

TOURISM CONGRESS PARTNERSHIP & BRANDING PROGRAM

2019



**TO BOOK AN
OPPORTUNITY CONTACT**

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2019 TOURISM CONGRESS PARTNERSHIP & BRANDING PROGRAM

Looking for an amazing opportunity to reach tourism industry leaders and decision makers from coast to coast to coast? Want to generate brand awareness and create impact? Look no further than the 2019 edition of the Tourism Congress and the Canadian Tourism Awards.

The 2019 Tourism Congress takes place November 19 & 20 at the Westin Hotel, Ottawa and is the Tourism Industry Association of Canada's annual conference bringing together industry leaders, professionals and influencers from across Canada under one roof. More than 320 industry professionals attended last year's Tourism Congress and over 400 delegates and more than 20 Members of Parliament, including The Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie, enjoyed the Canadian Tourism Awards.

The 2019 Canadian Tourism Awards takes place the evening of November 20 and is a celebration recognizing success, leadership and innovation in Canada's tourism industry, and rewards those people, places, organizations and events that have gone above and

beyond to offer travellers superior tourism experiences in Canada. The Canadian Tourism Awards have become the standard of excellence for businesses and organizations in the travel industry, showcasing the nation's best tourism products, services and experiences.

This year's Partnership & Branding Program offers impactful, proven and cost-effective opportunities and creative options to reach and make connections with Canada's top tourism industry leaders and stakeholders. In the pages that follow, you will find a range of options delivering solid results and an excellent return on investment.

As numerous sector and government meetings also take place in conjunction with the Tourism Congress, you have the opportunity to generate awareness and meet with representatives of the Provincial and Territorial Tourism Industry Associations, Destination Marketing Association of Canada, Meetings Means Business, Destination Canada's Board of Directors and other travel and tourism groups.

Don't miss this opportunity to get your

brand in the faces of the industries' most influential leaders. The event attracts a veritable cross section of Canada's tourism industry, with representatives from diverse lines of business, including local, provincial and national destination authorities and tourism industry associations, air and passenger rail services, airport authorities, hotels, attractions, tour operators, suppliers and political influencers.

Book your sponsorship and branding opportunity today and start connecting with Canada's Tourism Industry.

Opportunities are limited and available to TIAC Members ONLY on a "first come, first served" basis, so don't miss out. Call or email **Jennifer Taylor**, Vice President, Marketing and Member Relations at (902) 698-0984 or jtaylor@tiac-aitc.ca.

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

Your Reach



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, 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.

In conjunction with Tourism Congress, a number of sectoral meetings take place, including the Provincial & Territorial Tourism Industry Association and the Destination Marketing Organization of Canada, resulting in greater representation from these groups. Provincial tourism agencies and departments from coast to coast to coast also attend the event, along with representatives of Destination Canada.

Tourism Congress Historical Attendance

DATE	LOCATION	CONGRESS	AWARDS
2018	Hilton, Gatineau, QC	324	408
2017	Hilton, Gatineau, QC	336	466
2016	Hilton, Gatineau, QC	337	459
2015	Westin, Ottawa, ON	350	445
2014	Westin, Ottawa, ON	312	412
2013	Fairmont Chateau Laurier, Ottawa, ON	304	392
2012	Hilton, Gatineau, QC	281	389
2011	Fairmont Chateau Laurier, Ottawa, ON	309	392



How to Secure an Opportunity

Opportunities are limited and available to **TIAC Members ONLY** on a “first come, first served” basis, so don’t miss out!

Customized Sponsorship Options: 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, Vice President, Marketing and Member Relations direct at (902) 698-0984 or email jtaylor@tiac-aitc.ca.

2018 Sponsor Feedback



100%

100% Satisfaction – 2018 Tourism Congress met Sponsor Objectives

SPONSOR OBJECTIVES

- Brand Awareness
- Lead Generation
- Networking

SPONSOR FEEDBACK

- 67% very satisfied with social media promotion; 33% were somewhat satisfied
- 33% felt the Congress e-Newsletter was very valuable (67% valuable or somewhat valuable)
- All survey respondents agreed the attending delegates were the right level of decision makers
- All sponsors felt there was ample time to interact and network with delegates
- All survey respondents would consider sponsoring the 2019 Tourism Congress and/or the 2019 Canadian Tourism Awards

