

October 19 - 21, 2015 | Pan Pacific Vancouver



What is the BC Tourism Industry Conference?

The BC Tourism Industry Conference is the tourism event of the year presented by the Tourism Industry Association of BC (TIABC) in partnership with Destination BC (DBC).

The jam-packed program is designed to educate, promote discussion, generate new ideas, and provide networking opportunities. Delegates will also have the opportunity to recognize our industry leaders and innovators through the prestigious Tourism Industry Awards Gala.

In 2015 the conference is being held in Vancouver at the Pan Pacific Hotel, October 19 - 21.

Check out the details at www.bctourismconference.ca – you will want to be there!

How many delegates will be there?

The conference has seen significant growth since its inception in 1993 and now draws approximately 500 delegates from around the province. It is the foremost event in the BC tourism industry.

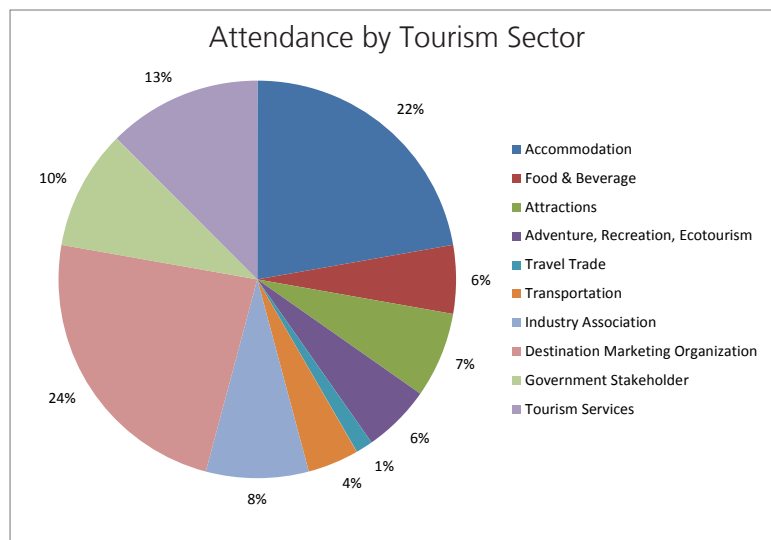
Who Attends?

The decision-makers and important players in the tourism industry. Owner/operators, educators, destination marketers, industry organizations and government all come together to discuss issues, network and take advantage of learning opportunities to enhance tourism in British Columbia.

This chart shows the historical audience breakdown at past Conferences.



The Tourism Industry Association of BC (TIABC) advocates for the interests of British Columbia's \$13 billion+ tourism economy. As a not-for-profit trade association, TIABC works collaboratively with its members - private sector tourism businesses, industry associations and destination marketing organizations - to ensure the best working environment for a competitive tourism industry.



Attendees of the 2014 BC Tourism Summit included representatives from the following organizations (list not inclusive):

- Aboriginal Tourism BC
- Accent Inns
- Alaska Highway Community Society
- Allied Golf Association – BC
- BC Commercial Snowmobile Operators Association
- BC Ferries
- BC Ocean Boating Tourism Association
- BC Wine Institute
- Best Western International
- Booking.com
- Canadian Tourism Commission
- Connect Media
- Destination BC
- Grouse Mountain
- Harbour Air Seaplanes
- Hotel Association of Vancouver
- Maple Fun Tours
- Oak Bay Marine Group
- Parks Canada
- Resonance Branding
- Rocky Mountaineer
- Royal BC Museum
- Royal Roads University
- Simpleview
- Thompson Okanagan Tourism Association
- Tourism Kelowna
- Tourism Prince George
- Vancouver International Airport
- Western Economic Diversification
- Whistler Blackcomb
- Ziptrek Tours

Why Sponsor?

The partners and sponsors of the BC Tourism Industry Conference are an important and visible part of the event. In return for their generous financial commitment they are provided with a range of benefits allowing them to showcase their businesses in a variety of ways. (See the Financial Benefit Outline).

