

# The Art of Place...



## ...and You!

Get your message out to the travel media professionals who really spread the word.



CONFERENCE AND  
ANNUAL GENERAL  
MEETING

MAY 2 TO 5, 2012  
FREDERICTON, NB

### BRING THE WORLD TO YOU WITH A **TMAC** SPONSORSHIP

Millions of people call themselves travel “experts,” but only a handful of travel media worldwide can truly be called trusted sources. In Canada, most of them belong to TMAC. We are Canada’s most professional and productive experts in the field of travel, with 450 members comprising writers, photographers, filmmakers, bloggers and social media mavens, as well as highly respected representatives of the travel industry.

Each year, TMAC members gather for an ambitious and wide-ranging conference allowing us to exchange story ideas, explore new destinations and keep up to date on skills, trends and techniques. Industry partners showcase their destinations at the Media Marketplace. Our best writers and photographers are recognized at the prestigious TMAC Awards. And our sponsors share their stories, products and latest news with the travel media that are best placed to tell the world.

So this year, why not join the team of TMAC sponsors? After all, we couldn’t do any of this without you. And you’d be guaranteed unparalleled visibility with the one group that really makes a difference.

Sponsorship opportunities range from promotional items to meals, the TMAC Awards, a media travel subsidy. There’s something for every budget, including bundles and custom opportunities.

We look forward to having you on board as we celebrate The Art of Place in Fredericton, May 2 to 5, 2012.

TMAC Conference Planning Committee

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The TMAC Conference is...

...*the* conference with the most top-notch Canadian travel media in attendance.

## THE CONFERENCE

Every year, members of the Travel Media Association of Canada gather for its Conference and Annual General Meeting. The journalists and photographers who comprise the media membership are the country's leading movers and shakers in print, radio, television, and the web (from blogging to social media). They come together with industry members over the course of five days to make new contacts and gather story ideas for upcoming features. It's a powerful group of A-list talents, anxious to keep up-to-date on all the latest.

This year's conference will be held in **Fredericton, New Brunswick from May 2 to 5, 2012**. With the theme "The Art of Place," TMAC delegates will explore the sights and sounds of Fredericton's culture and history, taste the flair of the local cuisine and experience the adventures of the city.



### Conference Outline

Pre-tours:	April 30 - May 2
Arrival day:	May 2
Conference:	May 3 - 5
Departure day:	May 6
Post-tours:	May 6 - 8

## YOUR OPPORTUNITY

TMAC offers many levels of recognition. Each package is designed to give you the optimum exposure for your marketing dollars. As a sponsor, you will have access and exposure to a highly desirable and influential audience, key travel writers, editors, photographers and the like. And while we do our best to come up with the ideal marketing packages, TMAC is open to customizing a sponsorship opportunity to fit your marketing initiatives and budgeting requirements.

## VISIBILITY

Each sponsorship opportunity is customized with its own specific visibility opportunity. In addition, all sponsors also receive the following added-value promotion:

### Pre-conference

- Logo on conference and TMAC website with URL link
- Logo in TMAC's annual report
- Logo recognition on all conference communications
- Thank you in *TMAC Travels* e-newsletter

### Onsite

- Logo on signage and video displays throughout the conference
- Thank you at opening and closing remarks of the conference

### Post-conference

- Logo on conference and TMAC website with URL link for three months
- Thank you in *TMAC Travels* e-newsletter

**5** Reasons you need to be at the TMAC conference:

1

**NETWORK**  
with top-notch Canadian travel professionals.

2

**GATHER**  
information and tools for future opportunities.

3

**EXCHANGE**  
ideas and expertise.

4

**DEVELOP**  
new partnerships.

5

**CONNECT**  
with those who influence media most.

**#1**

reason to attend the conference

**Media  
Marketplace**

# The Art of Place

May 2 – 5, 2012

## Opportunities Hosting

### MARKETPLACE LOUNGE

Marketplace is the number one reason why delegates attend the conference making the Marketplace package our most front and centre opportunity for sponsorship. Typically the marketplace is a single table and chairs arrangement, but imagine this... TMAC will provide you with your own marketplace lounge. Complete with overstuffed armchairs, a coffee table, refreshment station. Bring your own signage and other cozy items to make your marketplace lounge appointments the place to be. This could be a single Use this opportunity to be a single host, or host the Marketplace Lounge with your fellow tourism partners.

And, as the Marketplace Lounge sponsor, you are also the host of the refreshment break for the day.

