

2020 **VIRTUAL** **TIAC TOURISM CONGRESS** SPONSORSHIP PROGRAM

2020 has been an unprecedented year for Canada's Tourism Sector. Operators, association and organizations from coast to coast to coast have faced the challenges created by the COVID-19 Pandemic and have adapted to a new normal, elevated health and safety protocol, travel restrictions and a visitor mind-set.

Canada's Tourism Industry is resilient #TourismCounts

The Tourism Industry Association of Canada (TIAC) has also made a few changes - TIAC is bringing the Congress to you!

For the first time; TIAC will deliver the 2020 edition of the Tourism Congress as a virtual event. In addition, we are pleased to offer complimentary registration to all tourism stakeholders.

This year's Tourism Congress will take place over two days, November 17 & 18.

The shift to a virtual event was an intentional decision to ensure delegates can stay focused on operations, retain much needed revenues and stay safe.

The Tourism Congress program will include targeted content for operators (owners and management team), associations, influencers and decision makers as well as deliver unique networking opportunities and an enhanced exhibitor showcase.

The following pages highlight this year's sponsorship program. Considered a must attend event, the virtual Congress will provide sponsors exceptional brand visibility, media and social media coverage as well as qualified lead generation and B2B engagement.

As a first-time virtual event experience with complimentary registration; it is hard to anticipate attendance levels however our target is over 1,000 delegates.

Opportunities are limited and available on a "first come, first served" basis. Don't miss out, contact us today.

TIAC Members enjoy a 20% savings on all sponsorship, branding and promotional opportunities.

We look forward to working with you to showcase your business!

Jennifer Taylor

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YOUR REACH

TIAC's annual Tourism Congress attracts a wide range of business owners, senior management and key corporate decision makers including Presidents, Executive Directors, Chief Operating Officers, General Managers, and Account Executives from the public and private sector. Large national and multinational companies as well as small and medium-sized enterprises attend Tourism Congress, including businesses representing accommodations, airports, attractions, concert halls, convention centres, duty-free shops, festivals & events, restaurants & food services, arenas, transportation, travel services, travel trades, destination and provincial/territorial marketing organizations, suppliers, travel media, and educational institutions. With the offer of complimentary registration; TIAC anticipates an increase in attendance by all levels of management; students and non-traditional stakeholders.

ROI – 2019 FEEDBACK

SPONSOR

100% of sponsors agreed:

- 2019 Tourism Congress met their objectives and expectations including Brand Awareness, Lead Generation, and Networking
- Delegates were the right level of decision-makers
- Ample time to connect with delegates
- Would sponsor 2020 Tourism Congress

DELEGATE

- Industry Information & Networking - Top reasons delegates attend the Tourism Congress
- 94% of delegates were satisfied with Tourism Congress
- 91% of the delegates would recommend the event to colleagues

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“It is simply the best event to meet and greet colleagues in the Canadian industry. I try to go every year.”

“The high-level conversations and sessions bring a national and global perspective. Takes us out of our centre and allows for thoughtful and informative insights.”

2020 VIRTUAL **NEW** BENEFITS

With the release of a new Tourism Congress Micro-Site and Virtual Congress Event Portal, sponsors will enjoy exponential brand exposure, enhanced data as well as amplified B2B experiences. Showcasing your brand is no longer limited to one location and time.

The Tourism Congress Micro-Site will be launched in early September providing heightened and advanced brand exposure as well as industry networking.

During the conference, the Virtual Congress Event Portal will provide opportunity for delegate engagement and a platform for individual and group dialogue.

As a virtual event, sponsors will also enjoy a range of additional benefits tied to their sponsor level including:

Tourism Congress Micro-Site

- **Sponsor Showcase** – All sponsors will be highlighted in the sponsorship section of the Tourism Congress Micro-Site with sponsorship level identified. Viewers of the page can simply click on any one of the listed sponsors (name and logo) tab to see more details about the sponsor. This section of the micro-site provides links to Sponsor's Email, Website, Twitter, LinkedIn, Facebook, tag line, a customizable message address information as well as list of sponsor representatives and the option to upload a YouTube video.

