



## SPONSORSHIP PROGRAM

The 2021 TIAC Tourism Congress is being planned as an in-person and on-screen event from November 30 to December 1st with a theme focused on forging a new future for the industry.

While the in-person event will provide a greater networking experience, a critical component to both styles is program content. TIAC's Tourism Congress is an innovative, "must-attend" conference for all tourism stakeholders (members and non-members) and political influencers.

Building on the success of the 2020 Virtual TIAC Tourism Congress, this year's 2-day event will provide quality, relevant and targeted content for operators (owners and management team), associations, educators, students, influencers, politicians and decision makers.

### Customized Sponsorship Options

Sponsorships for the 2021 TIAC Tourism Congress are assigned on a first-come, first-serve basis and are **open to TIAC Members only**. 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.

### How to Book a Sponsorship Opportunity

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## YOUR REACH

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TIAC's annual Tourism Congress typically 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 sectors. 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 and their students.

In-Person Congress is expected to attract c-suite industry representatives while the on-screen virtual event will attract mid-level management, small and medium-sized enterprises and professors, teachers and students from educational institutes.

## ROI – 2019 + 2020 FEEDBACK

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### SPONSOR

100% of sponsors agreed:

- 2020 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 2021 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.”**

# 2021 TIAC TOURISM CONGRESS DRAFT SCHEDULE

SCHEDULE	In-Person	On-Screen
<b>Day 1: November 30</b>		
09:15 – 09:30	Welcome to Tourism Congress by Beth Potter	
09:30 – 10:30	Keynote (1 hr.) Inspirational	
10:30 – 11:00	Networking Break (30 min)	
11:00 – 12:00	Leadership Report (1 hr.)	Simultaneous Broadcast (1 hr.)
12:00 – 12:15	Short break	Group Chat (15 min)
12:15– 13:30	Hall of Fame Luncheon (1 hr. 15 min)	Simultaneous Broadcast (1 hr. 15 min)
13:30 – 14:00	Networking Break (30 min)	Industry Spotlight Session (30 min.)
14:00 – 14:45	Policy Session (1 hr. 30 min)	Concurrent Session (45 min.)
14:45 – 15:00		Group Chat (15 min)
15:00 – 15:30		Concurrent Session (45 min.)
15:30 – 15:45	Networking Break (30 min)	Group Chat (15 min)
15:45 – 16:00		
16:00 – 17:00	Session (1 hr.)	TIAC Members' On-screen Reception or Concurrent Session
17:00 – 17:30	Break	
17:30 – 18:00	Reception (1 hr. 30 min)	
18:00 – 19:00		
<b>Day 2: December 1</b>		
08:30 – 9:30	Session (1 hr.)	
09:30 – 10:30	Session (1 hr.)	
10:30 – 11:00	Networking Break (30 min)	
11:00 -12:00	Session (1 hr)	Simultaneous Broadcast (1 hr.)
12:00 – 13:00	Keynote Luncheon (1 hr.)	Simultaneous Broadcast (1 hr.)
13:00 – 13:30	Networking Break (30 min)	Industry Spotlight Session (30 min.)
13:30 – 14:00	Session (1 hr.)	Concurrent Session (45 min.)
14:00 – 14:15		Group Chat (15 min)
14:15 – 14:30		Concurrent Session (45 min.)
14:30 – 15:00	Session (1 hr.)	Industry Spotlight Session (30 min.)
15:00 – 15:15		
15:15 – 15:30	Wrap-up (15 min)	Concurrent Session (45 min.)
15:30 – 15:45		Wrap-up (15 min.)
15:45 – 16:00		
16:00 – 16:30		Concurrent Session (45 min.)
16:30 – 16:45		Wrap-up (15 min.)
18:00 – 19:00	CTA Reception (1 hr.)	
19:00 – 21:00	CTAs (2 hr.)	Simultaneous Broadcast (2 hrs.)

