

the  
**tourismcongress**



NOVEMBER 28-29, 2017

HILTON LAC-LEAMY, GATINEAU, QC



**PARTNERSHIP &  
BRANDING PROGRAM**

# 2017 TOURISM CONGRESS PARTNERSHIP & BRANDING PROGRAM

Looking for a targeted and impactful sponsorship or branding opportunities that reaches Canada's Tourism Industry, look no further than the 2017 Tourism Congress and Canadian Tourism Awards.

This year's Tourism Congress Partnership Program offers proven cost-effective opportunities and new creative options to reach and make connections with Canada's top tourism industry leaders and stakeholders.

Each year, the Tourism Industry Association of Canada brings together industry leaders, professionals and influencers from coast to coast to coast under one roof at its annual Tourism Congress and Canadian Tourism Awards.

More than 330 industry professionals attended last year's Tourism Congress and over 450 delegates including 23 MPs enjoyed the Canadian Tourism Awards.

The 2017 edition of TIAC's Tourism Congress and Canadian Tourism Awards will return to the Hilton Lac-Leamy in Gatineau from November 27 - 29. Considered the industry's must attend event, attendance is expected to continue to grow.

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 2017 Tourism Congress and Canadian Tourism Award sponsorship and branding opportunity today!

An investment in the 2017 Tourism Congress Partnership & Branding Program provides an outstanding venue to differentiate your brand and position your organization as a national leader while supporting TIAC.

Opportunities are limited and available 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.travel](mailto:jtaylor@tiac.travel).

We look forward to working with you in showcasing your business and hosting another successful Tourism Congress.



*"It is a well organized, excellent program and extremely high in networking with high level people and organizations that don't normally attend other conferences."*

*- 2016 Congress Sponsor*

# HOW TO BOOK A SPONSORSHIP OPPORTUNITY

## Contact Jennifer Taylor

Vice President, Marketing and Member Relations  
Tourism Industry Association of Canada  
Direct: (902) 698-0984  
Email: jtaylor@tiac.travel

## CUSTOMIZED SPONSORSHIP OPTIONS

Sponsorships for the 2017 Tourism Congress are assigned on a first-come, first-serve basis. If you have a unique sponsorship idea you would like to explore, give us a call, as we look forward to working with you in creating a new and successful branding opportunity.

## WHO YOU WILL REACH

The 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 the Tourism Congress, as well as 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 The Tourism Congress, a number of sectoral meetings take place including the Provincial & Territorial Tourism Industry Association, Hotel Association of Canada 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. Delegate Feedback - 2016 Tourism Congress



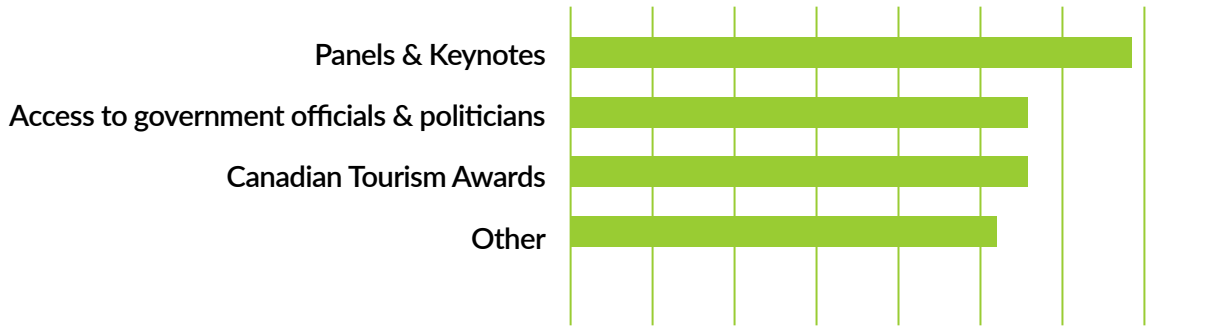
*"Great networking with folks from across the country. Nice to compare notes with other jurisdictions."*

*- 2016 Congress Delegate*

# DELEGATE FEEDBACK - 2016 TOURISM CONGRESS

Delegates attend the Tourism Congress for a number of reasons! As you can see below, the top three reasons were to attend panels & keynotes, access government and to attend the Canadian Tourism Awards.

