

SPONSORSHIP OPPORTUNITIES

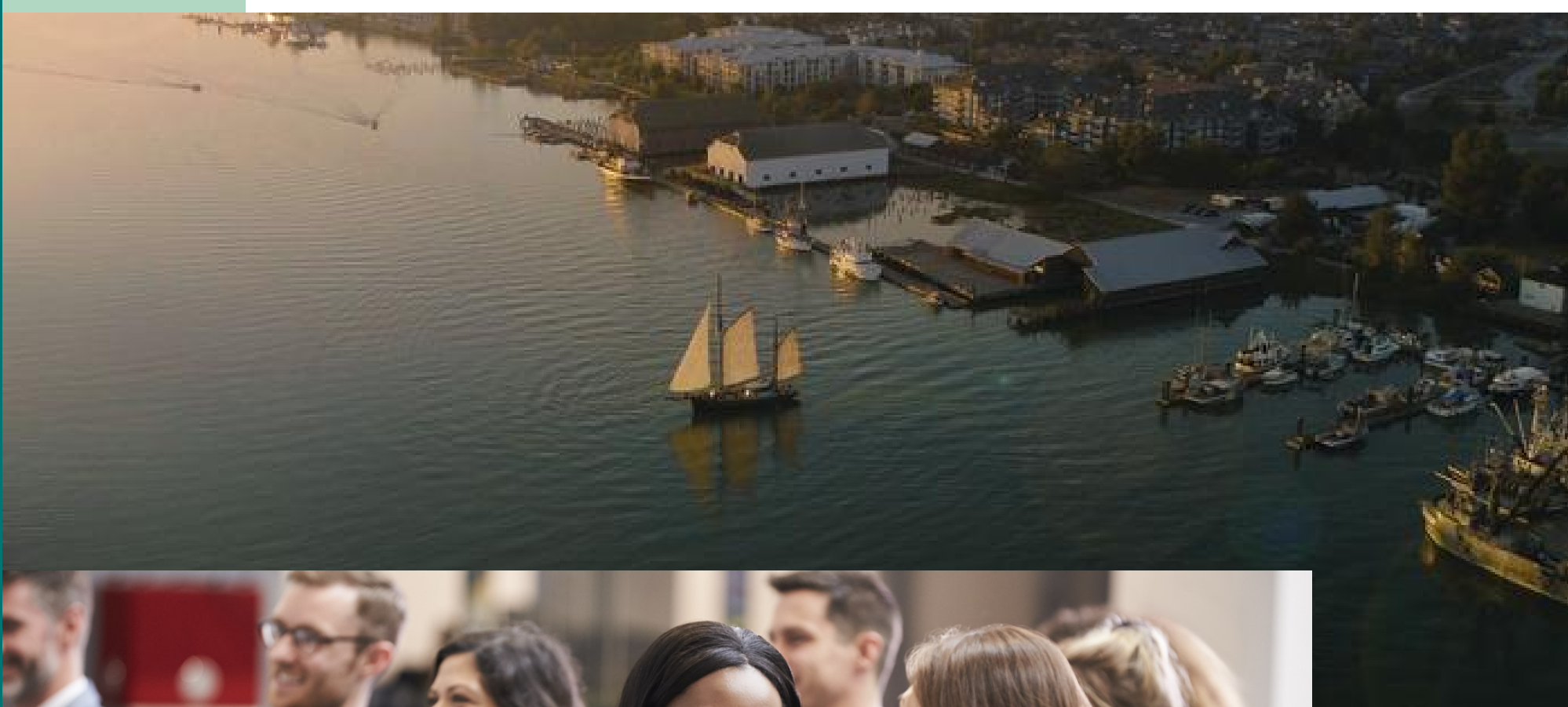
BC TOURISM & HOSPITALITY CONFERENCE

MARCH 9-11, 2022
RICHMOND, BC



THE INDUSTRY EVENT OF THE YEAR

FOR BRITISH COLUMBIA'S TOURISM
& HOSPITALITY SECTOR



Following the success of the first-ever virtual BC Tourism & Hospitality Conference, the event will return live and in-person, in Richmond, BC!



The conference brings together hundreds of industry delegates for opportunities to learn, tackle issues, forge new relationships, and work toward resiliency in the face of one of the hardest years in our sector's history. The 2022 BC Tourism & Hospitality Conference is brought to you by the Tourism Industry Association of BC and the BC Hotel Association.

Visit bctourismandhospitalityconference.com for more details. Connect with us at info@bctourismandhospitalityconference.com to explore sponsorship opportunities. We're excited to see you there!



BC TOURISM & HOSPITALITY
CONFERENCE 2022

BECOME A SPONSOR

BENEFIT FROM BEING PART OF THE 2022 BC TOURISM & HOSPITALITY CONFERENCE

Our sponsors are critical to what makes the BC Tourism & Hospitality Conference an overwhelming success. We are proud to partner with like-minded organizations that are as passionate about the prosperity of our sector as we are. Without sponsors like you, this conference wouldn't be possible.