DELEGATES' TOP 4 OBJECTIVES FOR ATTENDING TOURISM CONGRESS

- Industry information (panels and keynotes)
- Networking
- Canadian Tourism Awards

DELEGATE FEEDBACK - 2018 TOURISM CONGRESS

- 100% of delegates were satisfied with Tourism Congress
- 90% of the delegates would recommend the event to colleagues
- 64% of delegates have been in the tourism industry for 15+ years
- 24% of delegates were first time Tourism Congress attendees
- 14% have been in the industry between 0-4 years
- 62% of delegates had attended Tourism Congress 2-8 times

Delegate Comments

“IT’S A FANTASTIC OPPORTUNITY TO NETWORK WITH TOURISM PROFESSIONALS ACROSS THE COUNTRY, TO LEARN FROM SPEAKERS WITH DEEP INSIGHTS INTO THE INDUSTRY, AND TO CELEBRATE THE CANADIAN TOURISM SECTOR’S SUCCESSES AT THE AWARDS CEREMONY.”

“I THINK IT’S A GREAT EVENT THAT REALLY WRAPS UP THE YEAR OF HARD SELLING AND OPERATING OUR BUSINESS AND I LIKE THAT WE JUST GET A CHANCE TO LEARN A BIT AND SEE OUR FRIENDS IN A RELAXED ATMOSPHERE.”

“IT IS CANADA’S PREMIER TOURISM INDUSTRY EVENT AND THE BEST PLACE TO RECEIVE CURRENT INFORMATION AND STRENGTHEN INDUSTRY/GOVERNMENT PARTNERSHIPS.”

“IN ANY GIVEN YEAR, EITHER INDUSTRY INFORMATION OR NETWORKING COULD BE MORE IMPORTANT. IN 2018, THE INDUSTRY INFORMATION WAS EXCELLENT, SO I RANKED IT HIGHEST. THE CANADIAN TOURISM AWARDS ARE ALSO VERY IMPORTANT TO OUR ORGANIZATION. THE DMO AND TIA MEETINGS THAT ARE SCHEDULED AROUND CONGRESS ALSO ADD TO ITS VALUE.”

Communications

TOURISM CONGRESS NEWSLETTER

In 2018, 8 editions of the Tourism Congress Newsletter were sent out starting August 22 through to November 26. Consistently performing above the industry average, here is a breakdown of engagement:

Average Open Rate* – 27% (Industry Avg 14%)

Average Click-Through Rate – 7% (Industry Avg 5%)**

*Open rate is the percentage of recipients who opened your email.

**Click-through rate is the percentage of times links are clicked in your email.

BLOG PAGE

Tourism Congress + Canadian Tourism Awards
(Aug 20, 2018 to March 1, 2019)

ENGLISH Blog

1,014 – Pageviews
01:51 – Average time spent on this page

FRENCH Blog

101 – Pageviews
00:34s – Average time spent on this page



CONGRESS PARTNERS PLAYLIST

(Aug 22, 2018 to March 1, 2019)

250 – Average views per sponsor video

8.1K – Impressions

3.6% – Impressions click-through rate



OCTOBER 2018

85K – Tweet impressions

7,590 – Profile visits

124 – Mentions

NOVEMBER 2018

202K – Tweet impressions

12,2K – Profile visits

335 – Mentions



On average, **400 views** per post

2019 Tourism Congress Schedule

TIME	DAY 1 – NOV 19TH 2019	DAY 2 – NOV 20, 2019
08:00 - 17:00	● Registration	● Registration
08:30	● TIAC Annual General Meeting	● Parks Canada Breakfast
09:30	● Networking Break	Presentation: A Global Perspective on the Travel Economy
09:45		● Networking Break
10:00	● Tourism Congress Official Opening	● Session: Quality Investments in Tourism Supporting Tourism
10:10	● Leadership Report	
10:30	● Session: Federal Election Debrief - What it Means for Tourism	● Networking Break
11:30	● Networking Break	● Session – Language Matters (TIAC Talks)
12:00	● Air Canada Canadian Tourism Hall of Fame Luncheon	
12:30		● Marriot Hotels of Canada Luncheon
13:30	● Networking Break	Presentation: My Money, My Choice – The Triple Bottom Line Approach
13:45	● Session: A New North Star, Canadian Competitiveness in an Intangible’s Economy	
14:00		● Session – TBC
15:00	● Networking Break	● Networking Break
15:30	● Session – Data: Marketing’s New Gold	● Destination Canada - Public Annual Meeting
16:30		
17:00	● Metro Toronto Convention Centre – Meetings Mean Business Opening Reception	
18:30	● Free Night	● Sponsored Reception for the Canadian Tourism Awards
19:00		● The Canadian Tourism Awards, presented by the Toronto Star and WestJet
21:00		

