



TMAC Conference and Annual General Meeting “Discover Your Capital”

March 9 to 12, 2011
Ottawa, Ontario

Select the Sponsorship Opportunity that is right for you

The Travel Media Association of Canada (www.travelmedia.ca) is the largest travel media organization in Canada. It brings together nearly 200 travel journalists and almost 250 tourism industry representatives. Our media members contribute to magazines, newspapers, radio, television and online publications in Canada and abroad.

TMAC's 2011 Conference & AGM will be a celebration of everything that makes Canada such an exciting travel destination. It will bring members together to do business through scheduled marketplace appointments, professional development sessions and informal networking opportunities throughout the event. Canada's best travel writers will discover their capital — and you can be part of the adventure with one of these great sponsorship opportunities.

Opportunities to share your message

From breakfasts to professional development sessions, a keynote speech to delegate bags, a variety of sponsorship packages offer sponsors the opportunity to target a highly desirable and influential audience. TMAC offers many levels of recognition, each tailored for the ultimate sponsor exposure. While we do our best to come up with the ideal packages, TMAC is also open to customizing a sponsorship opportunity to fit your marketing initiatives and budgeting needs. Please contact sponsorship co-chairs Marty Rice 519-661-6385 mrice@londontourism.ca or Helena Katz 867-872-4123 Helena@katzcommunications.ca to discuss your customized package. NOTE: All prices are listed in Canadian dollars and are subject to HST.

More visibility

As a TMAC AGM sponsor, you will receive the following visibility opportunities in addition to the package specific visibility.

Pre-Conference:

- ✓ Logo on conference website with URL link
- ✓ Logo on TMAC's annual report
- ✓ Thank-you in *TMAC Travels* newsletter

Event

- ✓ Logo on thank-you signage and on audio-visual screens displayed throughout the conference
- ✓ Thank you from TMAC president or vice president at opening and closing of conference
- ✓ Acknowledgement in conference program
- ✓ An opportunity to submit a page of story ideas that will be distributed to delegates

We look forward to working with you.

Helena Katz
TMAC Sponsorship Committee Co-Chair

Marty Rice
TMAC Sponsorship Committee Co-Chair

SPONSORSHIP PACKAGES:

KEYNOTE SPEAKER Sponsorship Package

\$ 8,000

Attract the attention of all delegates by hosting keynote speaker Scott Stratten, president of UnMarketing (www.unmarketing.com). This expert in social, viral and authentic marketing has more than 50,000 followers on Twitter. The title of his speech is “Discover Your Social Media Capital.” The plenary session will attract all conference delegates. In addition to the above visibility opportunities, you will also:

- ✓ Be able to personalize and brand the room with your logo and signage
- ✓ Introduce the keynote speaker, alongside your marketing message
- ✓ Have the opportunity to place an announcement of up to 100 words in the TMAC Travels newsletter of your keynote speaker sponsorship and a description of your destination or services
- ✓ Have your logo on e-blasts about professional development being sent to TMAC members
- ✓ Receive TWO complimentary conference passes – a value of \$1,500

BREAKFAST Sponsorship Package

\$ 7,000

As the BREAKFAST sponsor, you will be the *exclusive* host of one of the conference mornings. Breakfast will be served for one hour. In addition to the above visibility opportunities, you will also:

- ✓ Be able to personalize and brand the dining area with your logo and signage
- ✓ Deliver a speaking and/or visual presentation during this time.
- ✓ Have the opportunity to place an announcement of up to 100 words in the TMAC Travels newsletter of your breakfast sponsorship and a description of your destination or services
- ✓ Receive TWO complimentary conference passes – a value of \$1,500
- ✓ Have your logo on e-blasts about conference registration being sent to TMAC members

Breakfast hosting day: Saturday March 12

INTERNET CAFÉ Sponsorship Package

\$ 6,500

As the INTERNET CAFÉ sponsor, you will be the *exclusive* host of the media room for the duration of the event. It's a popular spot, as media use it to keep in touch with editors and file stories. In addition to the above visibility opportunities, you will be able to:

- ✓ Personalize and brand the media room with your logo and signage, including an audio-visual presentation
- ✓ Receive ONE complimentary conference pass – a value of \$750

DELEGATE BAGS Sponsorship Package

\$ 4,500

As the DELEGATE BAG sponsor, you will be responsible for providing all of the conference attendees with the tote that they will use for the duration of the conference. In addition to the above visibility, you will:

- ✓ Be able to brand the bags with your company's logo
- ✓ Receive ONE complimentary conference pass – a value of \$750

The bag provided is subject to the final approval of TMAC Conference planning committee.

PROFESSIONAL DEVELOPMENT Sponsorship Package \$ 3,500

These premier sessions feature industry experts offering members outstanding insights into communications trends, opportunities and challenges. This year, the focus will be on social media and on video and photography. Beginner and advanced sessions will be offered on:

- (1) Building blogs
- (2) Social Media Strategies
- (3) Video production: Lights! Camera! Video
- (4) Social Media (Session offered in French)

As a PROFESSIONAL DEVELOPMENT sponsor, you will host one professional development session, giving you a targeted opportunity to address media and industry members directly. In addition to the above visibility, you will have the opportunity to:

- ✓ Place your logo and signage inside the speaker room
- ✓ Provide a two-minute discussion about your products and/or services and introduce the session speaker.
- ✓ Have your logo on pens distributed during the sessions
- ✓ Have your logo on e-blasts and announcements about professional development being sent to TMAC members

HEALTH BREAK/MINI-RECEPTION Sponsorship Package \$ 3,000

As the HEALTH BREAK sponsor, you will have the opportunity to host the half-hour nutrition break that delegates will take between professional development sessions on Saturday. In addition to the above opportunities, you will also:

- ✓ Be able to personalize and brand the health break area with your logo and signage
- ✓ Have the opportunity to make a five-minute presentation to delegates

TMAC GIFT BASKET Sponsorship Package \$ 1,000

As each delegate checks in to the conference, they will receive a lovely gift basket of items to enjoy. Got an item in stock that would be perfect to showcase your destination or organization? As a TMAC GIFT BASKET sponsor, you supply a promotional item and we supply and distribute the basket. In addition to the above visibility, you will also be able to brand the item you supply with your logo.

Contact:

Book your sponsorship package or get more information by contacting TMAC sponsorship committee co-chairs:

Marty Rice (mrice@londontourism.ca) 519-661-6385

Hélène Katz (Helena@katzcommunications.ca) 867-872-4123