## 2021 SPONSORSHIP OPTIONS (MORE DETAILS TO FOLLOW)

Sponsorship Benefits	Titanium	Platinum	Gold	Silver	Bronze
<b>Investment</b>	<b>\$50,000</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$7,000</b>	<b>\$3,500</b>
<b>Number of available sponsorships per level</b>	2	3	10+	12	12
<b>Select 1 (one) opportunity by sponsorship level.</b>	Official Partner of the 2021 Tourism Congress	Keynote Luncheon	One of three Industry Spotlight Sessions	One of two In-person and simultaneous aired online sessions	One of five Online ONLY Session Sponsor
<b>See: Sponsor opportunity section for a complete list of associated benefits by property.</b>	Official Presenting Partner of the 2021 Canadian Tourism Awards and Pre-Reception	Delegate Lounge Sponsor	Registration Sponsor (online and in-person)	One of four On-screen Group Chat Sessions	One of six In-person ONLY Sessions
		2021 TIAC Tourism Congress Reception	Keynote Opener	Regeneration Session (Online ONLY)	Sustainability Partner
			"Clean Meeting" Sponsor	Members' Only Online Social	
			Plenary Room Pods/Comfort Zone (In-person ONLY)		
			Title and Presenting Partner of the Tourism Employee Appreciation Award		
			Title and Presenting Partner of the Indigenous Tourism Award		
			Title and Presenting Partner of the Sustainable Tourism Award		
<b>Hyperlinked Logo on website sponsor page</b>	√	√	√	√	√

Sponsorship	Titanium	Platinum	Gold	Silver	Bronze		
<b>Sponsor recognition for company and representatives:</b> <ul style="list-style-type: none"> <li>• Digital sponsor scrolls in event portal</li> <li>• Pre-roll slide/ video during all in-person and on-screen sessions</li> <li>• TIAC social media recognition</li> <li>• Name badge sponsor identifier</li> <li>• Virtual sponsor tag</li> </ul>	√	√	√	√	√		
Virtual Exhibit booth	√	√	√	√	√		
Virtual Swag Bag item	√	√	√	√	√		
Social Media promotional post on TIAC's Twitter and Facebook accounts - sponsor provided	6	4	3	2	1		
Complimentary On-screen registration	10	8	6	4	2		
Article in the Tourism Congress edition of TIAC Talk	√	√					
Delegate Kit Insert (Onsite)	√	√					
Complimentary In-person registration	4	2				1	1
Opt-in attendee list	√	√				√	√

## TITANIUM LEVEL SPONSORSHIP – \$50,000

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### Official Partner of the 2021 Tourism Congress

This signature opportunity will position your company as an industry leader with your brand inextricably linked to the title of this national in-person and online event. Your company name will be included in all industry and media outreach leading up to and following the event and included in the exclusively positioned tag line “TIAC’s 2021 Tourism Congress co-presented with ...”. In addition, a representative of your company will be invited to the stage to bring greetings at the opening of the Tourism Congress taking place in person and simultaneously broadcast to an online audience.

- Exclusive Sponsor Positioning
- Welcome message (2-3 minutes) by your company representative during official opening in-person and simultaneously broadcast to an online audience
- Verbal recognition throughout the conference
- 100-word sponsor submitted message on sponsor page
- 5-minute pre-event promo video online
- Logo and sponsorship title on the invitations of the event extended to past attendees of the Tourism Congress
- Industry Patron Status
- Logo displayed and hyperlinked on Sponsorship Partner website under the Industry Patron banner located on the Home Page - <https://tiac-aitc.ca/>
- Logo displayed in the association's newsletter “TIAC Talk” under the Industry Patron banner

### Official Presenting Partner of the 2021 Canadian Tourism Awards and Pre-Reception

This signature opportunity will position your company as an industry leader with your brand inextricably linked to the title of this national in-person and online event. Your company name will be included in all industry and media outreach leading up to and following the event and included in the exclusively positioned tag line “TIAC’s 2021 Tourism Congress co-presented with ...”. In addition, a representative of your company will be invited to the stage to bring greetings at the opening of the Tourism Congress taking place in person and simultaneously broadcast to an online audience.