## REASONS FOR ATTENDING TIAC'S TOURISM CONGRESS



**82% OF THE 2016 TOURISM CONGRESS DELEGATES WERE SATISFIED OR VERY SATISFIED WITH THE EVENT.**

**THE MAJORITY OF DELEGATES HAVE ATTENDED THE CONGRESS MORE THAN 2 TIMES.**

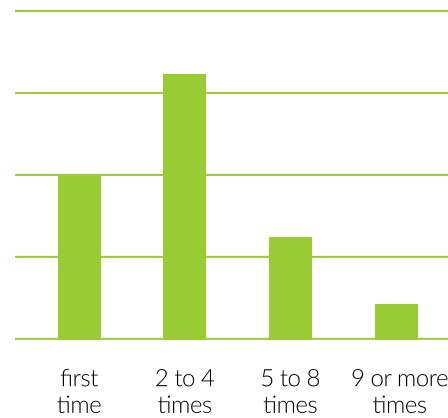
### OVERALL SATISFACTION

**36%**  
OF DELEGATES  
VERY SATISFIED

**46%**  
OF DELEGATES  
SATISFIED

**18%**  
OF DELEGATES  
SOMEWHAT  
SATISFIED

### NUMBER OF TIMES ATTENDED TIAC'S TOURISM CONGRESS



## TOURISM CONGRESS HISTORICAL ATTENDANCE

DATE	LOCATION	TOURISM CONGRESS	CANADIAN TOURISM AWARDS
2016	Hilton, Gatineau, QC	336	458
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

## PARTNER FEEDBACK – 2016 TOURISM CONGRESS

Twenty-nine partners supported the 2016 Tourism Congress and Canadian Tourism Awards including:

Aboriginal Tourism Association of Canada

Air Canada

Baxter Travel Media

Best Western International

Brewster Travel Canada

CCR Solutions

China UnionPay

Culinary Tourism Alliance

Fairmont Hotels & Resorts

Festival Juste pour Rire

Goodkey Show Service

Green Tourism Canada

Headwaters Tourism

Hilton World Wide

HLT Advisory

HAC/ GreenKey

InnVest Hotels

Metro Toronto Convention Centre

NANOS RESEARCH Group of Companies

Parks Canada

Restaurants Canada

Rocky Mountaineers

The Toronto Star

Tourism HR Canada

Tourism Toronto

Transat AT Inc.

VIA Rail Canada

Visa Canada

WestJet Airlines

## PRIMARY SPONSORSHIP OBJECTIVES

The top two reasons sponsors partnered at the 2016 Tourism Congress and Canadian Tourism Awards was to create brand awareness and network.

100% of sponsors felt the Tourism Congress and Canadian Tourism Awards met their objectives.

*“Really a place to find industry leaders all in the same place, the information shared during the sessions is top notch.”*

*- 2016 Congress Delegate*

# THE 2017 TOURISM CONGRESS SCHEDULE

Schedule subject to change

	Monday, November 27	Tuesday, November 28	Wednesday, November 29
08:00 – 17:00	Registration		
09:00	Sectoral meetings including the Provincial & Territorial Tourism Industry Association, Hotel Association of Canada and the Destination Marketing Organization of Canada (private meetings)	TIAC Annual General Meeting (TIAC Member Only)	<b>Key Note Sponsored Breakfast 08:30-10:00</b>
10:00		Destination Canada Public Meeting	
11:00		<b>Sponsored Nutritional Break</b>	<b>Sponsored Nutritional Break</b>
		Tourism Congress Official Opening Ceremony, presented by Air Canada	Panel Session
12:00		Canadian Tourism Hall of Fame Luncheon presented by Air Canada 12:00 – 13:30	<b>Key Note Sponsored Luncheon 12:00-13:30</b>
13:00			
14:00		Leadership Report	Panel Session
		<b>Sponsored Nutritional Break</b>	<b>Sponsored Nutritional Break</b>
15:00		Sessions	Panel Session
16:00		CEO Panel	Closing Comments
17:00			
18:00		Chair Opening Reception Hosted by InnVest Hotels	<b>Sponsored Reception Canadian Tourism Awards</b>
19:00		Canadian Tourism Awards presented by The Toronto Star  19:00 – 22:00	
20:00			
21:00			
22:00			<b>Sponsored After Party</b>

