



2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012



Your Invitation To Sponsor

Top 5 Reasons to Sponsor:

1 EXPOSURE

Over 90% of branded hotel chains in Canada attend this event!

2 PARTICIPATION

Join delegates to hear what's new and find real solutions.

3 CONNECTION

Reach out to delegates before, during, and after the event.

4 RECOGNITION

Profile your company! Get mention from the MC and Sponsorship Ribbons for all company delegates.

5 NETWORK

Meet and mingle with the most important hospitality executives.

A week for the Canadian hospitality and tourism sectors!

3 great events all under one roof!

Sheraton Centre Hotel Toronto March 5-7, 2012

Hotel Association of Canada Conference (HAC)

This Annual Conference and Tradeshow provides an opportunity for those involved in the operations of lodging enterprises (mid and senior levels) and many industry suppliers, to gain timely insights into industry trends and current practices.

www.hacconference.ca

ONLINE REVEALED CANADA (ORC)

This is a cutting edge, forward thinking Conference produced for the industry, by the industry! In a non-intimidating, interactive atmosphere, this solution-focused Conference holds hands-on workshops that address the critical online marketing issues influencing tourism in Canada. Canada's leading tourism professionals gather including Destination Marketing Organizations, Hotel Brands, Tourism Associations, Search Engines, Technology Companies and Tourism Marketing experts.

www.onlinerevealed.com

canadian tourism marketing summit (ctms)

This event will examine the importance and activities of tourism marketing. Some of the leading industry marketers from Destination Marketing Organizations (DMO), convention facilities, hotels and resorts will examine trends and issues on national, provincial and municipal levels.

www.cdntourismmarketing.ca

Who Should Attend?

- › Corporate, Regional and Property-level Hoteliers
- › Provincial, Regional and Municipal Tourism Marketing Organizations
- › Attractions
- › Convention and TradeShow Venues
- › Transportation Companies
- › Online Travel Marketers and Enablers
- › Marketing, Public Relations and Advertising Companies
- › Tourism Sales and Marketing Professionals
- › Tourism Industry Suppliers
- › Anyone with an interest in Canadian tourism!

For more details contact:

Vicki Welstead | Director, Sponsorship Development
Big Picture Conferences Inc. | 166 Pearl Street, Suite 200, Toronto, ON M5H1L3
DIRECT (416) 693-1501 | OFFICE (416) 924-2002 x 233 | FAX (416) 961-7737
vickiwelstead@bigpictureconferences.ca



Your Invitation To Sponsor

“YOUR E-MARKETING WORKSHOP WAS BRILLIANT! I REALLY APPRECIATED YOUR NO-NONSENSE APPROACH—IT WAS SO REFRESHING!”

—JENIFER CHRISTENSON,
DIRECTOR, MARKETING &
COMMUNICATIONS, EDMONTON
TOURISM

Over 80% of our delegates make buying decisions for their companies.

WE MADE THE CHANGES YOU REQUESTED!

- ▶▶ Now most sponsorship levels include one complimentary 6ft skirted table
- ▶▶ Exhibition tables will be situated centrally – on the walk to sessions
- ▶▶ Table assignment will be allocated when all contracts are received

Complimentary 6ft skirted table will be available to all sponsors in the Bronze, Silver and Gold levels. Platinum sponsors will be allocated an 8’x10’ booth space.

Please refer to the chart on pages 3 and 4 for the number of registrations and features available to sponsors. Table assignment will be determined when applications are received.

Schedule At A Glance

For sponsors who wish to display product at a 6ft skirted table:

- MONDAY MARCH 5, 2012** **Move In** Time to be announced
- TUESDAY MARCH 6, 2012** **All tables/booths ready for a 7:30 am breakfast/start on the show floor**
- WEDNESDAY MARCH 7, 2012** **Move Out** 2:00 pm – 6:00 pm

MONDAY MARCH 5, 2012
HAC + ORC Welcome Reception
TUESDAY MARCH 6, 2012
Hotel Association of Canada Conference ALL DAY SESSIONS
HAC Hall of Fame Awards Luncheon / Canadian e-Tourism Awards Luncheon @ ORC
Online Revealed Canada Conference ALL DAY SESSIONS
Evening Reception
WEDNESDAY MARCH 7, 2012
Canadian Tourism Marketing Summit ALL DAY SESSIONS
Online Revealed Canada Conference ALL DAY SESSIONS
Luncheon



We sell out every year. Respond immediately to avoid disappointment!

