2026 Alabama Governor's Conference on Tourism
July 13-15

The room block booking link is as follows:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1764768333330&key=GRP&app=resvlink>

Call in reservations are processed exclusively through **Marriott Reservations Department at 800-593-6450**. Guests wishing to book by phone should mention your group name "Alabama Governor's Conference on Tourism 2026" when calling.

Extended dates are based upon availability and may not be available via the booking link or by phone. To inquire about availability, please contact Keely Law at keely.law@renshoals.

Reservations should be booked prior to your **cut-off date Saturday, June 13, 2026**.

The room block includes a 48-hour cancellation policy. Any changes or cancellations to any reservation **less than 48 hours in advance of arrival** will incur a one-night room and tax penalty.

Alabama Governor's Conference on Tourism Trade Show & Silent Auction July 13-15, 2026

Experience genuine southern hospitality at its best with more than 350 attendees representing all segments of Alabama's hospitality and tourism industry, from attractions to convention and visitors' bureaus. You will be a part of the most recent tourism developments and gain valuable knowledge from some of the most creative speakers throughout the United States. Trade Show 2026 is an excellent opportunity to visit the industry's top professionals from across the state. The conference will allow you to showcase your products and services firsthand.

REGISTRATION:

Registration will be online for 6' tabletop booth space for the 2026 Trade Show. The Early Bird fee is \$1,000.00 before June 15, 2026. It includes one registration (\$475) and Trade Show booth space (\$525). Beginning June 16, the fee is \$1,250 and \$525 for each additional exhibitor.

Note: For each additional person in your booth, please register separately as an "Additional Exhibitor." The fee is \$475.00. Payment via credit card is required at time of registration. The registration fee does not include housing or transportation.

Unmanned Booth Options:

Draped exhibitor table in the hallway outside the Trade Show for those who want to share their business material with the conference registrants but are unable to attend. Ship your materials to the hotel for display, this can include brochures, giveaways, and décor. Note that nothing will be returned! This fee does not include the registration fee is \$350.

You want to attend the conference and have a booth, but don't want to man it. You can bring booth supplies and set up but won't be expected to work at the booth. You will tear down your booth and do the shipping! This space is also outside the Trade Show in the hallway. The fee for this opportunity that does include one registration fee is \$825.

You will be required to register and pay in advance to receive a badge(s) for admittance to the trade show area and conference. To reserve your space at Trade Show 2026, read the included conditions for acceptance and go online at www.alabamagovernorsconference.com to register. You will be asked to check the box indicating that you agree to the terms and conditions.

Payment is required at the time of registration to hold your space. To get the best location, register as soon as possible. **The sooner we receive your registration and payment, the more exposure your company will be afforded.**

When you register, please email the following to keely.law@renshoals.com:

- Company name, as you'd like it listed on printed materials
- Current company logo
- A 2-3 sentence description of your company/business/product for the conference website & social media

*These details must be received by May 29.

Holder's Information:

Exhibit locations will be assigned by the conference staff on a "first come, first serve" basis. The registration fee for a Trade Show Tabletop Exhibit includes **a six-foot draped table, two chairs, and a standard identification sign.** **Please do not exceed this 6' space.**

Additional materials such as power and other special requirements or Internet connection must be ordered in advance; there may be fees assigned to this by the Renaissance Shoals Resort & Spa.

Please use your online Exhibitor Registration as your invoice.

If payment is not received by July 1, you will not be considered a registered exhibitor.

No refunds will be made after July 1, and this rule will be enforced.

Conditions for Acceptance

Shipped Packages: Handling and Storage

Packages shipped to Renaissance Shoals will be subject to a handling fee per box/item that is the responsibility of the exhibitor. Shipping costs are NOT included in this fee.

PLEASE MARK YOUR BOXES FOR APPROPRIATE DELIVERY, i.e., Trade Show, Silent Auction, etc., with your Company Name clearly marked on the packages with the number of packages to be handled/stored.

Note: No Large Banners Are Permitted. Pops Ups Must Not Block Other Exhibit Spaces, Walkways, etc.

Exhibit decorations must be fire retardant and must conform to the standard dimensions specified by the management (6'x 6'). Exhibit holders must comply with all rules, regulations, and ordinances in Gulf Shores and the State of Alabama. No writing or tacking on hotel walls, wallpaper, paneling, etc., is allowed. Objects such as table drops, boards, etc., should not be placed against walls. No material is permitted on marquees or sconces. No displays or signs are allowed in non-exhibit areas, and all aisles and exits must be clear, clean, and free from obstructions to comply with fire regulations. **Use of audio-visual equipment, banners, or pull-up exhibits must be kept within the confines of the space for which the exhibit holder has contracted.** The management will require that the projection of sound beyond these confines be discontinued in the event complaints or objections are filed by neighboring participants.

Revised 03/19/2026

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