

SPONSORSHIP OPPORTUNITIES

BC TOURISM & HOSPITALITY CONFERENCE

MARCH 1-3, 2023
PRINCE GEORGE, BC



BC TOURISM & HOSPITALITY
CONFERENCE 2023

THE INDUSTRY EVENT OF THE YEAR

FOR BRITISH COLUMBIA'S TOURISM
& HOSPITALITY SECTOR



Following the overwhelming success of the past two conferences, we are excited to bring the third annual BC Tourism & Hospitality Conference to the city of Prince George, BC.



This annual event converges hundreds of industry delegates and leaders, providing a mix of discovery, education, industry insights, and networking opportunities - it is designed to offer the tools needed to forge a brighter path forward for the sector. The 2023 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!

BECOME A SPONSOR

BENEFIT FROM BEING PART OF THE 2023 BC TOURISM & HOSPITALITY CONFERENCE

We are proud to host the 2023 BC Tourism and Hospitality Conference, as an opportunity for our industry – at every level – to converge and grow as a collective. This includes like-minded organizations like yours that are as passionate about the prosperity of our sector as we are. Without sponsors like you, this conference wouldn't be possible.

Our sponsors are critical to what makes the BC Tourism & Hospitality Conference an overwhelming success. 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 2023 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 Prince George.

Ingrid Jarrett
President & CEO
BC Hotel Association

Walt Judas
CEO
Tourism Industry Association of BC

"THE CAN'T MISS EVENT OF THE YEAR!"

More than any other industry event, I credit the BC Tourism and Hospitality Conference as being a critical element to driving success for our industry and my business; one part education and problem solving, one part networking, and final part alignment to collectively tackle issues as a sector. The conference is designed to challenge our industry and drive progress. I look forward to returning in 2023.

ABOUT OUR DELEGATES



THE PEOPLE YOU WANT TO MEET

The conference attracts tourism and accommodation owners/operators, destination marketing and management professionals, educators, government representatives, industry sectors, and other stakeholders representing all regions of British Columbia. Come share in this unique experience with us as we chart a brighter path forward for the sector. We are hoping to host hundreds of delegates in Prince George at the 2023 conference.

Brands
Campground Operators
Company Management
DMOs
Educators

Food & Beverage Operators
Franchisees
Government Stakeholders
Hoteliers

Industry Suppliers
Thought Leaders & Experts
Tourism Operators
Transportation Operators

2022 SPONSORS



\$20,000

PLATINUM SPONSORSHIP

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

PACKAGE 1 *SOLD OUT

WELCOME RECEPTION SPONSOR

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

- Recognition as the host sponsor throughout the event
- Stage time at Welcome Reception
- Opportunity to creatively showcase your brand at the reception

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

- Recognition at event - logo on presentation screens at Awards Gala
- VIP reserved table at Awards Gala
- 5-minutes of stage time at the Awards Gala - we encourage you to be creative with this time!
- Opportunity to creatively showcase your brand on tables at the dinner

PLATINUM SPONSORS ALSO RECEIVE:

- Six (6) complimentary full conference registrations
- One (1) tabletop space
- 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 on conference mobile app

ADD-ON OPTION: Add on an Experience Sponsorship to your package at no additional fee (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.