Virtual Congress Event Portal Benefits

- **Sponsor Scroll** – Once the Tourism Congress is live; delegates will see a scrolling display of sponsor logos at the top right of the event portal; this is always present. Sponsor logos will be rotated every 10 seconds.
- **Sponsor Showcase** - Within the event portal; the delegate will click on the Sponsor menu to see the full list of the Tourism Congress Sponsors by investment level. Once the delegate clicks on a sponsor; they will see customized messaging and greater detail including information available on the micro site plus sponsors can upload a YouTube Video as well as files. Diamond and Platinum level sponsors will enjoy the following option: Request Information button; it will automatically send sponsor contact information with optional notes to delegate.

Lead Generation and Analytics – TIAC will provide sponsors a list of delegates who viewed their information as well as track every impression.

TIAC Talk Tourism Congress Sponsor Profiling – Published on a bi-monthly basis; Diamond, Platinum and Gold level sponsors will be promoted in the special Tourism Congress section of the association's newsletter distributed to more than 6,000 qualified emails.

Social Media (Twitter, LinkedIn & Facebook): In addition to pre-arranged acknowledgement tweets and posts, TIAC will re-post, share and re-tweet the messages and images from sponsors that are related to the Tourism Congress.

HOW TO SECURE AN OPPORTUNITY

Opportunities are limited and available on a “first come, first served” basis, so don’t miss out. Certain deadlines apply to ensure TIAC can meet deliverables.

TIAC Members enjoy a 20% savings on all sponsorship, branding and promotional opportunities. If you have a unique sponsorship idea you would like to explore, give us a call. We look forward to working with you to create a new and successful branding opportunity.

Contact Jennifer Taylor at (902) 698-0984 or jtaylor@tiac-aitc.ca.

2020 VIRTUAL TOURISM CONGRESS SCHEDULE

Time EDT	Monday, November 16th	Tuesday, November 17th	Wednesday, November 18th
10:45			Exhibitor Virtual Networking
11:00		Leadership Report	Keynote
11:15			
11:30		Political Panel	Concurrent Sessions and Industry Spotlight
11:45			
12:00		Exhibitor Virtual Networking	Exhibitor Virtual Networking
12:15		Concurrent Sessions and Industry Spotlight	Concurrent Sessions and Industry Spotlight
12:30			
12:45		Exhibitor Virtual Networking	Exhibitor Virtual Networking
13:00		Keynote	Keynote
13:15			
13:30		TIAC Talks	Concurrent Sessions and Industry Spotlight
13:45		Concurrent Sessions and Industry Spotlight	
14:00			Provincial & Territorial Breakouts
14:15	Exhibitor Virtual Networking		
14:30	TIAC AGM (accessible to Members' Only)	Keynote	Hall of Fame, Lifetime Achievement and Canadian Tourism Celebration
14:45		Sponsored Virtual Chat Room Gatherings	
15:00			
15:15			
15:30			
15:45			
16:00			
16:15	TIAC Members' Virtual Social		
16:30			

2020 **SPONSORSHIP OPTIONS** – QUICK GLANCE (MORE DEATILS TO FOLLOW)

Sponsorship Options	Investment	Sponsor Levels	BENEFITS							
			Industry Spotlight Session	Request Information Button	Virtual Exhibit Booth	TIAC Talk Spotlight	Virtual Delegate Bag Insert	Social Media promotional post	Sponsor Directory and Scroll	Lead Generation and Analytics
Co-Presenter	\$15,000 TIAC Member \$18,750 Non-Member	Diamond	✓	✓	✓	✓	✓	✓	✓	✓
TIAC Members' Virtual Social	\$10,000 TIAC Member \$12,500 Non-Member	Platinum		✓	✓	✓	✓	✓	✓	✓
Keynote Sponsor	\$10,000 TIAC Member \$12,500 Non-Member	Platinum		✓	✓	✓	✓	✓	✓	✓
Industry Spotlight	\$5,000 TIAC Member \$6,250 Non-Member	Gold				✓	✓	✓	✓	✓
Virtual Chat Room	\$5,000 TIAC Member \$6,250 Non-Member	Gold				✓	✓	✓	✓	✓
Session Sponsor	\$2,500 TIAC Member \$3,125 Non-Member	Silver						✓	✓	✓
Regenerating Sponsor	\$750 TIAC Member \$937.50 Non-Member	Bronze							✓	✓

Additional limited branding and promotional opportunities are available, see page 6.

