



30th Anniversary TMAC Conference & Media Marketplace

2024 Host Destination Call for Proposals

DEADLINE: OCTOBER 20, 2022



Issued September 6, 2022

OVERVIEW

Since 1994 the Travel Media Association of Canada (TMAC) has been the official voice and organization for travel media communicators in Canada. As the largest, and only, association of its kind, our accredited membership of storytellers, across all communication platforms, continue to be the most respected, influential professionals.

Growing stronger through COVID-19, TMAC members have been leaned on, serving an important role in contributing to the recovery of the tourism industry here in Canada and abroad. Building confidence and inspiring travel, they continue to work with destinations, businesses and organizations to share their stories, raise awareness and generate demand.

Among the annual slate of events hosted by TMAC is the much-anticipated TMAC Conference & Media Marketplace. Attracting nearly 75% of our membership, this 4-day event welcomes 200-250 Canadian Travel Media, and Industry Media Specialists from Canada and internationally. Coming together media and industry, network, generate stories, and further develop valuable marketing and promotional relationships.

A cornerstone of the conference is the Media Marketplace where more than 1,700 one-on-one appointments between media and industry delegates take place over the course of two ½ days. The Marketplace is the #1 reason members attend the conference. Industry members, who leverage and integrate travel media within their annual marketing and communications plan, indicate TMAC's Marketplace is the most efficient and effective means to secure and gain media engagement.

The conference program includes a combination of elements giving the host destination the opportunity to leverage and showcase their region while hosting Canada's largest gathering of Canadian Travel Media. From the Pre/Post media tours, evening showcase events including the Awards Gala and local tour experiences, while the conference is hosted over 4 days, media remain within the region for a period of up to 10 days.

Hosted in a different destination each year, working collaboratively with the Host Destination, TMAC optimizes the opportunities for both members, and our host, with a goal to leverage promotions leading up to, during, and after the conference. Benefitting from the largest gathering of Canadian Travel Media, our TMAC conference continues to be the most significant and impactful means by which to grow awareness of a destination, generating valuable exposure from 100 visiting media delegates.

In 2024, TMAC will celebrate a milestone – it will be the 30th Anniversary of the Association. Having just hosted the wildly successful 2022 TMAC Conference in Yarmouth, Nova Scotia, we are currently planning for 2023 when we will gather in Sudbury, Ontario. Anticipating 2024 will be the largest conference gathering to date, this celebration creates a unique opportunity for both TMAC and our successful local host destination. We are currently welcoming proposals from host destinations who recognize and value the significance and impact of our TMAC membership, our accomplishments and contribution to the travel industry, within Canada and internationally, and wants to leverage this for themselves.



CALL FOR 2024 LOCAL HOST PROPOSALS

The Travel Media Association of Canada (TMAC) is currently seeking proposals from future host destinations to host the 2024 TMAC Conference & Media Marketplace. **Deadline for submissions is October 20, 2022.**

Taking place typically in June, but can be hosted between March and June, the TMAC Conference traditionally begins with arrivals on a Wednesday and includes an opening reception that evening, followed by 3 days of programming and experiences ending with the closing awards gala dinner on Saturday evening, ending with departures on Sunday. Bookended by three- or four-day press trips offered as Pre and/or Post Media Tours, these opportunities are made available exclusively to participating media delegates, enhancing the local host showcase.

This is a unique hosting opportunity – especially in 2024, TMAC’s 30th Anniversary.

The successful host destination will collaborate with the TMAC Conference Committee and CAO to develop and deliver a memorable and successful conference, showcasing the destination with a goal to generate incremental media exposure, confidence, capacity and tourism receipts.

Welcoming and hosting TMAC’s Conference & Media Marketplace, enables your destination to:

- Showcase your destination, and partners, to accredited Canadian professional travel writers, broadcasters, editors, bloggers, online influencers, publishers and photographers garnering extensive Canadian, U.S. and international editorial coverage through diverse and extensive channels of communication.
- Develop enhanced relationships with TMAC Conference Committee Members, while gaining valuable connections to our partners, insights and capacity.
- Showcase best in class or best practices in your destination during the all-delegate Local Tour program plus four evening events in conjunction with your destination partners.
- Gain valuable exposure as the premier sponsor for the event, as the exclusive host of major social functions at the conference. You’ll have your destination showcased leading up to, during and after the event within all TMAC communication channels – and a co-developed and used visual and hashtag.
- Extend your destination awareness when hosting the 2023 Future Conference Host Luncheon in Sudbury.
- Work in conjunction with TMAC to establish, work towards and achieve key goals and objectives for your destination, regionally, provincially, nationally and internationally.
- Benefit from additional national meetings that may be hosted in conjunction with the TMAC conference, ie. Destination Canada, Tourism Industry Association of Canada, etc.
- Benefit from the economic impact of hosting the conference. In addition to the above, TMAC and its delegates will be investing in your destination with meals, accommodations (550+ room nights) and purchases during their stay generating economic impact for your destination – typically in a non-peak time. We encourage extended stay programs/incentives for delegates, expanding impact further.
- The Local Host organization will receive one (1) delegate conference registration for each, the year prior to your hosted year AND in your hosting year; as well as one (1) year complimentary membership to TMAC for the calendar year you are hosting the conference (Combined Retail Value: approx. \$3000).



