



Friday, February 22, 2019

Re: Opportunity to Host Future TMAC Conference

Dear TMAC Industry Member:

The Travel Media Association of Canada (TMAC) is seeking applications to secure a host destination for our Conference & Annual General Meeting for 2020 and beyond.

The four-day conference (which usually takes place between March and June) traditionally begins on a Wednesday, with sessions and programming offered through to the closing awards and dinner on Saturday evening and departure on Sunday. Additionally, there are three-day media tours bookending pre- and post-conference activities. In recent years, TMAC's average attendance is 190 members; approximately 45% are media and 55% are industry.

By hosting TMAC's Conference and AGM, your city has the opportunity to:

- Showcase your destination to Canada's best and most active professional travel writers, broadcasters, editors, bloggers, online influencers, publishers and photographers.
- Receive extensive Canadian, U.S. and international editorial coverage — both short-term and long-term — in print, online media outlets, social media channels, created by leading travel journalists and online influencers.
- Develop your own one-on-one contacts with representing various earned media channels.
- Host the welcome reception, opening reception, dine-around evening event and the closing gala.
- Have first choice of TMAC sponsorship opportunities (TMAC will then source all other sponsors).
- See your destination highlighted on the TMAC website as well as on the conference registration site.
- Be referred to as the premier sponsor for the event, which comes with the privilege of being the exclusive host of major social functions at the conference.



We are requesting potential host destinations to provide a proposal which outlines the following key elements:

I. Conference Programming

a) Destination Description

- Attractiveness of travelling to your destination. What makes your destination great, unique, interesting and memorable.

b) Conference Theme

- Are you presenting an engaging theme and atmosphere for TMAC's Conference & AGM? How will your destination show value for members?

c) Proposed Conference Dates

- Spring versus summer. Is there a compelling story angle you offer to TMAC's media members to write about when they visit your destination for your proposed hosting dates?

d) Sample Tours and Experiential Ideas

- Please provide pre- and post-tour suggestions.

e) Testimonials and Endorsements

- Have you held previous conferences on this scale or organized media visits of this complexity? Please provide samples of or references to similar events.

II. Venue & Accommodation

a) Accommodations

- Suggested quality and affordable accommodation for delegates. Are there competitive rates? More than one hotel option?

b) Conference Facilities

- What options will TMAC have for meeting space? Onsite facilities (e.g., hotel ballroom) or offsite facilities (e.g., convention centre).

III. Resources

a) Financial Support and Strategies

- Demonstration of working partnerships and secured or potential financial support (local, regional, provincial, etc.)

b) Organizational and Administrative support

- Is there a dedicated team to facilitate the conference logistics?

Additional factors that will be taken into consideration in evaluating conference proposals will include:

Newsworthy

- What story angles can you offer to TMAC's media members to write about when they visit your destination? Is there a compelling anniversary, new attraction opening or other motivations to choose your destination as the host?



Green Initiatives

- What actions and/or plans does the destination, venues, tour operators, etc., implement?

To better enhance your letter of intent process, we are including the **HOST BUDGET RFP TEMPLATE**. This document provides a generic outline of the conference programming and activities, highlighting host destination responsibilities. Please note that costs vary based on destination, venues and proximity to host city. These estimates include a two alcoholic beverages per person per evening but do not include décor, AV and entertainment.

Please direct all enquiries regarding this hosting opportunity as well as submissions to me.

Thank you for your interest in becoming a host destination for the TMAC Conference & Annual General Meeting. We look forward to reviewing your letter of intent.

Yours very truly,

A handwritten signature in black ink that reads 'Elizabeth A. Kerr'. The signature is written in a cursive style with a large, stylized 'E' and 'K'.

Elizabeth Kerr, Executive Director

cc: Grant Fraser, TMAC President & Chair, Future TMAC Host Committee