# 2017 TOURISM CONGRESS PARTNERSHIP & BRANDING PROGRAM – QUICK GLANCE

	Investment	Complimentary Registration	Speaking Opportunity	Logo displayed on Main Stage	Logo hyper-link to website, on-site signage, online and verbal recognition	Infomercial (3 min) on Website	Custom e-blast	Highlight in Congress e-News	Highlight on TIAC Social Media Channels Twitter/Facebook	Print Program Advertisement	Reserved Table at Event	Delegate List
<b>Diamond Partner Options</b>												
Presenting Partner of the Tourism Congress	\$30,000	6	√	√	√	√	√	√	√	full page	√	√
Presenting Partner of the Canadian Tourism Awards – Wednesday, Nov 29h	<b>SOLD</b>	6	√	√	√	√	√	√	√	full page	√	√
<b>Platinum Partner Options</b>												
Official Opening & Hall of Fame Luncheon - Tuesday, Nov 28th	<b>SOLD</b>	3	√	√	√	√		√	√	1/2 page		√
Official Breakfast Host - Wednesday, Nov 29th	\$15,000	3	√	√	√	√		√	√	1/2 page		√
Wednesday's Luncheon & Keynote, Nov 29th	\$15,000	3	√	√	√	√		√	√	1/2 page		√
Official Carrier	<b>SOLD</b>	3		√	√	√		√	√	1/2 page		√
MP Shuttle Sponsor including coach and driver	In-Kind Contribution	3		√	√	√		√	√	1/2 page		√
Executive Padfolio	\$15,000	3		√	√	√		√	√	1/2 page		√
Signage Sponsor	<b>SOLD</b>	3		√	√	√		√	√	1/2 page		√
Audio Visual Sponsor	<b>SOLD</b>	3		√	√	√		√	√	1/2 page		√
<b>Gold Partner Options</b>												
Host Chair's Opening Reception, Tuesday, Nov 28th	<b>SOLD</b>	2	√		√			√	√	1/3 page		√
Host Canadian Tourism Awards Reception, Wednesday, Nov 29th	\$10,000	2	√		√			√	√	1/3 page		√

	Investment	Complimentary Registration	Speaking Opportunity	Logo displayed on Main Stage	Logo hyper-link to website, on-site signage, online and verbal recognition	Infomercial (3 min) on Website	Custom e-blast	Highlight in Congress e-News	Highlight on TIAC Social Media Channels Twitter/Facebook	Print Program Advertisement	Reserved Table at Event	Delegate List
<b>Gold Partner Options Continued</b>												
Canadian Tourism Awards After Party, Wednesday, Nov 29th	\$10,000	2	√		√			√	√	1/3 page		√
Networking Lounge & Retreat	\$10,000	2			√			√	√	1/3 page		√
Travel Trade Media Sponsor	in-kind, value of \$10,000	2			√			√	√	1/3 page		√
<b>Silver Partner Options</b>												
Leadership Report – Tues, Nov 28th	\$5,000	1	√		√				√	1/4 Page		√
Host of Ted-Talk Style Session	\$5,000	1	√		√				√	1/4 Page		√
CEO Panel	\$5,000	1	√		√				√	1/4 Page		√
Branded Name Badge Holder	\$5,000	1			√				√	1/4 Page		√
Mobile Charging Station	\$5,000	1			√				√	1/4 Page		√
Event Announcer/Voice Over	in-kind \$5,000	1			√				√	1/4 Page		√
Videographer	in-kind \$5,000	1			√				√	1/4 Page		√
Photographer	in-kind \$5,000	1			√				√	1/4 Page		√
Closing Ceremonies Prize Draw	in-kind \$5,000	1			√				√	1/4 Page		√
<b>Bronze Partner Options</b>												
Nutritional Break Host – 2 Sessions	\$2,500	1			√				√			√
Nutritional Break Host – 2 Sessions	\$2,500	1			√				√			√
Hosted Specialty Coffee Bar – 2 Session	\$2,500	1			√				√			√
Hosted Specialty Coffee Bar – 2 Session	\$2,500	1			√				√			√