*Bonus: This package includes TWO complimentary conference passes.*

\$12,000

### SOCIAL HUB: THE YOUR NAME HERE MEDIA LOUNGE

At this year's conference TMAC is expanding its registration area to include a central meeting "hub" for delegates. Your organization can host this Social Hub and be the prime gathering place for delegates to meet, leave messages and recharge. Your area will be stocked with refreshments and treats and can be used as your own meeting space with a customized lounge.

TMAC will coordinate the set up and in-house food and beverage requirements, including the necessary components of your lounge. All you have to do is provide your own marketing materials!

And, as the Social Hub sponsor, you can also host kiosks with work stations for delegates.

*Bonus: This package includes TWO complimentary conference passes.*

STARTING AT:  
\$10,000

### HOST A TABLE (LIMIT: 2 OPPORTUNITIES)

On Thursday May 3, host your own VIP table at the Delta Fredericton luncheon. You manage your invites for 7 or 9 guests (plus one for yourself!) and TMAC will manage the seating arrangements. This is the perfect intimate setting for targeted networking prior to your marketplace appointments.

\$1,500

# The Art of Place

May 2 – 5, 2012

## Opportunities Meals & Meetings

<p><b>BREAKFAST</b></p> <p>Host the morning networking time and get the delegates started for their day. This opportunity gives you the time to capture their attention with entertainment, a demonstration, or even a quick hello from the podium. Customize the food options to suit your style and budget. TMAC will arrange for it to happen.</p>	<p>\$8,000</p>	
<p><b>CASUAL, COCKTAIL WELCOME</b></p> <p>Wednesday May 2 is the official arrival day of the conference. Be the first person to greet the delegates and host a casual cocktail reception at the hotel. You'll make your impression count with light finger foods and cocktails and provide a gathering place for arriving delegates.</p>	<p>\$5,000</p>	
<p><b>PRIVATE RECEPTION</b></p> <p>Within the TMAC conference program, there are a few open opportunities to host your own private reception. TMAC will confirm a venue space at the hotel and all you have to do is arrange for your invites and room amenities. This social opportunity is a great time to host your own VIPs before moving on to the evening TMAC activities.</p>	<p>\$2,000</p>	
<p><b>BREAK</b></p> <p>Work your way to a delegate's stomach - er, heart - and keep the delegates going with a customized break. Choose to power up with a morning smoothie, recharge guests with an afternoon chocoholic break, or create your own flavoured latte! Whatever you come up with, TMAC manages the details for you.</p>	<p><b>MEETING NOTEBOOK</b></p> <p>The individual meeting notebooks are a great item for conference attendees to keep handy for sessions and marketplace appointments. With your logo and many bright colours to choose from, you'll surely attract some attention and grab the spotlight!</p>	<p><b>PENS</b></p> <p>It's the practical essentials that get the most attention! No matter where you go, you always need a pen. Provide the TMAC delegates with their essential tools for this conference. With many styles and colours, TMAC will work with you to create the pen style of your choice.</p>
<p>\$3,500</p>	<p>\$1,750</p>	<p>\$1,000</p>

# The Art of Place

May 2 – 5, 2012

# Opportunities

## Branding

### ROOM KEYS

Customize the hotel room key with your message! Create an ad, make it a coupon, or just have fun and make your message work with the delegates every night of their stay.

Plus, as the key provider, receive a complimentary room drop.

\$2,500

### ROOM DROP

Create your own delegate package and TMAC will arrange for room drop to the attending media members. Just ship your package to the hotel directly, choose the night for your room drop and TMAC will handle the rest!

\$1,250

### CONFERENCE BAGS

As delegates explore Fredericton, NB, they will need to carry a few items with them - notebook, pen, appointment schedule, profiles, etc. Have your logo carried featured front and centre and all around by over 200 delegates.

Plus, as the bag sponsor it includes a complimentary bag insert.

\$4,000

### BADGES

By selecting this sponsorship package you'll brand the conference name badges with your logo and have your logo displayed everywhere the TMAC delegates go.

\$3,000

### BAG INSERT

Do you have your own promotional item in stock just waiting for the perfect group to share it with? Well, TMAC is expecting 200 delegates at the 2012 Conference and it would be a great opportunity for you to promote yourself with our delegates. All you have to do is provide the item and ship it to Fredericton and TMAC will manage the rest!

\$1,250





## ABOUT US

Every year, members of the Travel Media Association of Canada gather for its Conference and Annual General Meeting. The journalists and photographers who comprise the media membership are the country's leading movers and shakers in print, radio, television, and the web (from blogging to social media). They come together with industry members over the course of five days to make new contacts and gather story ideas for upcoming features. It's a powerful group of A-list talents, anxious to keep up-to-date on all the latest.