

# Tourism Congress & Canadian Tourism Awards


November 17 - 19, 2026  
Fredericton, New Brunswick



TOURISM INDUSTRY  
ASSOCIATION OF CANADA

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ASSOCIATION DE L'INDUSTRIE  
TOURISTIQUE DU CANADA



## **2026 Tourism Congress November 17 - 19, 2026 Fredericton, New Brunswick**

The Tourism Congress is TIAC's flagship event. It brings together hundreds of tourism industry leaders, government officials, and key stakeholders to discuss trends, challenges, and the future of tourism in Canada. The Congress provides a platform for policy dialogue, networking, and innovative solutions.

The Canadian Tourism Awards, presented by the Tourism Industry Association of Canada (TIAC), recognize the best and brightest in Canada's tourism industry. From outstanding teams and organizations to individual luminaries who surpass all expectations, exemplifying a commitment to provide nothing short of exceptional tourism experiences from coast to coast to coast.

As a value-add, all sponsors receive the attendee contact list of all participants who opt in, generating warm leads from highly engaged delegates.

## About the Tourism Industry Association of Canada

The Tourism Industry Association of Canada (TIAC) is Canada's national, not-for-profit voice for the tourism sector. As a membership-driven organization, TIAC champions policies that strengthen the visitor economy, delivers industry-leading training and tools, and connects members to exclusive events, business intelligence, and national advocacy initiatives.

Through programs such as the READI™ Designation Program and the national READI™ Inventory, TIAC supports tourism businesses in becoming more competitive, sustainable, and export ready.

As the recognized leader representing tourism at the federal level, TIAC offers partners direct access to policymakers, industry influencers, and to conversations shaping Canada's tourism future.

## Why Partner with TIAC?

Partnering with TIAC connects your organization to the people, platforms, and policy conversations shaping Canada's tourism future.

TIAC's national programs offer year-round, high-impact visibility and direct access to Canada's most influential tourism leaders, decision-makers, and policymakers. With limited opportunities in each category, early confirmation ensures premium placement and maximum exposure.

- **National Reach:** Connect with 2,000+ members and more than 8,000 subscribers representing every province, territory, and tourism segment.
- **Credibility & Influence:** TIAC is the trusted national voice for tourism, recognized by government, media, and industry as a leader in advocacy and sector growth.
- **Impact with Purpose:** Your investment directly supports national advocacy, sustainability initiatives, workforce development, and industry readiness programs that strengthen Canada's visitor economy.



## Customized Partnerships & Securing Your Opportunity

Stand out at TIAC's annual national event. Opportunities are limited and confirmed on a first-come, first-served basis.

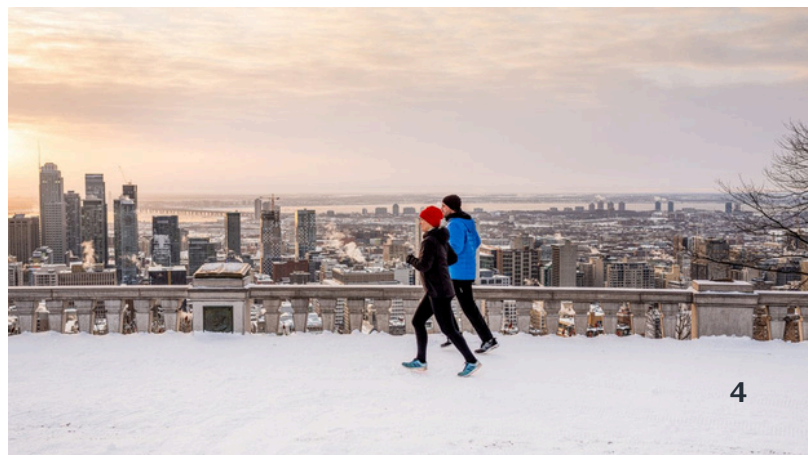
### Looking for something custom?

TIAC welcomes the opportunity to work with partners to co-create tailored activations that align with your brand objectives and support the tourism sector.