LIMITED **BRANDING AND PROMOTIONAL** OPPORTUNITIES

Opportunities	Investment	Description
Virtual Swag Bag	Digital Swag item plus investment as follows \$500 TIAC Member \$625 Non-Member	In advance of the event, each delegate will receive a virtual swag bag including items such as digital coupons, contests, discount codes, gift cards, or invitation to partners online event. This is a great opportunity to extend your promotional reach to a specialize market.
Congress Virtual Marketplace Exhibitor	\$1,750 TIAC Member \$2,187.50 Non-Member	<p>The Congress virtual marketplace will run throughout the event with dedicated times in the schedule to allow delegates to browse and network with exhibitors. With a virtual “booth” and exhibitor portal, exhibitors can manage their profile content, captured leads, assign booth staff, upload files and more. Plus, exhibitors have a special area in their virtual event portal to see, in real-time, who is visiting or has visited the booth, and for how long ago; exhibitors will never miss a lead. This crucial data allows exhibitors to engage those potentially interested delegates in real-time in several ways (Face-to-face video calls and chats) and request their contact information.</p> <p>Face-to-Face Video Calls & Chat - Once an exhibitor has connected with a delegate showing interest, they can engage in a real-time text chat, or even a real-time video call. The video call allows for a high-quality exchange between the exhibitor and delegate, just like the on-site experience would permit.</p> <p>Global Chat & Presence Detection - Delegates will also be able to see who else is visiting a specific booth in real-time, chat among themselves publicly or privately, and ask a front-line exhibiting staff member questions in the exhibitor’s public chat board. That front-line staff member may also use this as an opportunity to qualify leads before permitting them to have a private face-to-face conversation.</p> <p>File & Screen Sharing - While real-time chat and video calling add the crucial face-to-face aspect for exhibitors and delegates, sharing of information is equally important. Exhibitors can share their screens while on video calls with attendees, to walk them through product demonstrations, presentations, websites, or anything else. Exhibitors can also make files available for delegates to hang on to.</p> <p>Exhibitors are easily accessed from the Tourism Congress Micro-Site and the Virtual Congress Event portal under the exhibitor directory.</p>
Wear & Share Deadline – October 1, 2020	One prize plus wear product, TIAC to provide shipping and handling costs	A unique opportunity to send direct to delegates a branded shirt, socks or hat that they can fashion during the Virtual Tourism Congress. Delegates will be encouraged to post pics on social media channels throughout the event for a chance to win the sponsor donated prize.



DIAMOND LEVEL SPONSORSHIP

\$15,000 TIAC Member / \$18,750 Non-Member

Tourism Congress Co-Presenter - Exclusive

The Tourism Congress Co-Presenter and Diamond Level Sponsor will enjoy Premium Banner profiling on the Tourism Congress Micro-Site and Virtual Congress Event Portal. The banner will always be present and provide exclusive brand positioning for TIAC and its Diamond Partner. In addition, the Co-Presenter will have the key position Splash Banner in the Virtual Event Lobby

Diamond level sponsor benefits include:

- Industry Spotlight Session – a dedicated time during the current session breakout schedule when the sponsor can host an information session.
- Virtual Exhibit Booth
- Tourism Congress Micro-Site Sponsor Showcase Directory
- Virtual Event Lobby – Before delegates jump into sessions; they are greeted with a social and active virtual lobby enabling them to see who else has entered the portal. Sponsor benefits include:
 - Splash Video – a co-branded video (TIAC and Co-Presenter) that will auto play the moment an attendee accesses the Tourism Congress virtual event.
 - Splash Banner – sponsor provided banner image will span the top of the lobby section.
- “Request Information” button on sponsor page
- Lead Generation and Analytics
- TIAC Talk Spotlights article
- One (1) social media promotional post on TIAC’s Twitter, LinkedIn and Facebook accounts
- One (1) Virtual Swag Bag Insert