	Investment	Complimentary Registration	Speaking Opportunity	Logo displayed on Main Stage	Logo hyper-link to website, on-site signage, online and verbal recognition	Infomercial (3 min) on Website	Custom e-blast	Highlight in Congress e-News	Highlight on TIAC Social Media Channels Twitter/Facebook	Print Program Advertisement	Reserved Table at Event	Delegate List
<b>Bronze Partner Options Continued</b>												
Coat Check Sponsor	\$2,500	1			√				√			√
Wi-Fi Sponsor	\$2,500	1			√				√			√
Registration Sponsor	\$2,500	1			√				√			√

<b>Advertising &amp; Branding Opportunities</b>	
Promotional logo/display Banners and Clings (variety of options including windows, escalators and stair risers)	\$2,000 plus production
Print Program Advertising	\$1,500 Back Cover / \$1,000 inside program
Branded Washrooms	\$1,000 plus production
Two-side Back Lite Boxes	\$750 plus production
Room Drop	\$1,000 +
Congress Exhibitor and 1 Full Registration (TIAC Members only)	\$1,200

## DIAMOND SPONSORSHIPS – \$30,000 PER OPTION

### PRESENTING PARTNER OF THE TOURISM CONGRESS

#### **\$30,000 – Exclusive Opportunity**

This exclusive opportunity will provide your company with significant marketing impact by establishing your brand as an industry leader and aligning it with this annual must attend national event for tourism professionals and stakeholders from coast to coast to coast.

Your company name/logo will be exclusively positioned in the only tag line of the 2017 Tourism Congress; “Presented by...” and will be promoted in all industry and media outreach leading up to and following the event.

As the Presenting Partner of the 2017 Tourism Congress, a representative of your company will be invited to the stage to bring greetings at the opening of the Tourism Congress.

In addition, your company’s support and investment as the Presenting Partner of the 2017 Tourism Congress will be highlighted in special article in TIAC’s industry newsletter “TIAC Talk” which reaches more than 6,000 industry stakeholders.

### PRESENTING PARTNER OF THE CANADIAN TOURISM AWARDS

#### **\$30,000 – Exclusive Opportunity**

This exclusive opportunity will provide your company with significant marketing impact by establishing your brand with this annual must attend celebration of tourism excellence.

Your company name will be included in all industry and media 2017 Canadian Tourism Awards outreach leading up to and following the event and included in the exclusively positioned tag line “Presented by...”.

As the Title Partner of the 2017 Canadian Tourism Award, a representative of your company will be invited to the stage to bring greetings at the opening of the Celebration!

In addition, your company’s support and investment of the 2017 Canadian Tourism Awards will be highlighted in special article in TIAC’s industry newsletter “TIAC Talk” which reaches more than 6,000 industry stakeholders.



## DIAMOND LEVEL SPONSOR BENEFITS

**Speaking Opportunity** – 5-minute speaking opportunity at the beginning of the Tourism Congress or 5-minute speaking opportunity at the beginning of the Canadian Tourism Awards.