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PARTNERSHIP & BRANDING PROGRAM – QUICK GLANCE

	Investment	Sponsorship Level	Company Name / Logo on Stages - all time	Complimentary Full Registration	Speaking Opportunity	Sponsor Recognition - online, onsite and verbal	Infomercial (max 2 min) played on Congress YouTube Playlist	Editorial highlight in Tourism Congress e-news	Branded post on TIACs social media channels (Twitter and Facebook)	Reserved Table at Luncheons	Delegate List	Sponsor Ribbon
Presenting Partner of Tourism Congress	\$50,000	Diamond	✓	10	2-3 min	✓	2	4	4	✓	✓	✓
Hall of Fame Luncheon - Nov 19	SOLD Air Canada	Platinum		2	2-3 min	✓	1	2	2		✓	✓
Wednesday Luncheon & Keynote - Nov 20	SOLD Marriott Hotels of Canada	Platinum		2	2-3 min	✓	1	2	2		✓	✓
Wednesday Official Breakfast Host - Nov 20	SOLD Parks Canada	Platinum		2	2-3 min	✓	1	2	2		✓	✓
Meetings Mean Business Opening Reception - Nov 19	SOLD Metro Toronto Convention Centre	Platinum		2	2-3 min	✓	1	2	2		✓	✓
Official Prize Draw Contributor	SOLD Rocky Mountaineer	Platinum		2	2-3 min	✓	1	2	2		✓	✓
Official Carrier	SOLD WestJet	Platinum		2		✓	1	2	2		✓	✓
Networking Lounge	ON HOLD	Platinum		2		✓	1	2	2		✓	✓
Audio Visual Sponsor	SOLD CCR Solutions	Event Partner		2		✓	1	2	2		✓	✓
Signage Sponsor	SOLD Goodkey Show Services Ltd.	Event Partner		2		✓	1	2	2		✓	✓
Registration Plus Partner	\$10,000	Gold		2		✓	1	1	1		✓	✓
Wine and Spirit Sponsor (Canadian Tourism Awards – Nov 20)	\$10,000 or in-kind	Gold		2		✓	1	1	1		✓	✓
Travel Trade Media Sponsor	SOLD Baxter Media	Gold		2		✓	1	1	1		✓	✓

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Session Sponsors	\$5,000	Silver		1	2-3 min	√	1	1	1		√	√
Branded Twitter Wall / Social Media Display	\$5,000	Silver		1		√	1	1	1		√	√
Branded Charge Stations	\$3,500	Silver		1		√	1	1	1		√	√
Student Sponsor	\$2,000	Bronze		1		√			1		√	√
Delegate Room Drop	\$2,000 plus hotel room drop fee	Bronze		1		√			1		√	√
Exhibitor - TIAC Members' Only	\$1,750	n/a		1								

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Diamond Sponsorship – Presenting Partner

\$50,000 FOR AN EXCLUSIVE OPPORTUNITY

This signature opportunity will position your company as an important industry leader with your brand inextricably linked to the title of this national event. “2019 Tourism Congress Presented by Your Company” will provide your company with visibility before, during, and following the event in all industry and media outreach, as well as all signs and materials.

Furthermore, your company will benefit from the following opportunities for delegates to hear directly from you:

- Welcome message (2-3 minutes) by your company representative during official opening;
- Four (4) editorial highlights (maximum 150 words and 1 picture) in four of eight editions of Tourism Congress e-news;
- Special article in TIAC’s industry newsletter, TIAC Talk, which reaches more than 6,000 industry stakeholders;
- Two (2) infomercials (maximum 2 minutes) on TIAC’s 2019 Tourism Congress playlist on YouTube (active from October to November);
- Four (4) social media posts on TIAC’s Facebook and Twitter channels;

Additional branding opportunities include your name/logo on all event signs and other materials, as follows:

- Main stage signage;
- Sponsor recognition standees and presentation slides;
- Verbal recognition;
- 2019 Tourism Congress website, with hyperlink to your website;
- 2019 Tourism Congress e-news (8 issues), with hyperlink to your website;

Plus:

- Ten (10) complimentary delegate registrations, including tickets to the Canadian Tourism Awards (valued at \$9,000);
- Partner ribbon for each delegate from your company;
- Two (2) reserved tables at each luncheon – rounds of 10; providing you opportunity to invite other registered delegates to your tables;
- Delegate list (qualified and approved).

