



VRNATION

**VRNATION
2026
ANNUAL
CONFERENCE
SPONSOR
PROSPECTUS**

Location

**Denver, CO – Sheraton
Downtown**

Dates:

April 28–30, 2026

Theme:

**High Road to Hospitality –
Turning the Wild West into
First Class**

2026

WHAT'S NEW IN 2026: WHY VRNATION STANDS APART

Every conference has booths, breakouts, and badges. VRNation goes further. We design every element with a single goal: maximize sponsor ROI. Here's how 2026 is leveling up:

Tech Talks Live

Short, high-impact vendor demos (10 minutes each) where solutions take center stage in a boardroom-style setting. Attendees sign up in advance, ensuring you're presenting to decision-makers ready to engage. With only 22 slots available, these sell out first.

Solutions Showcase: Side-by-Side Comparisons

Main stage visibility, structured education, and feature clarity. Vendors in key categories (PMS, Revenue Management, Guest Experience, Marketing & Distribution, and Operations Tech) showcase solutions side by side so attendees can compare, question, and decide. Exclusively available to Diamond sponsors, with only 20 total slots.

Smart Bundled Packages with ROI Built-In

We eliminated confusing à la carte options. Instead, we've built clear, bundled packages that show you the retail value vs. bundled price so you can see exactly how much you save while gaining priority access to attendees.

Lead-Gen Focused Exhibit Hall

Our hall isn't a maze. It's a central hub built for conversations that convert. With the exhibit space woven directly into the main conference flow, every attendee naturally passes through, creating steady traffic, constant exposure, and meaningful lead opportunities.

Housekeeping Olympics + Signature Events

Our legendary competitions draw crowds and attention, and our sponsors' logos and activations are built right into the action.

Denver: Centrally Located for Maximum Reach

Easy to access, cost-effective to attend, and positioned at the Sheraton Downtown to keep the energy central.

Strategic Dates

April 28-30, 2026 lands midweek, prime time for decision-makers to attend without sacrificing their weekends or peak business days.

Bigger Reach = More Leads

VRNation's attendee base has expanded significantly. Every podcast, newsletter, and roadshow we run pushes attendees toward Denver, meaning fresh faces and more prospects for you. To fuel this growth, we've lowered attendee registration rates compared to last year, ensuring a larger audience and maximized lead opportunities for our sponsors.

Engagement Incentives

From raffle-driven Tech Talk attendance to surprise giveaways, we're building engagement that ensures vendors see packed sessions and high-traffic booths.

VRNation 2026 is about more than energy. It's about ROI, exclusivity, and lead generation.

WHY YOU CAN'T MISS VRNATION 2026

Mark your calendars: April 28–30, 2026 at the Sheraton Downtown Denver. VRNation is where the short-term rental world comes together to evaluate solutions, compare options, and make purchasing decisions, while also celebrating, connecting, and recharging with people who actually get what it's like to be in your shoes.

At VRNation, we don't do stiff and stuffy. From our NWVRP roots, the heart of this conference has always been about friends, family, and fun.

Attendees say year after year that this is the most enjoyable, high-energy event in the industry, and at the same time, the one with the sharpest ROI for sponsors.

HERE'S WHAT'S WAITING FOR YOU IN DENVER:

1

Two and a Half Days of Energy: Packed with strategy sessions, hands-on workshops, and interactive discussions that you can put into practice immediately.

2

Networking That Feels Like Family: No forced conversations, just authentic connections with managers, hosts, and vendors who understand your world.

3

The Legendary Housekeeping Olympics: A competition that's equal parts fierce, funny, and unforgettable. A VRNation tradition like no other

4

A Vibrant Exhibit Hall: One large, central space buzzing with tools, tech, ideas, and opportunity. Designed for genuine connections and stronger partnerships.

5

VIP Perks, VRNation Style: Elevated experiences that put you closer to leaders, innovators, and change-makers shaping the future of STR.



WHO YOU'LL MEET

Our audience is curated, engaged, and buying-ready:

- Decision-Makers: Owners, executives, and managers with budgets and authority.
- Growth-Focused Operators: Eager to scale and seeking tools to do it.
- Tech-Savvy Professionals: Open to new solutions, integrations, and competitive differentiators.
- Rising Leaders (25-34): Building long-term vendor relationships now.
- Self-Managing Hosts (RBOs): The largest segment in STR, actively seeking partners to professionalize operations

WHY PARTNER WITH VRNATION?

- ROI at the Core: Every sponsorship is built around lead generation, data access, and brand visibility.
- Exclusivity: Category lock-in for Diamond partners ensures you stand out.
- Engagement: From scorecards to raffles, attendees aren't just watching — they're interacting with sponsors.
- Year-Round Exposure: Your brand extends beyond Denver into roadshows, webinars, and VRNation media.

Partnering with VRNation puts your brand at the center of an industry that is growing, evolving, and ready for solutions. This is your opportunity to connect, engage, and be remembered.

SPONSORSHIP BUNDLES

All bundles include:

- Annual VRNation Vendor Membership (\$499 value)
- Logo recognition (website + event marketing)
- Attendee list provided post-show



GOLD BUNDLE — \$5,000: YOUR GATEWAY TO THE VRNATION CONFERENCE

- 1 Exhibitor Booth
- 1 Vendor Registration (discounted additional available)
- Annual Membership
- Logo on Event Website + Onsite Signage
- Attendee List (post-show)

Retail Value: \$6,000+ | Bundle Price: \$5,000

Designed as the entry level for exhibiting — your essential package to connect face-to-face.