COMPLETE AND FAX THE ATTACHED CONTRACT TODAY.

For more details, contact:

Vicki Welstead | Director, Sponsorship Development
Big Picture Conferences Inc. | 166 Pearl Street, Suite 200, Toronto, ON M5H1L3
DIRECT (416) 693-1501 | OFFICE (416) 924-2002 x 233 | FAX (416) 961-7737
vickiwelstead@bigpictureconferences.ca



Your Invitation To Sponsor

2012 Conference Sponsorship Opportunities PAGE 1 of 2

	Evening Receptions	Platinum	Gold	Silver	Bronze	Beverage
Exposure & Connection	2 OPPORTUNITIES	1 EXCLUSIVE OPPORTUNITY PER BUSINESS CHANNEL				
Ongoing exclusive access to delegate list	✓	✓	✓	✓	-	✓
Logo on set design	✓	✓	✓	-	-	-
Logo on Conference website with hyperlink to your company promo materials, white paper and/or PDF brochure	✓ 200 words	✓ 200 words	✓ 150 words	✓ 100 words	✓	✓ 100 words
Logo in Industry Publications (45,000 Nationwide Distribution)*	✓	✓	✓	✓	✓	✓
Brand Promotion: eBlasts (over 22,000 industry professionals)*	✓	✓	✓	✓	✓	✓
Logo In Conference Program*	✓	✓	✓	✓	✓	✓
Logo on Conference Signage (Presentation Slides and at Registration Desk)*	✓	✓	✓	✓	✓	✓
Ad in Conference Brochure* (Full Page - \$750 value)	✓ Inside Back Cover	✓ Full Page	✓ Full Page	✓ 1/2 Page	✓ 50% Off (\$325)	✓ 1/2 Page
Participation						
Welcome Reception (# of extra tickets)	5	5	3	2	1	3
Master of Ceremonies	3 minute welcoming address at the podium during the reception	Welcome message (250 words) in conference program**	-	-	-	-
Complimentary Registrations (value \$900 each)	5	5	3	2	1	3
6ft Table Top (1 full registration included)	✓ 1 8x10ft booth space	✓ 1 8x10ft booth space	✓ 1 6ft table top	✓ 1 6ft table top	✓ 1 6ft table top	✓ 1 6ft table top
Recognition						
Special Thank You by MC during opening remarks	✓	✓	✓	✓	-	✓
Sponsor Ribbons for all company attending delegates	✓	✓	✓	✓	✓	✓
*Subject to deadlines **Subject to approval	\$15,000 + Food and Beverage	\$20,000	\$12,000	\$8,000	\$5,000	\$6,000 + Product



Your Invitation To Sponsor

2012 Conference Sponsorship Opportunities PAGE 2 of 2

	Breakfast & Breaks	Lanyards/ Delegate Bags	USB/ Notepads/ Pens	Student Award Luncheon
Exposure & Connection				
Ongoing exclusive access to delegate list	-	-	-	-
Logo on set design	-	-	-	-
Logo on Conference website with hyperlink to your company promo materials, white paper and/or PDF brochure	✓	✓	✓	✓
Logo in Industry Publications (45,000 Nationwide Distribution)*	✓	✓	✓	✓
Brand Promotion: eBlasts (over 22,000 industry professionals)*	✓	✓	✓	✓
Logo In Conference Program*	✓	✓	✓	✓
Logo on Conference Signage (Presentation Slides and at Registration Desk)*	✓ + Signage on the buffet tables	✓ + on every lanyard	✓ + Signage on the buffet tables	✓
Ad in Conference Brochure* (Full Page - \$750 value)	✓ 50% Off (\$325)	✓ 50% Off (\$325)	✓ 50% Off (\$325)	✓ 50% Off (\$325)
Participation				
Welcome Reception (# of extra tickets)	-	-	-	-
Master of Ceremonies	-	-	-	-
Complimentary Registrations (value \$900 each)	1	1	-	-
6ft Table Top (1 full registration included)	-	-	-	-
Recognition				
Special Thank You by MC during opening remarks	-	-	-	-
Sponsor Ribbons for all company attending delegates	✓	✓	✓	✓
	\$4,000	\$3,000 + Product	\$1,000 + Product	\$800 (table for 8)

*Subject to deadlines
**Subject to approval