2019

Platinum Sponsorships

A PLATINUM SPONSORSHIP WOULD POSITION YOUR COMPANY AS A LEADER AMONGST YOUR TOURISM INDUSTRY PEERS.

Seven (7) unique platinum sponsorship opportunities are available.

Option 1: Hall Of Fame Luncheon (November 19) – **SOLD**
– Air Canada

Option 2: Meetings Mean Business Opening Reception (November 19) – **SOLD** - Metro Toronto Convention Centre

Option 3: Wednesday Official Breakfast Host (November 20) – **SOLD** – Parks Canada

Option 4: Wednesday Luncheon & Keynote (November 20) – **SOLD** – Marriot Hotels Of Canada

Option 5: Official Carrier – **SOLD** – Westjet

Option 6: Official Prize Draw Contributor – **SOLD**
– Rocky Mountaineer

Option 7: Networking Lounge – **ON HOLD**

Each platinum sponsor will have the opportunity to address delegates directly, as follows:

- Two (2) editorial highlights (maximum 150 words and 1 picture) in one edition of Tourism Congress e-news;
- One (1) infomercial (maximum 2 minutes) on TIAC's 2019 Tourism Congress playlist on YouTube (active from October to November);

- Two (2) social media posts on TIAC's Facebook and Twitter channels;

In addition, your company's name/logo will be present on event signs and other materials, as follows:

- Sponsor recognition standees and presentation slides;
- Verbal recognition;
- 2019 Tourism Congress website, with hyperlink to your website;
- 2019 Tourism Congress e-news (8 issues), with hyperlink to your website;

Plus:

- Two (2) complimentary delegate registrations including tickets to the Canadian Tourism Awards (valued at \$1,790);
- Partner ribbon for each delegate from your company;
- Delegate list (qualified and approved).

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Event Partners

Option 1: Audio Visual Sponsor – **SOLD** - CCR Solutions

Option 2: Signage Sponsor – **SOLD**

- Goodkey Show Services Ltd.

Each event partner will have the opportunity to address delegates directly, as follows:

- Two (2) editorial highlights (maximum 150 words and 1 picture) in one edition of Tourism Congress e-news;
- One (1) infomercial (maximum 2 minutes) on TIAC's 2019 Tourism Congress playlist on YouTube (active from October to November);
- Two (2) social media posts on TIAC's Facebook and Twitter channels;

In addition, your company's name/logo will be present on event signs and other materials, as follows:

- Sponsor recognition standees and presentation slides;
- Verbal recognition;
- 2019 Tourism Congress website, with hyperlink to your website;
- 2019 Tourism Congress e-news (8 issues), with hyperlink to your website;

Plus:

- Two (2) complimentary delegate registrations including tickets to the Canadian Tourism Awards (valued at \$1,790);
- Partner ribbon for each delegate from your company;
- Delegate list (qualified and approved).

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Gold Sponsorships

Option 1: Registration Plus Partner - \$10,000

Branded online registration form; lanyard and registration desk signage with option to place up to two (2) pop-up banners next to or near registration (banner to be pre-approved by TIAC).

Option 2: Wine And Spirit Sponsor - Canadian Tourism Awards (November 20) - \$10,000 or Equivalent In-Kind

Your products would be the sole beverage served the evening of the 2019 Canadian Tourism Awards, including during the lead-in reception. As sole provider, you have the option to place up to four (4) pop-up banners throughout the reception and outside the main entrance to the ballroom. For an additional cost, you also have the option to increase your brand exposure through branded napkins to be used throughout the evening.

Option 3: Travel Trade Media Sponsor - \$10,000 or Equivalent In-Kind – **SOLD** - Baxter Media

We are seeking one sponsor to provide an in-kind contribution of editorial and/or advertising space for industry outreach before and after 2019 Tourism Congress, for a period of one year. This is an opportunity for you to be viewed by your tourism industry clients as a significant support and partner of TIAC.