PLATINUM BUNDLE — \$12,500: STEP UP YOUR VISIBILITY & STAGE PRESENCE

- 1 Exhibitor Booth (priority placement)
- 2 Vendor Registrations
- Annual Membership
- Logo on Event Website + Onsite Signage
- Attendee List (5 days pre-event + post-show)
- 1 Tech Talk Live Session (22 slots total — these sell out first)
- Coffee Break Sponsorship (branding + agenda mention)

Retail Value: \$16,000+ | Bundle Price: \$12,500

A mix of booth + stage + branding = maximum mid-tier ROI.

DIAMOND BUNDLE — \$25,000: OWN THE STAGE. OWN THE SPOTLIGHT. OWN YOUR CATEGORY.

- 2 Exhibitor Booths (prime placement)
- 3 Vendor Registrations
- Annual Membership
- Logo on Event Website + Onsite Signage
- Attendee List (10 days pre-event + post-show)
- Solutions Showcase (Side-by-Side Comparisons) – main stage, limited to 20 vendors total
- Pre-Conference Podcast Guest Feature (VRNation Station)
- Welcome Reception Co-Sponsorship (1 of 4 slots)
- Category Exclusivity – only one Diamond sponsor per solution category (e.g., PMS, Revenue Management, Guest Experience, Operations Tech, Marketing)
- Premium recognition in program + signage

Retail Value: \$35,000+ | Bundle Price: \$25,000

Diamond = headline exposure + exclusivity + premium lead gen opportunities.

SIGNATURE SPONSORSHIP FEATURES

TECH TALKS LIVE SPONSORSHIP

Tech Talks Live is VRNation's newest feature designed to put your product or service directly in front of engaged decision-makers. Unlike the crowded expo floor or a rushed elevator pitch, this is your moment to shine in a focused, boardroom-style setting.

Here's what makes it stand out:

- **Dedicated Spotlight:** Each vendor gets a 10-minute demo slot with built-in transition time, ensuring your solution gets the attention it deserves.
- **Qualified Audience:** Attendees sign up in advance, so you'll be presenting to people genuinely interested in solutions like yours.
- **Guaranteed Turnout:** Attendees earn raffle tickets or Vendor Bingo entries for each demo attended, driving participation. Prizes include gift cards and high-value giveaways.
- **Premium Setting:** A private, intimate environment that encourages interaction, Q&A, and real conversations about your product.
- **Conference Buzz:** Promoted alongside the main agenda, Tech Talks Live runs on Day 1 of the conference (April 28, 2026), driving visibility and momentum from the very start.

Investment: \$2,500 per 10-minute demo slot

Availability: 22 total slots, first to sell out

SOLUTIONS SHOWCASE: SIDE-BY-SIDE COMPARISONS

The Solutions Showcase is VRNation's dynamic, main-stage feature where attendees can cut through the sales fluff and see how solutions truly compare. Vendors in the same category highlight their features, integrations, and real-world use cases in a structured, time-boxed format that's designed for education, not competition.

HOW IT WORKS:

- **Categories:** Revenue Management, Property Management Software, Operations Tech, Guest Experience Tools, and Digital Marketing
- **Format:** 4 vendors per category (20 total slots)
 - 10-minute structured feature demo per vendor (educational focus, not a sales pitch)
 - Audience Q&A after each round
 - Attendees complete a Comparison Scorecard to evaluate solutions on usability, integrations, support, and more

ATTENDEE VALUE:

- See competing solutions side by side, same stage, same format
- Understand key differentiators in real time
- Walk away with a personal scorecard to guide buying decisions and printed booklet showcasing all solutions

VENDOR VALUE:

- Prime visibility on the main stage, Day 2
- Showcase differentiators in a fair, structured format
- Recognition as an educator and thought leader in your category
- Inclusion in VRNation's "Features Face-Off Recap Guide" (printed & digital takeaway for all attendees)
- Promotion across VRNation channels as part of the "can't-miss" Day 2 lineup

Investment: \$3,500 per vendor slot

Availability: 20 total slots

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Once you've selected a sponsorship bundle, you can further increase your visibility by adding on any of the following opportunities. These à la carte items are designed to complement your bundle for added visibility and engagement.

BRAND VISIBILITY ADD-ONS

- All Attendee Email Brand Recognition (3 months pre-conference): \$1,250
- Main Conference LED Wall Digital Signage (2688w x 768h display): \$2,400 - \$6,300
- Hotel Lobby LED Wall Digital Signage (3840w x 2160h display): \$2,400 - \$6,300
- Event Bag Sponsorship (1 available): \$5,000
- Event Bag Swag Sponsorship (10 available): \$1,000
- Lanyard Sponsorship (1 available): \$2,500
- Wifi Sponsorship (1 available): \$2,500

HOSPITALITY SPONSORSHIPS

- Tech Talks Live (22 available): \$2,500 per slot
- Solutions Showcase: Side-By-Side Comparisons (22 available): \$3,500 per slot
- Coffee Break (4 available): \$3,000
- Welcome Reception: \$20,000 exclusive or \$4,000 each (4 co-sponsors)
- Housekeeping Olympics Main Sponsor (1 available): \$5,000
- Closing Hospitality Hour (1 available): \$25,000

IMPORTANT DETAILS

- Dates: April 28-30, 2026
- Location: Sheraton Downtown Denver
- Hotel Rate: \$269 + taxes/fees (exclusive booking link)
- Vendor Fair: April 28 (4pm) through April 30 (3pm)
- Setup: April 28, 9am-4pm | Teardown: April 30, after 4pm

Contact Us :

☛ Contact us today to reserve your sponsorship or booth

✉ info@vrnation.com | 🌐 vrnation.com