### Promotion & Branding

- Recognition as Presenting or Title Partner and Diamond Level Sponsor;
- Logo displayed on main stage at all times (display format TBC);
- Company Name/logo listed and hyper-linked on 2017 Tourism Congress website or Canadian Tourism Awards website, e-promotions, all on-site signage and computer displays as well as verbal recognition;
- Three-minute infomercial linked to the Tourism Congress/Canadian Tourism Award website (format inclusion TBC);
- TIAC will circulate on the partner's behalf a bilingual e-message to delegates. Partner to provide bilingual one-page (max 8" x 11") PDF
- Highlighted in the Congress e-News;
- Highlight on TIAC's Social Media Channels – Facebook and Twitter;
- 1 full page bilingual advertisement in the Tourism Congress Print Program

### Additional Benefits

- Six (6) Complimentary Delegate Registrations (valued \$5,370)
- Partner ribbon for each registered delegate of your organization
- Reserved table at respective event (Congress Luncheons or Canadian Tourism Awards);
- Delegate List (qualified and approved)



## PLATINUM SPONSORSHIPS - \$15,000 PER OPTION

### OFFICIAL OPENING & HALL OF FAME LUNCHEON (NOVEMBER 28TH) **SOLD**

**\$15,000 – Exclusive Opportunity**

### OFFICIAL HOST OF WEDNESDAY'S BREAKFAST (NOVEMBER 29TH)

**\$15,000 – Exclusive Opportunity**

Great opportunity to showcase your company and generate positive brand awareness to more than 350 delegates, as well as work with TIAC in the selection of the morning presenter.

**As Breakfast Host, you enjoy the following additional benefits:**

- Five (5) minutes of speaking opportunity and introduction of guest speaker;
- Present a 2-minute promotional video at the beginning of the breakfast;
- Placement of banners through the breakfast venue
- Option to increase brand exposure, at an additional cost with branded napkins and centre pieces
- Option to circulate promotional material on the tables or a gift (pre-approval by TIAC required)

### SPONSOR WEDNESDAY'S LUNCHEON & KEYNOTE (NOVEMBER 29TH)

**\$15,000 – Exclusive Opportunity**

An excellent opportunity to stand out as a leader and create positive brand exposure among your peers, as well as work with TIAC in the selection of the luncheon presenter.

**As Host of Wednesday's Luncheon, you enjoy the following additional benefits:**

- Five (5) minutes of speaking opportunity and introduction of guest speaker;
- Present a 2-minute promotional video at the beginning of the luncheon
- Placement of banners through the breakfast venue
- Option to increase brand exposure, at an additional cost with branded napkins and centre pieces
- Option to circulate promotional material on the tables or a gift (pre-approval by TIAC required)

## OFFICIAL CARRIER **SOLD**

\$15,000 – Exclusive Opportunity

## MP SHUTTLE SPONSOR

In-kind contribution of motor coach, driver and travel – Exclusive Opportunity

Showcase your company as an industry transportation leader by providing shuttle service for our nation's MPs and political influencers from the Parliament to the Canadian Tourism Awards. Plus display your motor coach outside the Congress venue.

## EXECUTIVE PADFOLIO

\$15,000 Exclusive Opportunity

This unique and exclusive opportunity provides both functionality and brand impact. The Tourism Congress Executive Padfolio will include your logo prominently presented on a quality custom-designed padfolio that is used daily by more than 350 delegates. As an event take home, your brand will travel from Coast to Coast to Coast.

## SIGNAGE SPONSOR **SOLD**

\$15,000 – Exclusive Opportunity

## AUDIO VISUAL SPONSOR **SOLD**

\$15,000 – Exclusive Opportunity



## PLATINUM LEVEL SPONSOR BENEFITS:

### Promotion & Branding

- Recognition as Host or Presenting Partner and Platinum Level Sponsor;
- Logo displayed on main stage at all times (display format TBC);
- Company Name/logo listed and hyper-linked on 2017 Tourism Congress website or Canadian Tourism Awards website, e-promotions, all on-site signage and computer displays as well as verbal recognition;
- Three-minute infomercial linked to the Tourism Congress/Canadian Tourism Award website (format inclusion TBC);
- Highlighted in the Congress e-News;
- Highlight on TIAC's Social Media Channels – Facebook and Twitter;
- ½ page bilingual advertisement in the Tourism Congress Print Program;

### Additional Benefits

- Three (3) Complimentary Delegate Registrations (valued \$2,685);
- Partner ribbon for each registered delegate of your organization;
- Delegate List (qualified and approved).