- Exclusive Sponsor Positioning
- Welcome message (2-3 minutes) by your company representative during official opening in-person and simultaneously broadcast to an online audience
- Verbal recognition throughout the conference
- 100-word sponsor submitted message on sponsor page
- 5-minute pre-event promo video online
- Logo and sponsorship title on the invitations of the event extended to past attendees of the Tourism Congress
- Industry Patron Status
  - Logo displayed and hyperlinked on Sponsorship Partner website under the Industry Patron banner located on the Home Page - <https://tiac-aitc.ca/>
  - Logo displayed in the association's newsletter “TIAC Talk” under the Industry Patron banner

## PLATINUM LEVEL SPONSORSHIP – \$30,000

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### Keynote Luncheon

Two exclusive opportunities (Tuesday Luncheon OR Wednesday Luncheon). Your company name will be included in all promotion and marketing of the luncheon as the official sponsor. In addition, a representative of your company will be invited to the stage to bring greetings at the opening of the Luncheon taking place in person and simultaneously broadcast to an online audience.

- In-person and simultaneously broadcast to an online audience
- Exclusive Sponsor Positioning
- Sponsor branding on session listing on Tourism Congress website, onstage digital branding and digital session branding
- Static brand ad or 15-second video ad played on a loop until the session starts
- 30-second live welcome by sponsor representative OR exit video (up to 2 minutes in length) played after the session
- Option to brand onstage décor (additional fees may apply)
- Opportunity to customize or brand delegate meal/snacks (additional fees may apply)
- Industry Patron Status
  - Logo displayed and hyperlinked on Sponsorship Partner website under the Industry Patron banner located on the Home Page - <https://tiac-aitc.ca/>
  - Logo displayed in the association's newsletter "TIAC Talk" under the Industry Patron banner

### Delegate Lounge Sponsor

The Tourism Congress delegate lounge offers the opportunity to relax, grab a coffee and chat with other delegates. New for 2021, the delegate lounge will also include socially distant pods for delegates who prefer to watch the plenary sessions from a distance. The Delegate Lounge is open Tuesday, November 30 and Wednesday, December 1 from 8:30 a.m.- 4 p.m. with 3 dedicated break times each day.

- In-person ONLY
- Exclusive Sponsor Positioning
- Branded décor
- Sponsor recognition on digital lounge signage
- Opportunity for sponsor corner with pop-up signs and/or activation
- Opportunity to customize or brand delegate snacks (additional fees may apply)
- Industry Patron Status
  - Logo displayed and hyperlinked on Sponsorship Partner website under the Industry Patron banner located on the Home Page - <https://tiac-aitc.ca/>
  - Logo displayed in the association's newsletter "TIAC Talk" under the Industry Patron banner.

## 2021 Congress Reception

The Opening Reception is where delegates come to reconnect and network with old colleagues and new business acquaintances over light-bites and cocktails. For many, it is the first social gathering of the conference and an ideal opportunity to make a great impression.

- In-person ONLY
- Exclusive Sponsor Positioning
- Branded décor
- Sponsor recognition on digital lounge signage
- 30 second live welcome by sponsor representative
- Opportunity to customize or brand delegate snacks or cocktail (additional fees may apply)
- Industry Patron Status
  - Logo displayed and hyperlinked on Sponsorship Partner website under the Industry Patron banner located on the Home Page - <https://tiac-aitc.ca/>
  - Logo displayed in the association's newsletter "TIAC Talk" under the Industry Patron banner



## **GOLD** LEVEL SPONSORSHIP – \$15,000

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### **Industry Spotlight Session**

Online ONLY Session. Sponsors will have an entire session to themselves to promote their business and share information - a dedicated 30-minute time slot during the on-screen event when the sponsor can host a session. Content to be approved by TIAC. Sponsors to provide recorded session in advance of the event and to manage and address questions through the stream. For an additional charge, TIAC will distribute directly to the delegate sponsor swag in advance of the session.

### **Registration Sponsor**

Create an impact before the event has happened. Your company name and logo will be synonymous with Tourism Congress registration with brand exposure on the registration form and when they arrive to pick up their package included branded lanyard.