PROPOSAL SUBMISSION REQUIREMENTS

At this time, we are inviting proposals from potential host destinations for the 2024 TMAC Conference & Media Marketplace. Please note, host destinations must be a TMAC member in good standing to be eligible to host the conference.

In the organization and hosting of the Conference, on behalf of the Board, the TMAC Conference Committee oversees, coordinates and is fiscally responsible for:

- Overall conference planning, implementation and delegate registration;
- Conference communication with TMAC members and delegates;
- Securing and activating National Conference Sponsorship;
- Signing and managing contract with host property for accommodations,
- All professional development, keynote and related TMAC sessions;
- Program content for the Awards Gala;
- Overall marketing and promotion of the conference; and
- Ongoing support and leadership to the Local Host partner.

Given that 2024 is the 30th Anniversary of TMAC, we anticipate conference attendance to welcome at least 250 delegates. With 45% of the delegates being media, as you reflect on the host hotel facility, financial and experiential consideration must be given to the destination's ability to curate pre/post media trips, and a cornerstone element, the Local Tour program which is open to all conference delegates.

Local Host proposals must be submitted electronically and will be evaluated on the following inclusions; therefore, they should include and illustrate the following key elements:

1. CONFERENCE DESTINATION

a) Conference Goals & Objectives

Please indicate why you are seeking to host TMAC. What might your goals and objectives include and how will they be measured? Being mindful of your capacity (facility/budget/etc.) and TMAC delegate numbers, be sure to acknowledge ability to host/welcome up to 250 delegates for all program elements, and potentially up to 100 media members for pre/post media tours.

b) Destination Description

What makes your destination great, unique, interesting and memorable – for travellers, for travel media and for TMAC members who will be encouraged to attend the conference.

c) Location and Accessibility

Provide an overview of travel options getting to, and around, your destination.

d) Destination Showcase

How will your destination engage and show value for your members/ partners? IE. Do you have a welcome program? Will you be providing a gifting suite or delegate gifts? Community signage? Is there a particular theme and destination/TMAC logo you would like to highlight throughout the conference to showcase your destination?

e) Proposed Conference Dates

TMAC looks to March-June for our Conference dates. What dates would you suggest for the Wednesday arrival to Sunday morning check out with pre and post conference media tours? Are there compelling story angles for TMAC media members to write about when they visit your destination for your proposed hosting dates? Alternatively, is there a time of the year that you're wanting to introduce as a season of opportunity?

f) Sample Tours and Experiential Ideas

Please provide 3 or 4 day pre- and/or post- press trip suggestions. We recognize that in smaller markets, pre- and post- press trip suggestions may include destinations in nearby cities and regions. These tours are provided by the host destination and their partners. Be sure to clearly demonstrate your capacity to organize and deliver these media tours.

g) Local Tour Experiences (Afternoon of Day 2)

Provide an overview of a collection of experiences that you would invite all TMAC delegates to participate in for up to 4-5 hours within the host destination. This will include a lunch element and transportation.

h) Newsworthiness

Are there unique and timely story angles your destination and/or partners can 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 that enhance the significance of your destination as the host?

i) Partnerships & Collaborations

Are there key partnering organizations or collaborators that you anticipate engaging in the program development and delivery that demonstrate commitment to inclusivity and capacity building? Will the regions Culinary Association, Chamber of Commerce/Business Association, regional organizations and/or others perhaps be involved?

j) Testimonials and Endorsements

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

2) HOST HOTEL & VENUE

While one dedicated Host Hotel is preferred to provide accommodations and conference facilities, we are aware this may not be possible in all destinations and welcome your recommendation to best present and experience your destination for our conference. We look forward to receiving the following:

a) Accommodations

Please suggest quality and affordable accommodation for delegates. Identify your preferred host property for the conference, including Hotel Bid document/room block secured for the suggested dates. As well as:

