



Tourism Industry Association of Canada
Association de l'industrie touristique du Canada
600-116 rue Lisgar Street, Ottawa, Ontario, K2P 0C2

The Tourism Congress 2013 Partnership Program

The 2013 Tourism Congress Partnership Program opens the door to a select group of decision makers and game changers. It is a must-attended event for who's who in the Canadian tourism industry.

With well over 300 key tourism industry stakeholders and influencers under one roof, the Tourism Congress is your ideal opportunity to differentiate your brand and position your organization as a national leader.

The 2013 edition of the Tourism Industry Association of Canada's Annual Conference is set to take place in Ottawa at the Fairmont Chateau Laurier in the National Capital Region from Monday, December 2nd to Wednesday, December 4th.

Last year, The Tourism Congress, which was held in Gatineau, attracted over 300 delegates representing industry, federal decision makers and elected officials including The Honourable Maxime Bernier, the Minister of State (Small Business and Tourism). Minister Bernier spoke at the Wednesday's Canadian Tourism Fall of Fame Luncheon and Lifetime Achievement award ceremony.

The next few pages outline the opportunities available at The Tourism Congress to showcase your organization. TIAC is pleased to offer a wide range of options focused on positioning your brand front and centre. As a partner in this event, you will receive invaluable exposure to this important group of key decision makers and influencers.

Opportunities are limited and available on a "first come, first served" basis... don't miss out, call today.

We look forward to working with you, promoting you as a valued partner and hosting another successful Tourism Congress.

Sincerely,

A handwritten signature in black ink that reads 'Jennifer Taylor'. The signature is fluid and cursive, with the first name 'Jennifer' being larger and more prominent than the last name 'Taylor'.

Jennifer Taylor
Director, Partnerships and Member Services
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Who You Will Reach – The Tourism Congress Audience

The Tourism Congress attracts a wide range of business owners, senior management and key corporate decision makers including Presidents, Vice Presidents, Executive Directors, Chief Operating Officers; General Managers, Account Executives from public and private sector. It is well received and attended by industry.

In conjunction with The Tourism Congress, a number of sectoral meetings take place including the Provincial & Territorial Tourism Industry Association (PTTIA), Hotel Association of Canada (HAC) and the Destination Marketing Organization of Canada (DMAC); 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 the Canadian Tourism Commission (CTC).

Industry Representation

The following is a sample list of Industry who attends The Tourism Congress:

- Air Canada
- Atlific Hotels
- Best Western International Canada Inc.
- Brewster Tours
- Choice Hotels of Canada
- CN Tower
- Coast Hotels and Resorts
- Deloitte
- Delta Hotels and Resorts
- Fairmont Hotels & Resorts
- Google Canada Inc.
- Greater Toronto Airports Authority
- Hilton Worldwide
- HLT Advisory Inc.
- Intercontinental Hotels Group
- Jonview Canada Inc.
- Metro Toronto Convention Centre
- Ottawa Convention Centre
- Ottawa Macdonald-Cartier Int'l Airport Auth.
- Oxford Properties Group
- Parks Canada
- Porter Airlines
- Rocky Mountaineer
- Starwood Hotels & Resorts
- The Toronto Star
- Via Rail Canada
- VISA Canada
- WestJet

DMOs and PTTIAs

The following is a sample list of attending Destination Marketing Organizations as well as Provincial, Territorial Tourism and Regional Industry Associations:

- Association québécoise de l'industrie touristique
- Banff Lake Louise Tourism
- Edmonton Tourism
- Hospitality Newfoundland & Labrador
- Niagara Falls Tourism
- Northwest Territories Tourism
- Ontario Tourism Marketing Partnership
- Ottawa Tourism
- TIA Nova Scotia
- Tourism Calgary
- Tourism Industry Association of BC
- Tourism Industry Association Ontario
- Tourism Richmond
- Tourism Saskatchewan
- Tourism Saskatoon
- Tourism Toronto
- Tourism Vancouver
- Tourism Victoria
- Tourism Whistler - Whistler Resort Association
- Tourism Winnipeg
- Tourisme Cantons-de-l'Est
- Tourisme Centre-du-Québec

- Tourisme Montréal
- Travel Manitoba

- Vancouver, Coast & Mountains Tourism Region

The Canadian Tourism Awards (CTA) is held on the Tuesday evening of the Tourism Congress and is included in all delegate registration packages. This prestigious gala evening has become a must attend event for many elected officials and federal decision makers.