## GOLD SPONSORSHIPS - \$10,000 PER OPTION

### HOST OF THE CHAIR'S OPENING RECEPTION (NOVEMBER 28TH) **SOLD**

#### **\$10,000 plus option to enhance – Exclusive Opportunity**

Showcase your company's extraordinary hospitality by hosting the Tourism Congress's inaugural networking event which takes place on Tuesday, November 28th. This is a great opportunity to position your brand and generate positive awareness among all delegates.

#### **As Host Sponsor, you enjoy the following additional benefits:**

- Five (5) minutes (max) of speaking time to engage and greet delegates
- Placement of banners through the reception venue
- Option to enhance the food and beverage such as a special beverage at Sponsor Cost
- Option to increase brand exposure, at an additional cost, with napkins, speciality cocktail or other unique products.

### HOST CANADIAN TOURISM AWARDS RECEPTION (NOVEMBER 29TH)

#### **\$10,000 plus option to enhance – Exclusive Opportunity**

This is a special reception to welcome the nominees of the 2017 Canadian Tourism Awards, mingle with Congress Delegates as well as Ministers of Parliament and other political influencers from Coast to Coast to Coast. As Host of the Reception, this is an opportunity to be creative and offer a special custom beverage to celebrate the honour the nation's best tourism products, services and experiences.

#### **As Host Sponsor, you enjoy the following additional benefits:**

- Five (5) minutes (max) of speaking time to engage and greet delegates
- Placement of banners through the reception venue
- Option to enhance the food and beverage such as a special beverage at Sponsor Cost
- Option to increase brand exposure, at an additional cost, with branded napkins

## HOST CANADIAN TOURISM AWARDS AFTER-PARTY (NOVEMBER 29TH)

### **\$10,000 plus option to enhance – Exclusive Opportunity**

As the name implies, an opportunity for industry to come together following the Canadian Tourism Awards and continue the celebration of industry successes and accomplishments.

#### **As Host Sponsor, you enjoy the following additional benefits:**

- Five (5) minutes (max) of speaking time to engage and greet delegates
- Placement of banners through the reception venue
- Option to enhance the food and beverage such as a special beverage at Sponsor Cost
- Option to increase brand exposure, at an additional cost, with napkins

## NETWORKING LOUNGE AND RETREAT

### **\$10,000 – Exclusive Opportunity**

Networking is one of the key reasons delegates attend the Tourism Congress so why not give them an experience by providing a unique atmosphere with your corporate branding and off the shelf entertainment. TIAC will work with you to create a customized surrounding. As a partner, you have the option to add fun elements to the lounge such as a pool table, shuffle board or photo booth for an additional cost.

## TRAVEL TRADE MEDIA SPONSOR

### **\$10,000 – Exclusive Opportunity**

Sponsor to provide in-kind contribution of editorial/advertising space for industry outreach in advance and following the Tourism Congress, for one year.





## GOLD LEVEL SPONSOR BENEFITS

### Promotion & Branding

- Recognition as Host or Presenting Partner and Gold Level Sponsor;
- Company Name/logo listed and hyper-linked on 2017 Tourism Congress website or Canadian Tourism Awards website, e-promotions, all on-site signage and computer displays as well as verbal recognition;
- Highlighted in the Congress e-News;
- Highlight on TIAC's Social Media Channels – Facebook and Twitter;
- 1/3-page bilingual advertisement in the Tourism Congress Print Program;

### Additional Benefits

- Two (2) Complimentary Delegate Registrations (valued \$1,790);
- Partner ribbon for each registered delegate of your organization;
- Delegate List (qualified and approved).



## SILVER SPONSORSHIPS - \$5,000 PER OPTION

### LEADERSHIP REPORT SPONSOR

#### **\$5,000 – Exclusive Opportunity**

Opportunity for your company and brand to be associated with the session and the Tourism Congress.

#### **As Session Sponsor, you enjoy the following additional benefits:**

- Opportunity to introduce the speakers;
- Placement of banners through the meeting venue.