Here are just some of the reasons to become a sponsor:

- Network and do business with over 500 tourism industry professionals
- Elevate your company profile in the tourism community
- Showcase your company's products or services
- Communicate your message to a highly qualified community
- Attract new talent and strengthen partnerships
- Receive complimentary delegate pass(es) which include the BC Tourism Awards Gala



2014 STUDENT CASE COMPETITION PARTICIPANTS



2014 PRESENTER - CRAIG RICHMOND, CEO
VANCOUVER AIRPORT AUTHORITY

Sponsorship Contact:

Nora Cumming, Conference Manager
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250.382.3303 ext. 204



MINISTERS PANEL

**"GREAT CONFERENCE.
GREAT SPEAKERS,
TOPICS AND OVERALL
ORGANIZATION."**



CONFERENCE ATTENDEE

2015 Sponsorship Opportunities

Sponsorships are available on a first come, first served basis. If you have a unique sponsorship idea that you would like to explore, please contact us. Additionally, we are happy to customize any of the following levels to best meet your business objectives.

PLATINUM SPONSORSHIP

Investment of \$20,000+

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

1. Presenting sponsor of the Welcome Reception - This event is considered the primary networking event of the BC Tourism Industry Conference and sets the tone for the following days.
2. Presenting Sponsor of Tuesday Luncheon and Keynote presenter - Opportunity to address delegates (3 minutes) to share corporate messaging and introduce the keynote speaker.
3. Presenting sponsor of Wednesday Luncheon and Keynote presenter - opportunity to address delegates (3 minutes) to share corporate messaging and introduce the keynote speaker.

PLATINUM BENEFITS

Promotion and Brand Exposure

- Logo and link on the Conference website sponsorship page and home page
- Priority logo placement on Conference promotional materials
- Logo placement on all materials related to feature benefit
- Verbal recognition from podium
- Branded delegate badge
- Full-page ad in Conference program
- Opportunity to provide promotional item for Conference delegate bag

Additional Benefits

- Four (4) complimentary full package conference registrations
- Two (2) additional Awards Gala tickets (over and above those included in the complimentary registration packages)
- Four (4) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- Two (2) exhibit booth spaces in the Sponsor Showcase
- One (1) year membership in TIABC

Sponsorship Contact

Nora Cumming
Conference Manager
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**"WITH BIG THANKS
FOR A JOB WELL
DONE IN CREATING AN
OPPORTUNITY FOR OUR
THRIVING INDUSTRY TO
GATHER UNDER ONE
ROOF!"**

DIAMOND SPONSORSHIP

Investment of \$15,000

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

1. Presenting Sponsor of Tuesday Breakfast and Keynote presenter - Opportunity to address delegates (3 minutes) to share corporate messaging and introduce the keynote speaker.
2. Presenting sponsor of Wednesday Breakfast and Keynote presenter - Opportunity to address delegates (3 minutes) to share corporate messaging and introduce the keynote speaker.
3. BC Tourism Industry Award – Category Sponsor – opportunity to present the award in the selected category at the BC Tourism Industry Awards Gala.

DIAMOND BENEFITS

Promotion and Brand Exposure

- Logo and link on the Conference website sponsorship page and home page
- Priority logo placement on Conference promotional materials
- Logo placement on all materials related to feature benefit
- Verbal recognition from podium
- Half-page ad in Conference program
- Opportunity to provide promotional item for Conference delegate bag

Additional Benefits

- Three (3) complimentary full package conference registrations
- One (1) additional Awards Gala ticket (over and above those included in the complimentary registration packages)
- Three (3) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- One (1) exhibit booth spaces in the Sponsor Showcase
- One (1) year membership in TIABC



CASE COMPETITION STUDENTS



SPONSOR BOOTH

Sponsorship Contact

Nora Cumming

Conference Manager

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SPEAKER - CHRIS FAIR
RESONANCE CONSULTANCY



NETWORKING AT RECEPTION

"I ENJOYED MEETING
OTHER LIKE-MINDED
INDIVIDUALS IN THE
TOURISM INDUSTRY.
I LOOK FORWARD TO
ATTENDING AGAIN NEXT
YEAR."