Elected Officials who attended the 2012 Canadian Tourism Awards include:

- Minister Maxime Bernier (Tourism Minister)
- Minister Rob Nicholson (Justice Minister)
- Minister Jason Kenney (Citizenship and Immigration Minister)
- Minister Peter Kent (Environment/Parks Canada Minister)
- Minister Diane Ablonczy (Former Tourism Minister)
- Minister Alice Wong (Minister of State - Seniors)
- Minister Gary Goodyear (Minister of State - Science and Technology)
- Lavar Payne, MP – Medicine Hat, Alberta
- Robert Chisholm, MP – Dartmouth-Cole Harbour, Nova Scotia
- Mathieu Ravignat, MP – Pontiac, Quebec
- Andrew Saxton, MP – Vancouver, British Columbia
- Olivia Chow, MP – Trinity-Spadina, Ontario
- Blake Richards, MP – Wild Rose, Alberta
- Tyrone Benskin, MP - Jeanne-Le Ber, Quebec
- Ron Cannan, MP – Kelowna-Lake Country, British Columbia
- Rob Merrifield, MP – Yellowhead, Alberta
- Harold Albrecht, MP – Kitchener, Ontario
- Ralph Goodale, MP –Wascana, Saskatchewan
- Pierre Jacob, MP – Brome-Missisquoi, Quebec
- Francine Raynault, MP-Joliette, Quebec
- Gerry Brietkreuz, MP -Yorkton-Melville, Saskatchewan
- Scott Simms, MP – Bonavista – Gander – Grand Falls, Newfoundland and Labrador
- Ed Holder, MP – London West, Ontario
- Raymond Cote, MP – Beauport-Limoilou, Quebec
- Francois Lapointe, MP - Montmagny--L'Islet—Kamouraska, Quebec (NDP Tourism Critic)
- Sen. Nancy Greene
- Sen. Denis Dawson

Annual Attendance Records

The chart below provides historical data for the last five years on the attendance at The Tourism Congress and the Canadian Tourism Awards

Year	Location	The Tourism Congress and Canadian Tourism Awards
2012	Gatineau, QC	389
2011	Ottawa, ON	392
2010	Gatineau, QC	423
2009	Saint John, NB	392
2008	Gatineau, QC	302

2013 Tourism Congress Opportunities At-A-Glance
December 2 – 4, 2013
Fairmont Chateau Laurier (Ottawa)

Partner Levels	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Options & Benefits	<ol style="list-style-type: none"> 1. Chair's Opening Reception 2. Canadian Tourism Awards Opening Reception 3. Tuesday's Luncheon & Keynote 4. Wednesday's Breakfast 5. Cyber Café 	<ol style="list-style-type: none"> 1. Session Presenting Partner <ol style="list-style-type: none"> a. Leadership Report b. Leadership Panel c. Political Panel 2. Branded Delegate Pad-Folio & Pen 3. Branded VIP Lounge 4. Cell Phone Charging Station 	<ol style="list-style-type: none"> 1. Concurrent Session Presenting Partner <ol style="list-style-type: none"> a. Tuesday morning b. Tuesday afternoon c. Wednesday morning 2. Branded Name Badge Holder 3. Branded 4' x 4' Floor Clings 4. Room Drops 	<ol style="list-style-type: none"> 1. Agenda at a Glance Leader 2. Branded Hand Sanitizer
Business Logo with link on TIAC website	★	★	★	★
Partner recognition in industry outreach	★	★	★	★
Logo inclusion in event marketing	★	★	★	★
Verbal Recognition during event	★	★	★	★
List of conference delegates	★	★	★	★
Complimentary Full Conference Registration	3	2	1	n/a
Complimentary passes to Canadian Tourism Awards	2	1	n/a	n/a
Branded e-blast	★	★	n/a	n/a
Company pop-up banner displayed	★	★	n/a	n/a
Access to VIP Lounge	★	★	n/a	n/a
Complimentary Advertising	Full page	½ page	¼ page	Business card

Platinum Level Partnership – Investment of \$15,000

Partnership Options include:

1. Chair's Opening Reception Host

Considered the inaugural networking event and kick-off to The Tourism Congress, the Chair's Opening Reception will take place on Monday, December 2nd.

2. Host of the 2013 Canadian Tourism Awards Opening Reception

An elegant networking affair where delegates, elected officials, award finalists and distinguished guests mingle immediately before the Canadian Tourism Awards on the evening of Tuesday, December 3rd.

