



**TOURISM INDUSTRY
ASSOCIATION OF CANADA**

**ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA**

2024

**Tourism Congress and
Canadian Tourism Awards
Sponsorship Opportunities**

Maximize Your Impact: Sponsor the 2024 TIAC Tourism Congress & Canadian Tourism Awards!

Are you ready to elevate your brand to the forefront of Canada's tourism industry? We invite you to seize an unparalleled opportunity to showcase your business at the 2024 TIAC Tourism Congress and the prestigious Canadian Tourism Awards.

From December 3rd to 5th, the Sheraton Vancouver Wall Centre will transform into a vibrant hub of industry professionals, government representatives, and thought leaders. This premier event is designed to foster innovation, share insights, and tackle the most pressing challenges in the tourism sector.

Why Sponsor the 2024 TIAC Tourism Congress?

- **Industry Workshop Day** (December 3rd): Kick off the Congress with workshops dedicated to pivotal topics such as Integrating AI, Human Resources, and Sustainable Tourism. Your brand will be front and center as industry professionals seek cutting-edge solutions and insights.
- **Innovative Programming** (December 4th & 5th): Engage with attendees through keynote speeches, panel discussions, and networking sessions. This is your chance to align your brand with innovation and thought leadership.
- **Canadian Tourism Awards Gala** (December 5th): The highlight of the Congress, the Awards Reception and Gala Dinner, celebrates excellence in tourism. As a sponsor, you'll be associated with the pinnacle of industry achievement and prestige.

Join us in driving the future of Canadian tourism. Sponsorship at the 2024 TIAC Tourism Congress and Canadian Tourism Awards is not just an investment in your brand, but a commitment to the growth and sustainability of the entire industry. Don't miss out on the chance to be a key player in this influential event.

Secure your sponsorship today and let's make the 2024 Tourism Congress a landmark event together.

If you have additional Ideas, we can tailor a package to suit your unique needs and goals like adding a member webinar session or advertising in our monthly newsletter.

We look forward to working with you!

Jennifer Taylor | Vice President, Business Development, jtaylor@tiac-aitc.ca

Ed Byers | Sponsorship Lead, sponsorship@tiac-aitc.ca

Our Reach & Target:

Last year, 409 delegates attended the Tourism Congress in Ottawa and 345 attended the Canadian Tourism Awards.

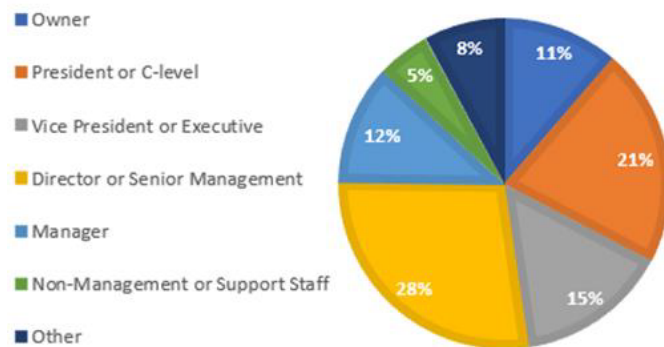
Our Target for 2024 is to reach 500 delegates.

TIAC's annual Tourism Congress attracts a diverse group of business owners, senior management, and key corporate decision-makers, including presidents, executive directors, COOs, general managers, and account executives from both the public and private sectors.

Participants range from large national and multinational corporations to small and medium-sized enterprises. Attendees represent a broad spectrum of the industry, including accommodations, airports, attractions, concert halls, convention centres, duty-free shops, festivals & events, restaurants & food services, arenas, transportation, travel services, travel trade, destination and provincial/territorial marketing organizations, suppliers, travel media, and educational institutions. Congress attracts C-suite industry leaders, mid-level management, SME representatives, as well as professors, teachers, and students from various educational institutes.

With the introduction of Industry Workshop Day, our reach will further expand to include even more SMEs and mid-level management professionals.

JOB LEVEL



Social Media Impact

- Weekly social posts on LinkedIn garnered an average CTR of 3.2% (benchmark is 2-3%)
- During the week of the event, over 147 posts were made collectively on LinkedIn, Facebook, Instagram and Twitter, with Instagram garnering the most engagement due to the varying of content (reels, stories, posts)
- The highest engagement was with the Day 1 and Day 2 recap videos of Congress, which saw an engagement rate average of 7.54% between Twitter, LinkedIn, and Instagram
- During the event (November 20-24), TIAC gained 141 LinkedIn followers, 66 followers on Instagram, 10 new Facebook page followers, and 3 new followers on Twitter