**Reserve your opportunity by contacting:**

Ed Byers, Partnership Lead

[sponsorship@tiac-aitc.ca](mailto:sponsorship@tiac-aitc.ca)



# Industry Patron Designation

**Investment:** \$40,000+ (combined membership and sponsorship)

**Descriptor:** Industry Patrons represent the highest level of leadership and collaboration within Canada's tourism sector. This designation recognizes organizations that invest \$40,000 or more annually through combined membership and sponsorship, demonstrating a strong commitment to national tourism growth, innovation, and advocacy.

**ROI:** Becoming an Industry Patron positions your organization as a national tourism leader with elevated access, visibility, and influence. Your investment fuels national advocacy, policy leadership, and programs that directly shape federal decisions impacting tourism.

As an Industry Patron, your organization is prominently recognized as a top-tier national leader contributing to stronger advocacy, sector resilience, and national industry impact.

## Exclusive Industry Patron Benefits:

- Prominent logo placement on TIAC's website and in TIAC's Newsletter, under the dedicated Industry Patron banner.
- Authorization to use the official TIAC Industry Patron mark in corporate communications and promotional materials.
- Monthly national social media recognition featuring all Industry Patrons.
- Exclusive invitation for one (1) representative to attend a private Industry Patron Dinner and/or a high-level networking reception with international buyers at Rendezvous Canada (RVC).
- CEO Virtual Roundtables (three annually) — direct access to TIAC's President & CEO and national industry leaders for strategic dialogue and insight-sharing. Tentative dates for 2026 include:
  - Tuesday, February 3, 2026,
  - Tuesday, June 16, 2026, and
  - Tuesday, October 20, 2026
- Participation in an exclusive Pre-budget consultation round-table.
- Invitation for one (1) representative to participate in Hill Day Forum.

## 2026 Tourism Congress Sponsorship and Partnering Opportunities

Opportunity	Investment	Number of options	Speaking opportunity	Complimentary registration
Canadian Tourism Awards Gala Sponsor	\$50,000	Non-exclusive	✓	4
Tourism Congress Luncheon Sponsor	\$50,000	Exclusive	✓	4
Exclusive Official Carrier	\$50,000	Exclusive		2
Program Topic Inclusion	\$40,000	Four (4) opportunities	✓	2
Maritime Kitchen Party Sponsor	\$30,000	Exclusive (Co-presenting possible)	✓	2
Delegate Lounge Sponsor	\$30,000	Exclusive	✓	2
Opening Plenary Sponsor	\$25,000	Exclusive	✓	1
Official Event App Partner	\$25,000	Exclusive		1
Networking Break Sponsor	\$20,000	Exclusive		1
Canadian Tourism Award Category Sponsor	\$20,000	Multiple opportunities	✓	1
Official TIAC Members' Lounge Partner	\$18,000	Exclusive		1
Professional Headshot Lounge Partner	\$15,000	Exclusive		1
Session Sponsor	\$15,000	Multiple opportunities	✓	1
Official Transportation Partner	\$12,500	Exclusive		1
Immersive 180° Photo Experience Partner	\$12,500	Exclusive		1
Exclusive Sustainability Partner	\$10,000	Exclusive		1
Room Key Sponsor	\$10,000	Exclusive		1
Delegate Badge/Lanyard Sponsor	\$10,000	Exclusive		1
Congress Marketplace Exhibitor	\$8,500	Multiple opportunities		1
Charging Station Sponsor	\$8,500	Multiple opportunities		50% discount
Room Drop Sponsor	\$7,500	Multiple opportunities		50% discount
VIP Meeting Rooms	\$7,500	Exclusive		50% discount
Kitchen Party Bar Sponsors	\$5,000	Multiple opportunities		50% discount
Digital Countdown Clock	\$5,000	Exclusive		50% discount
Taste of the Maritimes Culinary Stations	\$2,500 each	Multiple opportunities		50% discount

# Platinum Opportunities

## Canadian Tourism Awards Gala Sponsor

**Investment:** \$50,000

**Descriptor:** Achieve unparalleled national visibility as the presenting sponsor of the Canadian Tourism Awards Gala, the premier celebration of excellence in Canada's tourism industry. Includes:

- Prominent digital and on-stage branding
- Pre-event promotions across TIAC platforms
- Speaking opportunity during the Gala
- Feature placement in national post-event communications
- VIP Table
- Four (4) full Congress + CTA registrations

**ROI:** High-profile national recognition as a champion of excellence in Canadian tourism, with unmatched brand exposure throughout this marquee event.