### SPONSOR OF “TED-TALK” STYLE-SESSION

#### **\$5,000 – Exclusive Opportunity**

Opportunity for your company and brand to be associated with the session and the Tourism Congress.

#### **As Session Sponsor, you enjoy the following additional benefits:**

- Opportunity to introduce the speaker;
- Placement of banners through the meeting venue.

### CEO PANEL SESSION SPONSOR

#### **\$5,000 – Exclusive Opportunity**

Opportunity for your company and brand to be associated with the session and the Tourism Congress.

#### **As Session Sponsor, you enjoy the following additional benefits:**

- Opportunity to introduce the session moderator;
- Placement of banners through the meeting venue.

### BRANDED NAME BADGE HOLDER

#### **\$5,000 – Exclusive Opportunity**

A unique opportunity for a huge number of brand impressions! Massive exposure, every day, to over 300 delegates. Sponsor Name and/or logo to be placed on the delegate name badge.

## MOBILE CHARGING STATION SPONSOR

**\$2,500– Exclusive Opportunity**

While on the road and attending conferences, our smart phones and mobile devices are our business life line; we don't need it to run out of juice. This is an exclusive opportunity to provide a valuable service to Congress delegates while at the same time create positive brand aware. The mobile charging station will be branded with your company logo, plus you have an option to display a pop-up banner next to the unit.

## EVENT ANNOUNCER/VOICE OVER

**\$5,000 or in-kind contribution– Exclusive Opportunity**

## VIDEOGRAPHER

**\$5,000 or in-kind contribution– Exclusive Opportunity**

## PHOTOGRAPHER

**\$5,000 or in-kind contribution– Exclusive Opportunity**

## CLOSING CEREMONY PRIZE DRAW **SOLD**

**In-kind value of \$5,000**

To be drawn at the Closing of the Tourism Congress. Sponsor invited to the stage to make the draw, delegate must be present to win.



## SILVER LEVEL SPONSOR BENEFITS

### Promotion & Branding

- Recognition as partner and Silver Level Sponsor;
- Company Name/logo listed and hyper-linked on 2017 Tourism Congress website or Canadian Tourism Awards website, e-promotions, all on-site signage and computer displays as well as verbal recognition;
- Highlighted in the Congress e-News;
- Highlight on TIAC's Social Media Channels – Facebook and Twitter;
- 1/4 page bilingual advertisement in the Tourism Congress Print Program.

### Additional Benefits

- One (1) Complimentary Delegate Registrations (valued \$895);
- Partner ribbon for each registered delegate of your organization;
- Delegate List (qualified and approved).



## BRONZE LEVEL SPONSORSHIPS - \$2,500 PER OPTION

### NUTRITIONAL BREAK HOST (X2) – TUESDAY, NOVEMBER 28TH

#### **\$2,500 – Exclusive Opportunity**

This exclusive opportunity provides your company front and centre positioning as the Host of two (2) nutritional breaks on the first day of the Tourism Congress.

#### **As Host your company will enjoy the following additional benefits:**

- Placement of banners through the break venue;
- Option to increase brand exposure, at an additional cost, with napkins, speciality cocktail or other unique products/table gifts.

### NUTRITIONAL BREAK HOST (X2) – WEDNESDAY, NOVEMBER 29TH

#### **\$2,500 – Exclusive Opportunity**

This exclusive opportunity provides your company front and centre positioning as the Host of two (2) nutritional breaks on the first day of the Tourism Congress.

#### **As Host your company will enjoy the following additional benefits:**

- Placement of banners through the break venue;
- Option to increase brand exposure, at an additional cost, with napkins, speciality cocktail or other unique products/table gifts.

### HOST OF SPECIALTY COFFEE BAR – TUESDAY, NOVEMBER 28TH

#### **\$2,500 – Exclusive Opportunity**

This exclusive opportunity to showcase your brand and provide a much-welcomed specialty beverage on the first day of the Tourism Congress. The Specialty Coffee Bar will only be open for a few hours in the morning and in the afternoon.