Tourism Congress and the Canadian Tourism Awards 2024

Investment Level	\$2,500 - \$3,500	\$10,000	\$15,000	\$30,000	\$50,000
Sponsorship Level	Supporter	Bronze	Silver	Gold	Platinum
Options Available	<ol style="list-style-type: none"> 1. Exhibitor 2. Small Business Sponsor 3. Room Drop 	<ol style="list-style-type: none"> 1. Mobile Charge Stations 2. Branded Lanyard Sponsor 3. Hotel Key Card 4. App Sponsor 5. Wi-Fi Sponsor 6. Accessibility/ Translation Sponsor 7. Sustainability and Community Engagement Sponsor 8. Digital Media Sponsor 9. Award Gala Wine Sponsor 	<ol style="list-style-type: none"> 1. Tourism Congress Session Sponsor 2. Presenting Partner Canadian Tourism Award 3. Quiet Lounge Sponsor 4. Workshop Day Networking Break (x2) Sponsor - Dec 3 5. Canadian Tourism Awards Entertainment Sponsor 	<ol style="list-style-type: none"> 1. Keynote Plenary Sponsor - 2 options 2. Breakfast Sponsor Dec 4 or 5 3. Tourism Congress-Networking Break (x 4) Sponsor Dec 4 & 5 4. Exclusive Airline Carrier 5. Workshop Day Luncheon Sponsor 	<ol style="list-style-type: none"> 1. Tourism Congress Luncheon Sponsor - Dec 5 2. Presenting Partner of the Canadian Tourism Awards
Speaking Opportunity			●	●	●
Conference Website	●	●	●	●	●
Onsite Signage	●	●	●	●	●
Promotion and communication	●	●	●	●	●
Social Media Post				1	2
"e-blast" to Delegates				●	●
Sponsor ribbon	●	●	●	●	●
VIP Table at Luncheons				●	●
Full Registration - Workshop Day, Congress, and Awards Gala					2
Tourism Congress Registration	1	1	1	2	

2024 Tourism Congress Sponsorships in Detail

INVESTMENT

Platinum - 2 options

\$50,000

1. Tourism Congress Luncheon Sponsor - Dec 5th

- Opportunity to deliver a 30-minute presentation.
- Play a 90-second branded sponsorship video before the session as well as share it through TIAC social media and website

2. Presenting Partner of the Canadian Tourism Awards

- Opportunity for 1 min video and speaking opportunity - greeting delegates at the start of the Gala Award Ceremony

INVESTMENT

Gold - 6 options

\$30,000

1. Keynote Plenary Sponsor - 2 options.

- Introduce the Keynote and play a 90-second branded sponsorship video before the session as well as share through TIAC social media and website.

2. Breakfast Sponsor (Dec 4 or 5)

- Opportunity to deliver a 20-minute session.

3. Tourism Congress Networking Break (x 4) Sponsor Dec 4 & 5

- Customized brand visibility - work with TIAC to creatively design the networking break experience, incorporating unique and memorable elements that leave a lasting impression on attendees.
- Exhibitor space

4. Exclusive Airline Carrier

- Booking Widget on TIAC Tourism Congress site

5. Workshop Day Luncheon Sponsor - Dec 3

- Opportunity to deliver a 20-minute presentation.

Silver - 7 options

INVESTMENT

\$15,000

1. Tourism Congress Session Sponsor

- Introduce the moderator
- Place one-minute videos at the beginning of a session

2. Presenting Partner Canadian Tourism Award

- Speaking opportunity with representative presenting the award to a recipient

3. Quiet Lounge Sponsor

- A customizable, quiet lounge space for delegates to convene and work throughout the event. The room will allow you to feature your branded marketing materials and provide a quiet place of respite for delegates.

4. Workshop Day Networking Break (x2) Sponsor - Dec 3

- Customized brand visibility - work with TIAC to creatively design the networking break experience, incorporating unique and memorable elements that leave a lasting impression on attendees.
- Exhibitor space

5. Canadian Tourism Awards Entertainment Sponsor

- Be the exclusive sponsor of the evening entertainment being delivered during the gala event

Bronze - 9+ options

INVESTMENT

\$10,000

1. Mobile Charge Stations

- Sponsors can have their logos prominently displayed on the charging station, increasing brand visibility among event attendees
- Sponsors may have the option to customize the charging stations with their brand colors, themes, or promotional materials

2. Branded Lanyard Sponsor

- Branded lanyards for the official event attendee badges (double-sided, full colour)

3. Hotel Key Card

- Branded key cards to be distributed to all attendees staying in the hotel for the duration of the conference

4. App Sponsor

- Exclusive sponsor of the event app that will be used by attendees during the conference

5. Wi-Fi Sponsor

- Naming rights to the complimentary Wi-Fi network provided at the conference

6. Accessibility/Translation Sponsor

- Closed captioning and translation services

7. Sustainability and Community Engagement Sponsor

- Support local charity (foodbank/shelter) or contribute to make the event carbon neutral
- Logo placement, verbal, and digital recognition
- Exhibit Space

8. Digital Media Sponsor

- Produce and distribute a special Tourism Congress Bulletin leading up to and on each day of the event as well as a post-event publication

9. Award Gala Wine Sponsor

- Customized wine bottles featuring the sponsor's logo to be placed on each table

Supporter – Multiple Options

1. Exhibitor \$3,500

- Available to Members Only
- Exhibit Space includes a 6' skirted table and two chairs. Tabletop display allowed or one pop-up display (8' high by 10' wide).

2. Small Business Sponsor \$2,500

- Providing a Tourism Congress Registration to Small Businesses who have never attended the Tourism Congress

3. Room Drop - \$2,500 plus room drop fee, shipping, and handling

4. Bathroom Branding \$3,500 plus production, installation and dismantle fee

- Add customized clings through the washrooms