## Luncheon Sponsor

**Investment:** \$50,000 per day

**Descriptor:** Exclusive sponsor of the Congress luncheon, one of the most highly attended moments of each day. Includes premium branding on tables, digital screens, signage, and the option for a short speaking opportunity or branded video. Programming to be developed in collaboration with TIAC, including final approval of all speakers. Includes four (4) full delegate registrations.

**ROI:** High-impact brand visibility during prime networking time and direct engagement with hundreds of delegates in a focused, high-energy setting.

**SOLD**

# Platinum Opportunities

## Exclusive Official Carrier

**Investment:** \$50,000

**Descriptor:** Position your airline as the exclusive Official Carrier for the 2026 Tourism Congress & Canadian Tourism Awards. This premium partnership includes prominent branding across all digital, print, and on-site materials, plus a dedicated presence on the “How to Get Here” webpage with booking instructions and preferred fare details and includes two (2) full delegate registrations.

**ROI:** Establish your airline as the preferred travel partner for Canada’s tourism sector, with continuous visibility across every delegate touchpoint from registration and travel planning to on-site engagement and finalist communications.

## Tourism Congress Program Topic Inclusion

**Investment:** \$40,000

**Descriptor:** Guaranteed inclusion of a session topic or speaker in the Congress program (subject to TIAC’s content standards and approval). This opportunity positions your organization as a thought leader contributing to national tourism conversations and includes two (2) full delegate registrations.

**ROI:** Meaningfully influence national dialogue and ensure your expertise is prominently featured within Congress’s strategic programming.



# Gold Opportunities

## Maritime Kitchen Party

**Investment:** \$30,000

**Descriptor:** Take centre stage as the presenting partner of the Maritime Kitchen Party; Congress' high-energy opening night designed to set the tone for connection, culture, and celebration. Your brand will be seamlessly integrated into this authentic East Coast experience, from the first welcome to the final encore.

*Co-presenting options can be explored.*

Includes:

- Exclusive naming rights: "Maritime Kitchen Party presented by [Sponsor]"
- Speaking opportunity (welcome toast and band introduction)
- Verbal recognition by the band during performance
- Premium on-site branding (stage, entrance, and high-visibility areas)
- Prominent logo placement across program, app, and signage
- Inclusion in pre-event promotions and "don't miss" marketing

**ROI:** Position your organization as the host of Congress' most memorable and talked-about experience, aligning your brand with energy, authenticity, and national industry connection.

## Delegate Lounge Sponsor

**Investment:** \$30,000

**Descriptor:** Exclusive sponsor of the Delegate Lounge; the central hub for meetings, networking, and downtime. Ideal for organizations focused on B2B engagement, technology, financial services, or investor relations. Includes branding throughout the space, custom charging stations, and opportunities for product display or experiential activations. Includes two (2) full delegate registrations.

**ROI:** Continuous engagement as delegates gather, rest, and network in your branded space.

# Silver Opportunities

## Opening Plenary Sponsor

**Investment:** \$25,000

**Descriptor:** Sponsor the Opening Plenary, Congress's most highly attended session. Includes on-stage recognition, prominent digital branding, and acknowledgment in the event app and program. Includes two (2) full delegate registrations.

**ROI:** Associate your brand with Congress's premier thought-leadership session and gain visibility with the full delegate audience.

## Official Event App Partner

**Investment:** \$20,000

**Descriptor:** As the Official Event App Partner, your brand becomes the gateway to the entire delegate experience. From schedules and maps to speaker bios and real-time updates, thousands of touchpoints flow through the event app—putting your organization front and centre throughout the program. Your logo is prominently displayed on the app's splash screen, navigation bar, and push notifications, generating hundreds of high-frequency impressions per delegate throughout Congress. Includes one (1) full delegate registrations and the opportunity to include one (1) sponsored push notification per day. Analytics report app traffic, impressions, and engagement.

**ROI:** Year-round visibility through pre-event app access and post-event content. High-frequency brand impressions every time a delegate opens the app. Recognition as a digital innovation supporter for Canada's tourism industry.

## Networking Break Sponsor

**Investment:** \$20,000

**Descriptor:** Sponsor the Congress's official Networking Breaks, featuring branded signage and digital recognition in daily event communications. Includes one (1) full delegate registration. The sponsor can provide branded napkins and coffee cups at their own cost.