PLATINUM LEVEL SPONSORSHIP

\$10,000 TIAC Member / \$12,500 Non-Member

Keynote Sponsor - Multiple Options

Sponsors of the Keynote sessions can have a static ad or short pre-roll video played in a loop until session starts, in addition they also have the option to moderate the Q&A section of the session. Sponsors company name and logo will be included in session listing on the Tourism Congress Micro-site and Virtual Congress Event Portal. In addition, the sponsor company name and logo will be included in keynote session surveys and polls.

Members' Only Social - Exclusive

Sponsor of the Members' Only Social will make a true connection with Members with a special branded gift sent directly to the delegate in advance of the virtual event, to be enjoyed during the Members' Only Social. Sponsor to provide branded product and TIAC will provide shipping and handling cost.

The network meeting will include opportunity for a 5-minute presentation by the sponsor in a large meeting setting followed by a Q&A time. Sponsor will then have the opportunity to break out into private chat rooms to host regional gatherings for in-depth discussions. Sponsors can enhance the experience with gamification components such as poll or survey as well as a short video.

Platinum level sponsor benefits include:

- Virtual Exhibit Booth
- Tourism Congress Micro-Site Sponsor Showcase Directory
- Virtual Congress Event Portal
 - Sponsor Scroll
 - Sponsor Showcase Directory
- "Request Information" button on sponsor page
- Lead Generation and Analytics
- TIAC Talk Spotlights article
- One (1) social media promotional post on TIAC's Twitter, LinkedIn and Facebook accounts
- One (1) Virtual Swag Bag Insert

GOLD LEVEL SPONSORSHIP

\$5,000 TIAC Member / \$6,250 Non-Member

Industry Spotlight - Multiple Options

Sponsor will have an entire session to themselves to promote their business and share information. For an additional charge, TIAC will distribute directly to the delegate sponsor swag in advance of the session.

Virtual Chat Room Gathering – Multiple Exclusive Options

Sponsors have the opportunity to host private industry chat rooms with delegates on the end of first day of the Virtual Tourism Congress. Each meeting room will be exclusive and allow sponsors the opportunity to connect with industry from coast to coast to coast. Each sponsored virtual chat room gathering will be posted on the micro-site as well as virtual platform schedule.

Gold level sponsor benefits include:

- Tourism Congress Micro-Site Sponsor Showcase Directory
- Virtual Congress Event Portal
 - Sponsor Scroll
 - Sponsor Showcase Directory
- Lead Generation and Analytics
- TIAC Talk Spotlights article
- One (1) social media promotional post on TIAC's Twitter, LinkedIn and Facebook accounts
- One (1) Virtual Swag Bag Insert

SILVER LEVEL SPONSORSHIP

\$2,500 TIAC Member / \$3,125 Non-Member

Session Sponsor - Multiple Options

Sponsors company name and logo will be included in session listing on the Tourism Congress Micro-site and Virtual Congress Event Portal. In addition, the sponsor company name and logo will be included in session surveys and polls.

Silver level sponsor benefits include:

- Tourism Congress Micro-Site Sponsor Showcase Directory
- Virtual Congress Event Portal
 - Sponsor Scroll
 - Sponsor Showcase Directory
- Lead Generation and Analytics
- One (1) social media promotional post on TIAC's Twitter, LinkedIn and Facebook accounts

BRONZE LEVEL SPONSORSHIP

\$750 TIAC Member / \$937.50 Non-Member

Regenerating Sponsor - Multiple Options

Host a 10-minute exercise routine or mediation session. Sponsor to provide video in advance of the Tourism Congress for incorporation into the program.

Bronze level sponsor benefits include:

- Tourism Congress Micro-Site Sponsor Showcase Directory
- Virtual Congress Event Portal
 - Sponsor Scroll
 - Sponsor Showcase Directory
- Lead Generation and Analytics



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