Aside from helping to offset the costs of staging this event, sponsors deliver benefits to delegates that help grow their businesses, as well as BC's visitor economy as a whole.

If your company is keen to connect with tourism and hospitality leaders and stakeholders throughout British Columbia and Canada, we encourage you to partner with us for the 2022 BC Tourism & Hospitality Conference.

If you have a unique sponsorship idea that you would like to explore, please contact us. We are pleased to customize packages to meet your unique business objectives. Packages are available on a first-come, first-served basis.

We look forward to seeing you in Richmond.

Ingrid Jarrett
President & CEO
BC Hotel Association

Walt Judas
CEO
Tourism Industry Association of BC

"WOULDN'T MISS IT!"

LAST YEAR'S VIRTUAL CONFERENCE WAS EXCEPTIONALLY WELL EXECUTED, DELIVERING A WEALTH OF VALUABLE INFORMATION, WITH AN INCREDIBLE ARRAY OF GUEST SPEAKERS AND INDUSTRY EXPERTS.

ABOUT OUR DELEGATES



THE PEOPLE YOU WANT TO MEET

The conference attracts close to 600 tourism owners/operators, destination marketing and management professionals, educators, government representatives, industry sectors, and other stakeholders representing all regions of British Columbia. Come share this experience with us - let's join together, build relationships, and share industry knowledge.

- | | | |
|--------------------|---------------------------|--------------------------|
| Accommodators | Campground Operators | Transportation Operators |
| Tourism Operators | DMOs | Eco-Tourism Operators |
| Industry Suppliers | Food & Beverage Operators | Industry Thought Leaders |
| Educators | Government Stakeholders | Tourism Experts |
| Owners | Management Companies | Brands |
| Franchisees | Hoteliers | |

SOME OF OUR PAST SPONSORS



\$20,000

PLATINUM SPONSORSHIP

Platinum sponsorship opportunities include your choice of one of the following features:

PACKAGE 1

WELCOME RECEPTION SPONSOR

Themed evening event featuring your organization and the British Columbia tourism and accommodation communities through food, drink, décor, music, and entertainment

- Sponsor recognition throughout event venue - logo on bars, food stations, etc.
- 5-minute speaking opportunity at Welcome Reception
- Opportunity to distribute promotional materials

PACKAGE 2

AWARDS GALA SPONSOR

Themed evening event featuring your organization and the British Columbia tourism and hospitality communities through food, drink, décor, music, and entertainment

- Sponsor recognition at event - logo on presentations screens at Awards Gala
- VIP reserved table at Awards Gala
- 5-minute speaking opportunity at Awards Gala
- Opportunity to place promotional materials on tables at the dinner

PLATINUM SPONSORS ALSO RECEIVE:

- Six (6) complimentary full package conference registrations
- Four (4) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- Four (4) additional BC Tourism & Hospitality Awards Gala tickets (over and above those included in the complimentary registration packages)
- One (1) tabletop space in the Marketplace or foyer
- One (1) year membership to TIABC and BCHA
- Company feature in TIABC and BCHA newsletters or InnFocus magazine
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Verbal recognition from podium
- Profile page and branded post on conference mobile app

\$15,000 DIAMOND SPONSORSHIP

Diamond sponsorship opportunities include your choice of one of the following features:

PACKAGE 1

THURSDAY
LUNCHEON
& KEYNOTE

PACKAGE 2

CLOSING
LUNCHEON
& KEYNOTE



ALL DIAMOND SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Sponsor recognition throughout luncheon - logo on food stations, presentation screens, etc
- 3-minute speaking opportunity at the sponsored luncheon
- VIP table reserved at the luncheon
- Opportunity to place promotional materials on tables at the sponsored luncheon

PLUS:

- Four (4) complimentary full package conference registrations
- Four (4) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- Two (2) additional BC Tourism & Hospitality Awards Gala tickets (over and above those included in the complimentary registration packages)
- One (1) tabletop space in the Marketplace or foyer
- One (1) year membership to TIABC and BCHA
- Company feature in TIABC and BCHA newsletters or InnFocus magazine
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Verbal recognition from podium
- Profile page and branded post on conference mobile app



\$10,000 GOLD SPONSORSHIP

Gold sponsorship opportunities include your choice of one of the following features:

PACKAGE 1

THURSDAY BREAKFAST & KEYNOTE SPONSOR

Logo and sponsor recognition at breakfast food stations and throughout plenary session

PACKAGE 2

FRIDAY BREAKFAST & KEYNOTE SPONSOR

Logo and sponsor recognition at breakfast food stations and throughout plenary session

PACKAGE 3

MARKETPLACE SPONSOR

Recognition as the presenting sponsor of Marketplace in advance conference promotion and onsite at the conference