3. Presenting Partner - Tuesday, December 3rd Luncheon & Keynote

Partner will be provided a brief speaking opportunity

4. Presenting Partner – Wednesday, December 4th Breakfast

Partner will be provided a brief speaking opportunity

5. Host of the Cyber Café

The Cyber Café includes a refreshment area as well as two computer kiosks with access to the Internet.

Platinum Benefits include:

Promotion & Brand Exposure:

- Company Banner displayed at session/event. Sponsor to provide banner –restrictions apply
- Logo and hyperlink to sponsor website
- Logo inclusion on event marketing materials
- One branded e-blast to delegates (based on TIAC supplied specifications)
- Inclusion of Logo in "Meet the sponsor's" e-Blast to all delegates
- Verbal Recognition at all event meetings and ceremonies - Acknowledgement from the podium during Opening and Closing Remarks
- Full page ad in the Tourism Congress Print Program and/or e-banner on mobile application

Additional Benefits:

- Three (3) Complimentary Full-Conference passes
- Two (2) Complimentary tickets to Canadian Tourism Awards
- List of conference delegates prior to and after the conference (those registrants who have consented to release their information will be included).
- Option for room drop (sponsor to assume charge by accommodation for drops)
- Access to VIP Lounge

To book your spot, call Jennifer Taylor at 902-698-0984 or email jtaylor@tiac.travel. Opportunities are limited and available on a first come, first serve basis.

Gold Level Partnership – Investment of \$10,000

Partnership Options include:

1. Session Presenting Partner

- a. Leadership Report
- b. Leadership Panel
- c. Political Panel

Partner will be provided a brief speaking opportunity and option to display banner

2. Branded Delegate Pad-Folio & Pen

3. Branded VIP Lounge

Partner has option to display banner

4. Cell Phone Charging Station

Includes two branded stations

Gold Benefits include:

Promotion & Brand Exposure:

- Logo and hyperlink to sponsor website
- Logo inclusion on event marketing materials
- One branded e-blast to delegates (based on TIAC supplied specifications)
- Inclusion of Logo in “Meet the sponsor’s” e-Blast to all delegates
- Verbal Recognition at all event meetings and ceremonies - Acknowledgement from the podium during Opening and Closing Remarks
- Half (½) page ad in the Tourism Congress Print Program and/or e-banner on mobile application

Additional Benefits:

- Two (2) Complimentary Full-Conference passes
- One (1) Complimentary tickets to Canadian Tourism Awards
- List of conference delegates prior to and after the conference (those registrants who have consented to release their information will be included).
- Option for room drop (sponsor to assume charge by accommodation for drops)
- Access to VIP Lounge

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Silver Level Partnership – Investment of \$5,000

Partnership Options include:

1. Concurrent Session Presenting Partner

- a. Tuesday morning
 - b. Tuesday afternoon
 - c. Wednesday morning
- Partner will be provided the option to display banner

2. Branded Name Badge Holder

3. Branded 4' x 4' Floor Clings

4. Room Drops

Partner to provide product

Silver Benefits include:

Promotion & Brand Exposure:

- Logo and hyperlink to sponsor website
- Logo inclusion on event marketing materials
- Inclusion of Logo in “Meet the sponsor’s” e-Blast to all delegates
- Verbal Recognition at all event meetings and ceremonies - Acknowledgement from the podium during Opening and Closing Remarks
- Quarter (1/4) page ad in the Tourism Congress Print Program and/or e-banner on mobile application

Additional Benefits:

- One (1) Complimentary Full-Conference passes.
- List of conference delegates prior to and after the conference (those registrants who have consented to release their information will be included).

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Bronze Level Partnership – Investment of \$2,500

Partnership Options include:

1. Agenda at a Glance Leader

Partner logo on the agenda insert placed in sleeve of name badge

2. Branded Hand Sanitizer

Partner logo on package

Bronze Benefits include:

Promotion & Brand Exposure:

- Logo and hyperlink to sponsor website
- Logo inclusion on event marketing materials
- Inclusion of Logo in “Meet the sponsor’s” e-Blast to all delegates
- Verbal Recognition at all event meetings and ceremonies - Acknowledgement from the podium during Opening and Closing Remarks
- Business card sized ad in the Tourism Congress Print Program and/or e-banner on mobile application

Additional Benefits:

- List of conference delegates prior to and after the conference (those registrants who have consented to release their information will be included).

To book your spot, call Jennifer Taylor at 902-698-0984 or email jtaylor@tiac.travel. Opportunities are limited and available on a first come, first serve basis.