**ROI:** High-frequency visibility during peak networking moments as delegates gather, connect, and recharge.

# Silver Opportunities

## Canadian Tourism Award Category Sponsor

**Investment:** \$20,000

**Descriptor:** Sponsor one of the Canadian Tourism Award categories, with on-stage recognition, program visibility, and the opportunity to present the award. Includes one (1) delegate registration and a branded VIP table for award finalists.

**ROI:** Recognition tied to excellence in tourism with strong media visibility.

**This opportunity sells out annually. Early confirmation strongly recommended.**

## Official TIAC Members' Lounge Partner

**Investment:** \$18,000

**Descriptor:** As the Official TIAC Members' Lounge Partner, your brand anchors one of the most valued spaces at the event; a dedicated retreat for TIAC members to network, recharge, meet with partners, and conduct business. This premium, members-only environment offers high visibility and meaningful engagement with Canada's tourism leaders and decision-makers. Your branding will be integrated throughout the lounge, including signage, digital screens (if applicable), tabletop displays, and recognition in the event program and app.

This is an ideal opportunity for a sponsor seeking to be closely aligned with TIAC's membership community and to support the industry's business-to-business connections. Includes one (1) full delegate registration.

**ROI:** High-value visibility with TIAC's most engaged audience: members and senior delegates. Opportunity to leave collateral or host informal meet-and-greets within the lounge (in consultation with TIAC). Branding on all lounge signage, digital displays, and directional materials. Recognition in the event app, program, and onsite announcements as the exclusive lounge partner. Strong association with member value, industry leadership, and professional community-building. Option to provide a branded giveaway or hospitality touch (coffee, snacks, water, etc.) to increase sponsor activation and foot traffic.

# Silver Opportunities

## Professional Headshot Lounge Partner

**Investment:** \$15,000

**Descriptor:** Position your brand as a champion of professional growth by sponsoring the Headshot Lounge. Member delegates will receive complimentary, high-quality professional headshots, one of the most popular experiential activations at TIAC events. Your branding is featured at the studio, on directional signage, and on the digital delivery email.

**ROI:** Position your brand as a champion of professional growth by sponsoring the Headshot Lounge. Member delegates will receive complimentary, high-quality professional headshots, one of the most popular experiential activations at TIAC events. Your branding is featured at the studio, on directional signage, and on the digital delivery email.



# Silver Opportunities

## Session Sponsor

**Investment:** \$15,000 per session

**Descriptor:** Sponsor a Congress session with branding on slides, digital program listings, and session materials. Includes one (1) full delegate registration.

**ROI:** Steady, topic-aligned visibility with a targeted audience throughout the session.

## Official Transportation Partner

**Investment:** \$12,500

**Descriptor:** The Official Transportation Partner supports seamless movement between hotels, venues, and conference events, helping delegates fully engage in the experience. This highly visible opportunity aligns your brand with accessibility, convenience, and a smooth, well-connected conference journey.

Includes:

- Exclusive branding of delegate transportation throughout the conference (including hotel routes and special events)
- Association with a seamless and accessible delegate experience across all conference venues
- Branded presence at key touchpoints (host hotel, event venues, and transportation pick-up/drop-off locations)
- Recognition in pre-event communications, website, and mobile app (e.g., “Getting Around” information)

**ROI:** Align your brand with ease, access, and thoughtful delegate experience—becoming an essential part of how attendees engage with the event.



# Silver Opportunities

## Immersive 180° Photo Experience Partner

**Investment:** \$12,500

**Descriptor:** Step into the spotlight as the sponsor of our full-circle 180° Photo Experience during the Maritime Kitchen Party. Delegates capture dynamic slow-motion videos and branded photo clips that are instantly shareable on social media. Your logo is displayed on all digital outputs, on-site signage, and the sharing interface. Includes one (1) delegate registration.

**ROI:** Extensive brand visibility across attendee-generated social posts. Direct lead capture of engaged participants. Strong presence in a fun, high-energy activation that creates buzz. Inclusion in event photography and recap materials where the booth appears.

## Exclusive Sustainability Partner

**Investment:** \$10,000

**Descriptor:** Be featured as TIAC's Sustainability Partner, supporting eco-friendly practices throughout Congress and in all sustainability-related communications. Includes one (1) delegate registration.