GOLD SPONSORSHIP

Investment of \$10,000

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

1. Refreshment Break sponsor
2. Online and onsite registration sponsor
3. Sponsor Showcase presenting sponsor
4. Breakout Session presenting sponsor - opportunity to introduce the presenter(s) at a breakout session

GOLD BENEFITS

Promotion and Brand Exposure

- Logo and link on the Conference website sponsorship page
- Logo placement on Conference promotional materials
- Logo placement on all materials related to feature benefit
- Verbal recognition from podium
- One-third (1/3) page ad in Conference program
- Opportunity to provide promotional item for Conference delegate bag

Additional Benefits

- Two (2) complimentary full package conference registrations
- One (1) additional Awards Gala ticket (over and above those included in the complimentary registration packages)
- Two (2) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- One (1) exhibit booth spaces in the Sponsor Showcase

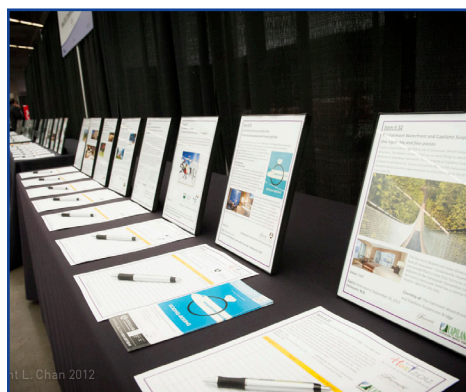
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**"THE SESSIONS I
ATTENDED WERE
EXCELLENT!"**



AUDIENCE ENGAGEMENT



SILENT AUCTION

SILVER SPONSORSHIP

Investment of \$5,000

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

1. Refreshment Break sponsor
2. Breakout Session presenting sponsor - opportunity to introduce the presenter(s) at a breakout session

SILVER BENEFITS

Promotion and Brand Exposure

- Logo and link on the Conference website sponsorship page
- Logo placement on Conference promotional materials
- Logo placement on all materials related to feature benefit
- Verbal recognition from podium
- Quarter (1/4) page ad in Conference program
- Opportunity to provide promotional item for Conference delegate bag

Additional Benefits

- One (1) complimentary full package conference registrations
- One (1) additional Welcome Reception tickets (over and above those included in the complimentary registration packages)
- One (1) exhibit booth spaces in the Sponsor Showcase

BRONZE SPONSORSHIP

Investment of \$3,500

BRONZE BENEFITS

Promotion and Brand Exposure

- Logo and link on the Conference website sponsorship page
- Logo placement on Conference promotional materials
- Logo placement on all materials related to feature benefit
- Verbal recognition from podium
- Business card size ad in Conference program

Additional Benefits

- One (1) complimentary full package conference registrations

Sponsorship Contact

Nora Cumming

Conference Manager

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2015 BC TOURISM INDUSTRY CONFERENCE SPONSORSHIP OPPORTUNITIES - AT A GLANCE

Partner Levels	Bronze	Silver	Gold	Diamond	Platinum
Options & Benefits	\$3,500	\$5,000	\$10,000	\$15,000	\$20,000
Sponsors have the opportunity to receive feature recognition through one of the products in the list for each sponsor level. Please select one.		Breakout Session Refreshment Break	Breakout Session Refreshment Break Registration Sponsor Showcase	Tuesday Breakfast & Keynote Wednesday Breakfast & Keynote Award Category	Welcome Reception Tuesday Luncheon & Keynote Wednesday Luncheon & Keynote
Logo and link on Conference website and other promotional materials	★	★	★	★	★
Logo and link on Conference home page			★	★	★
Logo placement on all materials related to feature benefit		★	★	★	★
Branded delegate badge					★
Ad in Conference delegate program	Business Card Size	1/4 Page	1/3 Page	1/2 Page	Full Page
Delegate bag insert		★	★	★	★
Complimentary Conference registrations	1	1	2	3	4
Additional complimentary Awards Gala tickets			1	1	2
Additional complimentary Welcome Reception tickets		1	2	3	4
Exhibit space in the Sponsor Showcase		1	1	1	2
1 year TIABC Membership				★	★

A La Carte Opportunities	Value
BC Tourism Awards Category Sponsor	\$5,000
VIP Lounge	\$3,000 Plus F&B
Conference Lanyards (600 needed)	\$3,000 Plus Product
Conference Bags (600 needed)	\$3,000 Plus Product
Conference Pen/Folio Sponsor	\$3,000 Plus Product
Mobile App Sponsor	\$3,000
Volunteer Shirts	\$1,000 Plus Product
Hybrid Event Broadcast	\$2,500
Phone/Table Charging Station	\$2,000

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