



“Hawaii on the Hill” – July 22-23, 2014

Background

A tradition on Capitol Hill is for states to host events as a means of promoting their state and highlighting the things that are unique to the state. Showcasing state pride, these events feature food and other goods produced in a particular state and/or a state's capabilities, with anywhere from 12-60 exhibitors and 200-700+ attendees.

As part of an effort to put “Hawaii on the Hill,” Senator Hirono has asked the Chamber of Commerce Hawaii (COCH) to serve as host for a series of events on Capitol Hill, including a “Taste of Hawaii,” at which Hawaii’s food, culture and industries will be showcased. This will be the first time Hawaii will be showcased on the Hill and the Chamber is inviting members and other organizations to join this effort, with Senator Hirono and Hawaii’s Congressional Delegation serving as honorary co-chairs.

The Chamber is pleased to invite members, Neighbor Island Chambers and industry associations and their members, to participate in this exciting opportunity. The following details “Hawaii on the Hill” events, including “Taste of Hawaii,” sponsorship levels and other details.

Theme

Hawaii on the Hill/Taste of Hawaii

Schedule of Events

Tuesday, July 22, 2014

AM	Morning Talk Story – Hosted by Senator Hirono
5-7PM	Reception for Hawaii on the Hill participants, Location TBD

Wednesday, July 23, 2014

AM	<u>Pending</u> : Capitol Hill and White House Tours
DAY	<u>Pending</u> : Hawaii on the Hill Participant Meetings - Hosted by Senator Hirono, Hart Office Building
	Legislative, Business and Community Leader’s Forum
5-7PM	Taste of Hawaii Event, Kennedy Caucus Room, Russell Building <ul style="list-style-type: none">○ 1-4pm Vendors and participant set up○ 4:30pm CODEL preview of event○ 5pm Doors open to guests/music begins○ 6pm Brief speaking program<ul style="list-style-type: none">● Senator Hirono● Sherry Menor-McNamara● Senator Schatz● Congresswoman Hanabusa

- 6:35pm • Congresswoman Gabbard
- 7pm Entertainment resumes
- Event concludes

Taste of Hawaii

The Taste of Hawaii event will be an invitation-only event with all Congressional members and staff, and friends of the State of Hawaii invited. Event will be “open house” style with guests flowing in and out during the two-hour timeframe. At this point, anticipated attendance is 700-800 guests.

Objectives

- Showcase Hawaii products and primary industries
- Showcase Hawaii's unique location and capabilities as an economic hub, and its cultural diversity
- Provide participating members with value-added opportunity to meet with Congressional reps and other officials in their areas of interest
- Create a uniquely Hawaii experience for guests
- Capitalize on any media or promotional opportunities

Exhibitor Invitees

So that Taste of Hawaii is representative of the entire state, in addition to COCH members associated with the industries that will be showcased, Neighbor Island Chambers and industry associations will be invited, with each extending an invitation to their members who are representative of the industry categories outlined below.

- Agriculture
- Tourism
- Military
- Research & Technology
- Manufacturing

Participant Meetings

The Chamber is pursuing meetings for Hawaii on the Hill participants with appropriate Congressional committee members and other officials of interest. We are pursuing meetings with the committees or sub-committees of the exhibitor industry categories outlined above.

Sponsorships

Neighbor Island Chambers and other organizations that wish to participate will be required to pay for their own travel, F&B, accommodations, shipping and exhibition-related expenses. COCH will be the logistical liaison and provide as much onsite assistance as possible. However, to help offset anticipated event-related expenses (e.g., venue decorations, staff support, planning and logistics), we are seeking sponsorship support as follows:

1a) Ambassador Level

(Attending trip to DC)

\$250 COCH or Neighbor Island Chamber member/ \$400 non-member

Benefits

- Exhibit table and two chairs at the Taste of Hawaii Event
- Ground transportation of products to Capitol for Taste of Hawaii Event
- Talk Story with Sen. Mazie Hirono and other Congressional members
- Reception for Hawaii on the Hill Participants
- Promotion of your company for Hawaii on the Hill on Chamber social media and PR campaign
- Tour of Capitol Hill
- Chamber group hotel rate

1b) Ambassador Level

(Participating in the Taste of Hawaii, but not attending trip to DC)

Organizations that would like to participate by providing their goods, but are not able to send anyone to set up and staff an exhibit, have the option of shipping their goods and having it on display and available as part of a group of Hawaii products at the COCH exhibit.

\$500 COCH or Neighbor Island Chamber member/ \$750 non-member

Benefits

- Exhibit table at the Taste of Hawaii Event
- Coordination support by the CCH Team
- Ground transportation of products to Capitol for Taste of Hawaii Event
- Set up booth and replenishing booth items
- Photos of your company and promotion of your company for Hawaii on the Hill on Chamber social media and PR campaign

2) Patron Level

\$750 COCH or Neighbor Island Chamber member/ \$1,250 non-member

Benefits (All the benefits of the Ambassador Level 1a, plus the following)

- Attendance to other Congressional meetings
- Attendance to meetings with various federal agencies and national trade groups
- Tour of the White House (based on availability)

3) Underwriter Level

\$3,000 COCH or Neighbor Island Chamber member/ \$5,000 non-member

Benefits (All the benefits of the Ambassador 1a and Patron Levels, plus the following)

- Promotion as the co-sponsor for Hawaii on the Hill
- Attend other key meetings.
- Tour of the White House (First priority, based on availability)

Logistics

The Chamber is securing a group rate for a block of rooms at an area hotel and is looking at securing this block from Sunday, July 20 – Thursday, July 24, although participants will have the option of arriving earlier or staying later. Logistical information regarding shipping, catering and facilities support will be forthcoming.