- In-person and online
- Exclusive Sponsor Positioning
- Branding on the online registration form
- Branding on the registration desk at the in-person event
- Branding on lanyards
- Opportunity to brand registration kits

### **Keynote Opener**

- In-person ONLY
- Exclusive Sponsor Positioning
- Sponsor branding on session listing on Tourism Congress website, onstage digital branding and digital session branding
- 2 min live welcome/speaker intro OR exit video (up to 2 minutes) played after the session
- Option to brand onstage décor (additional fees may apply)

### **“Clean Meeting” Sponsor**

- In-person ONLY
- Exclusive Sponsor Positioning
- Branded signage
- Branded floor markers
- Branded hand sanitizer stations
- Option to brand masks (?)
- Sponsor branding in all pre-event and onsite event safety communications

## Plenary Room Pods/Comfort Zone

- Branded décor in plenary room zones
- Branded floor markers
- Sponsor branding in all pre-event and onsite “for your comfort” pod/zone communications

## Title and Presenting Partner of the Tourism Employee Appreciation Award

Exclusive presenting partner of the Tourism Employee Appreciation Award at the 2021 Awards Ceremony taking place Dec 1, in-person and simultaneously broadcast to an online audience.

- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- Opportunity to present the award to the recipient
- Two (2) complimentary tickets to the Canadian Tourism Awards

## Title and Presenting Partner of the Indigenous Tourism Award

Exclusive presenting partner of the Indigenous Award at the 2021 Awards Ceremony taking place Dec 1, in-person and simultaneously broadcast to an online audience.

- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- Opportunity to present the award to the recipient
- Two (2) complimentary tickets to the Canadian Tourism Awards

## Title and Presenting Partner of the Sustainable Tourism Award

Exclusive presenting partner of the Sustainable Tourism Award at the 2021 Awards Ceremony taking place Dec 1, in-person and simultaneously broadcast to an online audience.

- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- Opportunity to present the award to the recipient
- Two (2) complimentary tickets to the Canadian Tourism Awards

## SILVER LEVEL SPONSORSHIP – \$7,000

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### Session Sponsor - In-person and simultaneously broadcast to an online audience

- Sponsor branding on session listing on Tourism Congress website and digital session branding
- Static brand ad or 15-second video ad played on a loop until the session starts
- 30-second welcome (speaking opportunity) OR exit video (up to 2 minutes) played after the session

### Host On-screen Group Chat

Opportunity to host one 15-minute chat session that has been scheduled into the on-screen schedule. During these 15 minutes, delegates will have the opportunity to chat directly with you in a dedicated space both online or through video. Each chat room will be exclusive and allow sponsors the opportunity to connect with industry from coast to coast to coast. Each sponsored group chat rooms will be identified on the website and in the virtual platform schedule.

### Regeneration Session

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

### Members Only Online Social

An online network event with an opportunity for the sponsor to make a 2-minute presentation to member delegates.

## BRONZE LEVEL SPONSORSHIP – \$3,500

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### Session Sponsor - Online ONLY

- Sponsor branding on session listing on Tourism Congress website and digital session branding
- Static brand ad or 15-second video ad played on a loop until the session starts
- 30-second welcome (speaking opportunity) OR exit video (up to 2 minutes) played after the session. Note: Welcome/intro is an opportunity to welcome the virtual audience. The welcome video should be a personal message from the sponsor, not a video reel. Exit video is an opportunity to present a video reel

### Session Sponsor - In-person ONLY

- Sponsor branding on session listing on Tourism Congress website and digital session branding
- Static brand ad or 15-second video ad played on a loop until the session starts
- 30-second welcome (speaking opportunity) OR exit video (up to 2 minutes) played after the session

### Sustainability Partner

Plant a tree, sponsor a clean water project, or suggest a sustainable initiative that meets your business needs. TIAC will match your sponsorship up to \$3,500. The Sustainability partner will be spotlighted in the Tourism Congress edition of TIAC Talk and partner logo will be included as the Tourism Congress Sustainability Partner in all communications highlighting TIAC's sustainability initiatives. The project selected must be a Canadian-based initiative. TIAC reserves the right to select an alternate project if the partner recommendation does not meet TIAC's criteria.



**TIAC** **2021** **TOURISM**  
**CONGRESS**  
NOV 30 - DEC 1

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