PACKAGE 4

TOWNHALL SPONSOR

Logo and sponsor recognition throughout the townhall

PACKAGE 5

OPENING KEYNOTE SPONSOR

Logo and sponsor recognition throughout opening plenary session

PACKAGE 6

REGISTRATION SPONSOR

Logo on conference registration online form and onsite at the conference registration desk

PACKAGE 7

MOBILE APP SPONSOR

Banner advertisement and logo on conference mobile app available to delegates before, during, and after event

PACKAGE 8

LANYARD SPONSOR

Opportunity to provide company branded lanyards for all delegates to wear throughout the conference
(cost of lanyard not included)

GOLD SPONSORS ALSO RECIEVE:

- Three (3) complimentary full package conference registrations
- Two (2) additional Welcome Reception tickets (over above those included in the complimentary registration packages)
- Two (2) additional BC Tourism & Hospitality Industry Awards Gala tickets (over and above those included in the complimentary registration packages)
- One (1) tabletop space in the Marketplace or foyer
- Company feature in TIABC newsletter and BCHA newsletter.
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Verbal recognition from podium
- Profile page on conference mobile app

\$5,000

SILVER

SPONSORSHIP

Silver sponsorship opportunities include your choice of one the following features:

REFRESHMENT BREAK SPONSOR

- Logo recognition on refreshment break tables
- Opportunity to place up to two pop-up banners near refreshment break tables.

BREAKOUT SESSION SPONSOR

- 3-minute speaking opportunity at the sponsored breakout session
- Opportunity to place up to two pop-up banners in the session room

HOTEL TRACK SPONSOR

- 3-minute speaking opportunity at the sponsored hotel track session
- Opportunity to place up to two pop-up banners in the session room

SUSTAINABILITY SPONSOR

- Demonstrate your commitment to sustainability by supporting the conference green initiatives
- Recognition on select signage throughout the conference

WIFI SPONSOR

- Recognition wherever WIFI information is shared with participants

DELEGATE GIFT SPONSOR

- Opportunity to provide delegates with quality gift or keepsake (*cost of gift not included*)

CHARGING STATION SPONSOR

- Recognition on our power charging stations throughout the conference space (*cost of stations not included*)

**banners and placement pre-approved by TIABC/ BCHA*



SILVER SPONSORS ALSO RECEIVE:

- Two (2) complimentary full package conference registrations
- Two (2) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Profile page on conference mobile app



\$3,500 BRONZE SPONSORSHIP

Bronze sponsorship opportunities include the following features:

- One (1) complimentary full package conference registration
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Profile page on the conference mobile app

CONTACT US

For any inquiries regarding sponsorship and marketplace opportunities, and to confirm your interest, please contact us at info@bctourismandhospitalityconference.com.

If you have an idea that is not outlined in this prospectus, please let us know! We are open to creating a custom package that reflects your organization's interests.

\$5,000 AWARD SPONSORSHIPS

AWARD SPONSORS CAN CHOOSE ONE OF THE FOLLOWING AWARD CATEGORIES:

INDIGENOUS OPERATOR

SUSTAINABILITY

EMPLOYEES FIRST

BUSINESS WOMAN OF THE YEAR

HOTELIER OF THE YEAR

INNOVATION

CONTRIBUTION & IMPACT

PROFESSIONAL EXCELLENCE

AWARD CATEGORY SPONSORS RECEIVE:

- Opportunity to present the award to the winner at the Awards Gala
- Two (2) complimentary tickets to the Awards Gala with VIP seating with the Award winner(s)
- Recognition in applicable news releases and promotional materials
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Verbal recognition from podium
- Profile page on the conference mobile app

ADDITIONAL AWARDS GALA SPONSORSHIP OPPORTUNITIES*

- Wine Sponsor \$10,000
- Entertainment Sponsor \$5,000
- Decor Sponsor \$3,000

*Please contact us for more details on these options if interested.

Contact: info@bctourismandhospitalityconference.com

MARKETPLACE OPPORTUNITIES

REGULAR RATE \$3,000 | NOT FOR PROFIT RATE \$2,000

Join us in the Marketplace & Silent Auction for the opportunity to network, build relationships, reconnect with industry colleagues, and showcase your organization. This is where you'll want to be for those creative collisions and connections!

VENDOR MARKETPLACE FEE INCLUDES:

- One (1) 6' tabletop display space for the duration of the Marketplace
- One (1) banquet table for tabletop display and 2 chairs
- One (1) complimentary conference registration (*excludes all special events*)
- List of registered attendees one week in advance of the event

For Vendor Marketplace information, please
contact Jason Cheskes at
bcha@abovethelinesolutions.com.

MARKETPLACE HOURS

Wednesday, March 9
9:00 - 18:00

Thursday, March 10
9:00 - 18:00

Optional Day:
Friday, March 11
9:00 - 11:15

**Times subject to change*

DONATE A SILENT AUCTION ITEM!

Contact info@bctourismandhospitalityconference.com to confirm your donation.