Each Gold Level partner will have the opportunity to address delegates directly, as follows:

- One (1) editorial highlights (maximum 150 words and 1 picture) in one edition of Tourism Congress e-news;

- One (1) infomercial (maximum 2 minutes) on TIAC's 2019 Tourism Congress playlist on YouTube (active from October to November);
- Two (1) social media posts on TIAC's Facebook and Twitter channels;

In addition, your company's name/logo will be present on event signs and other materials, as follows:

- Sponsor recognition standees and presentation slides;
- Verbal recognition;
- 2019 Tourism Congress website, with hyperlink to your website;
- 2019 Tourism Congress e-news (8 issues), with hyperlink to your website;

Your company representatives will be invited to attend the event as follows:

- Two (2) complimentary delegate registrations including tickets to the Canadian Tourism Awards (valued at \$1,790);
- Partner ribbon for each delegate from your company;
- Delegate list (qualified and approved).

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Silver Sponsorships

Option 1: Session Sponsor - \$5,000

Your company can be the presenting sponsor of a specific session of the 2019 Tourism Congress. Your representative would have the opportunity to introduce the speakers or moderator – up to two (2) minutes – TIAC to provide script. Also, you may place up to two promotional pop-up banners in the session room and two at the entrance to the room, certain restrictions apply and banners must be pre-approved by TIAC.

Option 2: Sponsor of Twitter Wall/Social Media Display - \$5,000

A highly visible digital display will highlight your company name/logo while it live-streams tweets throughout the two-day event.

Option 3: Branded Charging Station - \$5,000

Each Silver Level sponsor will have the opportunity to address delegates directly, as follows:

- One (1) editorial highlight (maximum 150 words and 1 picture) in one edition of Tourism Congress e-news;
- One (1) social media post on TIAC's Facebook and Twitter channels;
- One (1) half-page advertisement in print program (inside placement);

In addition, your company's name/logo will be present on event signs and other materials, as follows:

- Sponsor recognition standees and presentation slides;
- Verbal recognition;
- 2019 Tourism Congress website, with hyperlink to your website;
- 2019 Tourism Congress e-news (8 issues), with hyperlink to your website;

Your company representatives will be invited to attend the event as follows:

- One (1) complimentary delegate registration (valued at \$895);
- Partner ribbon for each delegate from your company;
- Delegate list (qualified and approved).

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Bronze Sponsorships

Option 1: Student Sponsor - \$2,000

This is an opportunity to help a student attend the Tourism Congress and learn more about the wonderful opportunities this industry has to offer.

Option 2: Delegate Room Drop - (\$2,000 plus hotel room drop fee)

This is an exclusive opportunity to deliver your branded swag/product directly to the delegate's room. Certain restrictions apply.

Each bronze sponsor will have the opportunity to address delegates directly, as follows:

- One (1) social media post on TIAC's Facebook and Twitter channels;

In addition, your company's name/logo will be present on event signs and other materials, as follows:

- Sponsor recognition standees and presentation slides;
- Verbal recognition;
- 2019 Tourism Congress website, with hyperlink to your website;
- 2019 Tourism Congress e-news (8 issues), with hyperlink to your website.

Plus:

- One (1) complimentary delegate registrations (valued at \$895);
- Partner ribbon for each delegate from your company;
- Delegate list (qualified and approved).

2019

Other Branding & Promotional Opportunities

Option 1: Exhibitor - \$1,750 – Only available to TIAC Members, space is limited

TIAC is pleased to offer members ONLY exhibit space with one full delegate registration at the 2019 Tourism Congress.

Located in the Foyer between the main plenary room and the Networking lounge, TIAC members will have an opportunity to increase their profile by showcasing and sampling innovative products, services, and ideas to delegates.

Exhibit space is limited and available on a first come first service basis. Exhibitors will be provided with one six (6) foot shirted table.

The footprint of the space is approximately 6 feet wide by 4 feet deep. This is not traditional space, as such exhibitors may only use a table top pop-up banner; no floor banners are permitted.

Electrical power and an internet connection are available for an additional charge.



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TO BOOK AN OPPORTUNITY CONTACT

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