#### **As Host your company will enjoy the following additional benefits:**

- Branded station
- Option to placement pop-up up banner next to the bar;
- Option to increase brand exposure, at an additional cost, with napkins or cups.

## HOST OF SPECIALTY COFFEE BAR – WEDNESDAY, NOVEMBER 29TH

### **\$2,500 – Exclusive Opportunity**

This exclusive opportunity to showcase your brand and provide a much-welcomed specialty beverage on the second day of the Tourism Congress. The Specialty Coffee Bar will only be open for a few hours in the morning and in the afternoon.

#### **As Host your company will enjoy the following additional benefits:**

- Branded station
- Option to placement pop-up banner next to the bar;
- Option to increase brand exposure, at an additional cost, with napkins or cups.

## COAT CHECK SPONSOR

### **\$2,500– Exclusive Opportunity**

Opportunity to place your pop-up banner and welcome delegates as they arrive. Plus as a sponsor you have the option to distribute material (pre-approved by TIAC) and/or treats (at your own expense).

## WI-FI SPONSOR

### **\$2,500 – Exclusive Opportunity**

Show how connected you are in the industry by sponsoring the Wi-Fi Network throughout the conference. Each delegate will receive a Wi-Fi card with your logo.

## REGISTRATION SPONSOR

### **\$2,500– Exclusive Opportunity**

Opportunity to place your pop-up banner at the registration desk and welcome delegates as they arrive to pick up their name badge and registration kit.

## BRONZE LEVEL SPONSOR BENEFITS

### Promotion & Branding

- Recognition as partner and Bronze Level Sponsor;
- Company Name/logo listed and hyper-linked on 2017 Tourism Congress website or Canadian Tourism Awards website, e-promotions, all on-site signage and computer displays as well as verbal recognition;
- Highlighted in the Congress e-News;
- Highlight on TIAC's Social Media Channels – Facebook and Twitter.

### Additional Benefits

- One (1) Complimentary Delegate Registrations (valued \$895);
- Partner ribbon for each registered delegate of your organization;
- Delegate List (qualified and approved).



# ADVERTISING & BRANDING OPPORTUNITIES

## PROMOTIONAL LOGO/DISPLAY BANNERS AND CLINGS

### **\$2,000 plus production**

This is a great opportunity to create a visual impact throughout the conference space by having your logo or imagery displayed on elevator doors, windows or escalator. The following options are available; price includes production and installation of the single use cling or banner.

Options	Investment
Promotional logo/display Banners and Clings (variety of options including windows, escalators and stair risers)	\$2,000 plus production
Print Program Advertising	\$1,500 Back Cover / \$1,000 inside program
Branded Washrooms	\$1,000 plus production
Two-side Back Lite Boxes	\$750 plus production
Room Drop	\$1,000 +
Congress Exhibitor and 1 Full Registration (TIAC Members only)	\$1,200

## PRINT PROGRAM ADVERTISING

More than 350 programs are circulated during the Tourism Congress.

### **Back Cover Print Program**

\$1,500 – Only available to a TIAC Member

### **Full Page Advertisement**

\$1,000

## TWO-SIDED LIGHT BOX

### **\$750 plus production cost**

These backlit installations can tell your glowing story on two (2) sides of a 1 metre X 3 metre structure strategically located on the Conference floor for maximum impact.

## ROOM DROPS TO DELEGATE ROOMS (NOVEMBER 28)

### **\$1,000 plus room drop cost - Exclusive Opportunity**

TIAC to coordinate room drops, sponsor to ship and provide product and pay room drop fees.



## CONGRESS EXHIBITOR & REGISTRATION

**\$1,200 – Space is limited and only available to TIAC Members**

TIAC is pleased to offer Congress Exhibitor space (limited number) at the 2017 Tourism Congress. The Marketplace gives exhibitors an opportunity to increase their profile by showcasing and sampling innovative products, services and ideas to delegates at the Tourism Congress.

Congress Exhibit fee includes one full delegate registration. This opportunity is only available to **TIAC Members**. Does not include power to the booth or hard-wired internet.