**ROI:** Aligns your brand with environmental leadership and responsible tourism.



# Silver Opportunities

## Exclusive Room Key Sponsor

**Investment:** \$10,000

**Descriptor:** Feature your logo on all official partner hotel room keys used by Congress delegates. Includes one (1) delegate registration.

**ROI:** High-exposure opportunity ensuring daily impressions throughout each delegate's stay.

## Exclusive Delegate Badge/Lanyard Sponsor

**Investment:** \$10,000

**Descriptor:** Feature your logo on all delegate badge or Lanyard worn throughout Congress, plus digital recognition in the event app. The sponsor provides and ships the product. Includes one (1) delegate registration.

**ROI:** Unmatched visibility as your logo appears in all photos, sessions, and networking events.

## Congress Marketplace Exhibitor

**Investment:** \$10,000 per booth

**Descriptor:** Showcase your organization in the Congress Marketplace with a branded 10'x10' exhibit space, including Wi-Fi access and signage. Note must be a TIAC Member. Includes one(1) full delegate registration.

**ROI:** Direct engagement with tourism professionals and buyers in a high-traffic marketplace environment.

# Bronze Opportunities

## Charging Station Sponsor

**Investment:** \$8,500 per station

**Descriptor:** Place branded charging stations throughout Congress for continuous delegate interaction and visibility. Includes 50% discount on one (1) full delegate registration.

**ROI:** Frequent interaction as delegates recharge devices; your logo stays top of mind.

## Room Drop Sponsor

**Investment:** \$7,500

**Descriptor:** Deliver branded items or messages directly to delegates' hotel rooms for a memorable, personalized touchpoint. Sponsor provides and ships the product and covers room-drop costs. Includes a 50% discount on one (1) full delegate registration.

**ROI:** Personal and memorable engagement that reinforces your brand daily.

## VIP Meeting Rooms

**Investment:** \$7,500

**Descriptor:** Sponsor a branded private meeting room available for delegate meetings and networking throughout Congress. Includes a 50% discount on one (1) full delegate registration.

**ROI:** Associates your brand with productivity, connection, and collaboration.



# Bronze Opportunities

## Kitchen Party Bar Sponsors

**Investment:** \$5,000

**Descriptor:** Be at the heart of the celebration by hosting one of the most social and high-traffic areas of the Kitchen Party. This is where conversations start, connections are made, and the energy builds. Two (2) available.

Includes:

- Exclusive branding at a dedicated bar
- Signature drink naming rights
- High-visibility placement in a premium gathering area
- Optional branded cups or cocktail napkins (production at sponsor cost)
- Opportunity to feature or incorporate product (if applicable)

**ROI:** Drive strong brand recall through repeated, high-impact interactions in one of the most engaged and social environments of the evening.



## Digital Countdown Clock

**Investment:** \$5,000

**Descriptor:** Feature your logo on the digital countdown clock displayed before all plenaries and sessions ensuring repeated impressions throughout Congress. Includes a 50% discount on one (1) full delegate registration.

**ROI:** High-frequency exposure seen repeatedly by all delegates throughout Congress.

# Bronze Opportunities

## Taste of the Maritimes Culinary Stations (Limited Availability)

**Investment:** \$2,500 each

**Descriptor:** Showcase your brand through one of the Kitchen Party's signature culinary experiences. Each station highlights iconic East Coast flavours, creating a natural and authentic way to connect with delegates.

Stations Include:

- The Kitchen Table – Soup & Bread Station
- The Wharf Fry – Fish & Chips Station
- The Dockside Grill – Slider Station
- The Shed Supper – Baked Potato Bar
- The Fisherman's Catch – Seafood Table
- The Bake Table – Sweet Station

Includes:

- Branded presence at a dedicated culinary station
- Integration into station signage and themed naming
- Association with a featured East Coast food experience
- Subtle, authentic brand storytelling tied to the experience

**ROI:** Align your brand with one of the most memorable sensory elements of the event—creating meaningful, experience-driven connections with delegates.



Reserve your opportunity by contacting:

**Ed Byers**

Partnership Lead

[sponsorship@tiac-aitc.ca](mailto:sponsorship@tiac-aitc.ca)