\$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

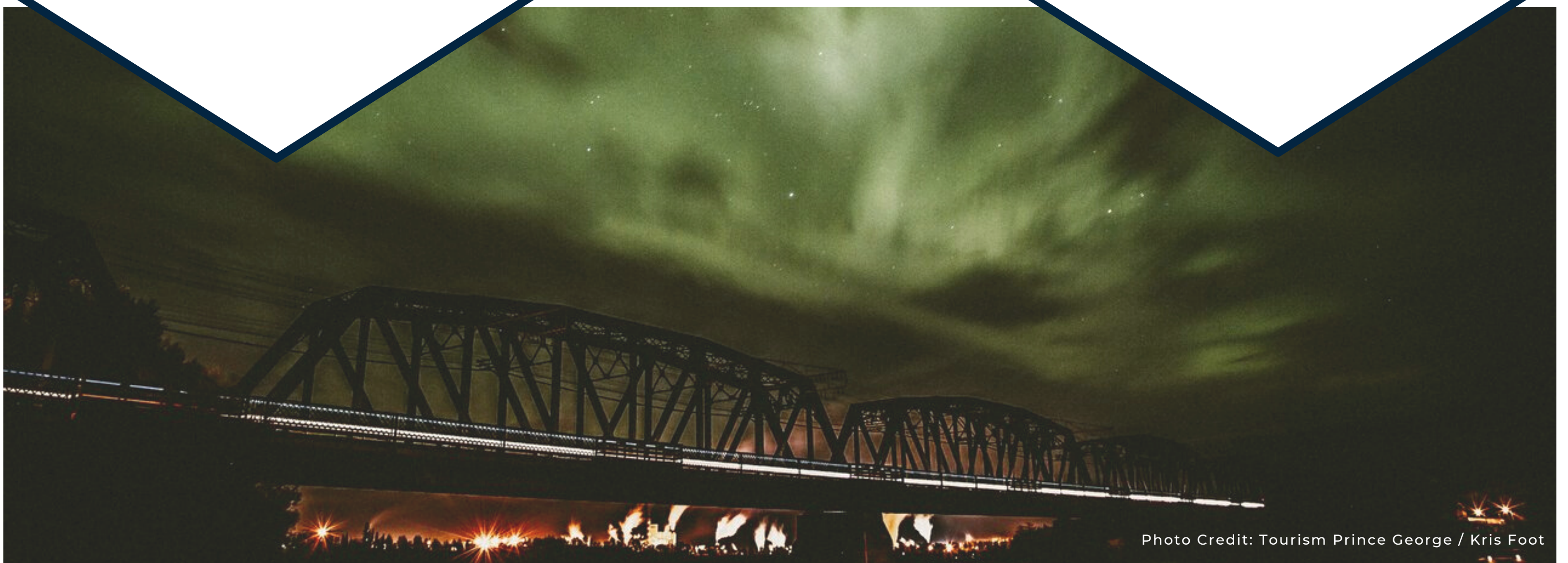


Photo Credit: Tourism Prince George / Kris Foot

ALL DIAMOND SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Sponsor recognition throughout luncheon - logo on food stations, presentation screens, etc
- 3-minute of stage time at the sponsored luncheon - we encourage you to be creative with this time!
- VIP table reserved at the luncheon
- Opportunity to place promotional materials or creatively showcase your brand on tables at the sponsored luncheon

PLUS:

- Four (4) complimentary full conference registrations
- One (1) tabletop space
- 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

ADD-ON OPTION: Add on an Experience Sponsorship to your package at no additional fee (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.

\$10,000 GOLD SPONSORSHIP

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

PACKAGE 1

OPENING KEYNOTE SPONSOR

Logo and sponsor recognition throughout opening plenary session

PACKAGE 2

THURSDAY BREAKFAST & KEYNOTE SPONSOR

Logo and sponsor recognition at breakfast food stations and throughout plenary session
Interested in customizing the menu - contact us!

PACKAGE 3

FRIDAY BREAKFAST & KEYNOTE SPONSOR

Logo and sponsor recognition at breakfast food stations and throughout plenary session
Interested in customizing the menu - contact us!

PACKAGE 4

TOWNHALL SPONSOR

Logo and sponsor recognition throughout the townhall

PACKAGE 5

REGISTRATION SPONSOR

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

PACKAGE 6

MOBILE APP SPONSOR

Recognition on conference mobile app available to delegates before, during, and after event

PACKAGE 7

NAME BADGE SPONSOR

Logo on name badges worn by delegates throughout the conference

PACKAGE 8

INNOVATION SPONSOR

Do you have a new and innovative idea or product that could enhance the conference or the attendee experience? Let's discuss a custom package!
(cost of activation not included)

GOLD SPONSORS ALSO RECEIVE:

- Three (3) complimentary full conference registrations
- One (1) tabletop space
- 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

ADD-ON OPTION: Add on an Experience Sponsorship to your package at no additional fee (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.

\$5,000 SILVER SPONSORSHIP

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

REFRESHMENT BREAK SPONSOR

- Recognition on signage on refreshment break tables and in break area
- Opportunity to creatively showcase your brand near refreshment break tables

BREAKOUT SESSION SPONSOR

- 3-minutes of stage time at the sponsored breakout session
- Opportunity to creatively showcase your brand in the session room

SUSTAINABILITY SPONSOR

- Demonstrate your commitment and/or service to sustainability and a regenerative visitor economy by supporting the conference green initiatives
- Recognition on select signage throughout the conference

WIFI SPONSOR

- Recognition wherever WIFI information is shared with participants

LOUNGE SPONSOR

- Recognition in the conference lounge where attendees can relax and connect. Activation opportunities can be added at the cost of the sponsor - call us to discuss this

CHARGING STATION SPONSOR

- Recognition on our power charging stations throughout the conference space

DELEGATE GIFT SPONSOR

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



EXPERIENCE SPONSOR *NEW THIS YEAR*

Create an interactive experience attendees won't forget. Receive a dedicated space on-site to activate your experience. Share your ideas with us! A limited number of activations will be allowed; cost of activation not included. Some examples of experiences could include:

- Attendee contest - example Win a travel package to attend the conference
- Interactive games or technology
- Themed photo booth or selfie wall with props
- Thought leader board or attendee contribution wall
- Icebreaker activity

SILVER SPONSORS ALSO RECEIVE:

- Two (2) complimentary full conference registrations
- 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

ADD-ON OPTION: Add on an Experience Sponsorship to your package for \$1,500 (see above for details). A limited number of activations will be allowed; cost of activation not included.

\$3,500

BRONZE

SPONSORSHIP

Bronze sponsorship opportunities include the following features:

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

ADD-ON OPTION: Add on an Experience Sponsorship to your package for \$1,500 (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.

\$1,500

SUPPORTING SPONSOR

Supporting sponsorship opportunities include the following features:

- Logo and link on the conference website
- Logo placement on conference promotional materials
- Profile page on the conference mobile app



BC TOURISM & HOSPITALITY
CONFERENCE 2022
KICKSTARTING THE COMEBACK

Thank you to our sponsors
who made this conference possible:

PRESENTING SPONSOR



DESTINATION
BRITISH COLUMBIA™

PLATINUM SPONSORS



DIAMOND SPONSORS



NORTHERN BC
TOURISM ASSOCIATION

GOLD SPONSORS



SILVER SPONSORS

LOOKING FOR A CUSTOM PACKAGE? LET'S GET CREATIVE!

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

Photo Credit: Tourism Prince George

2023 AWARD CATEGORIES

INDIGENOUS OPERATOR or EXPERIENCE
SUSTAINABILITY
EMPLOYEES FIRST
BUSINESS WOMAN OF THE YEAR
INNOVATION
COMMUNITY CONTRIBUTION & IMPACT
PROFESSIONAL EXCELLENCE
ACCESS & INCLUSION
REMARKABLE EXPERIENCE

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.

DONATE A SILENT AUCTION ITEM!

Contact info@bctourismandhospitalityconference.com to confirm your donation.