- Demonstrated that the host hotel has capacity for no less than 140 rooms, with additional accommodation partners to accommodate a total of up to 200 rooms per night.
- Please include proposed room rate based on single and double occupancy, with and without breakfast.
- Provide breakdown of rooms and room type, and percentage of TMAC occupancy of the property, i.e. A take-over or shared use of the facility?
- Are there suggested overflow properties? Please specify and provide rates.

b) Conference & Event Facilities

A host property for the conference will be required to accommodate the business events of the conference. Within your proposal, provide a recommended partnering host facility (which may also be the main accommodation partner) and provide descriptions that support the hosting of the following, identifying any costs to TMAC associated with the items:

- TMAC Conference registration desk area.
- Meeting space to accommodate two ½ day Media Marketplace sessions. Facility must allow for up to 100 appointment 'tables' (ie. 6' draped table with 3-4 chairs with adequate room for moving about – or a reasonable alternative) and PA/mic system.
- Meeting space for a keynote session, up to 250 delegates complete with riser/podium/AV support.
- Breakout meeting space for 2-3 concurrent sessions, each able to accommodate up to 75-125 ppl, with access to riser/podium/mic/AV support for presentations. This meeting space can make use of Marketplace rooms as well as it takes place after the Marketplace closes.
- Wellness Break areas.
- Provision of quality Food & Beverage Service for nutrition breaks, luncheons, etc., ideally featuring/infused with local products/suppliers.

- Potential availability of a Delegate Lounge area for hosting TMAC After Hours events that may be sponsored or otherwise hosted by TMAC (Wednesday -Saturday nights after 9pm)
- Space to accommodate gifting suite – if applicable (hosted over 6 hours, typically on Friday)
- Indication of AV and recording equipment and technician support available/included within the costs noted above or additional?
- Provide indication of any fees associated with meeting space and relevant banquet menus.

3) LOCAL HOSTED EVENTS

Local Host events invite and enable the host community to uniquely introduce and showcase their destination to all conference delegates. In consideration of each of the following, please provide suggested venues and experiences, ensuring they can be accommodated within the overall local host budget:

- 1) Welcome Reception, includes event hosting, reception food & beverage, entertainment, transportation if applicable (typically Wednesday evening).
- 2) Opening Event & Dinner, includes all expenses involved in transportation, staging and hosting (typically Thursday evening), entertainment, food and beverage (cash bar acceptable).
- 3) Dine Around / Dinner Experience, includes dinner experience for all delegates providing destinations with the opportunity to showcase their Food & Beverage scene in a more intimate, relaxed manner (typically Friday evening) including transportation if required
- 4) Awards Gala Dinner, includes venue, décor, dinner with table wine, AV, entertainment if applicable (typically Saturday evening).
- 5) Lunch & Local Tours, hosted one afternoon of the conference (typically on Thursday afternoon, 12:30-4:30pm) includes lunch to go or as part of a collection of experiences /tours.
- 6) Pre/Post Media Tours hosted over 3-4 days in advance of and immediately following the conference, the local host creates and presents a collection of options for TMAC Media delegates.

4) RESOURCES

TMAC establishes a National Conference Committee and provides coordination through our CAO to oversee all aspects of the annual conference. While the business elements of the conference are coordinated by TMAC, we work closely in tandem with our host partner to curate a seamless, successful conference host program and destination experience. Please provide the following details in your proposal:

a) Financial Support and Strategies

Demonstrate your capacity to secure financial investment to accommodate:

- Site Selection Visit (if required) to accommodate 2 TMAC team members as part of proposal submission requirement.
- Conference Planning Site Visit in the fall of the year prior for a delegation of up to 3 TMAC team members for up to 2 nights.
- \$10,000 Future Host Luncheon sponsorship and host the lunch experience event in year prior.
- \$10,000 Media Travel Grant sponsorship the year of hosting the conference.
- Pre/Post Press Trips (Media Tours): collection of 3–4-day media tours for up to 100 media delegates. (If not feasible, please specify proposed number).
- Lunch & Local Tour Experience: offered over an afternoon (12:30-4:30pm) for all delegates, up to 250 ppl, including transportation, activities and lunch.
- Welcome Reception, includes event hosting, reception food & beverage, transportation, entertainment if applicable (typically Wednesday evening).
- Opening Event & Dinner, includes all expenses involved in transportation, staging and hosting (typically Thursday evening).

- Dine Around / Dinner Experience, includes dinner experience for all delegates providing destinations with the opportunity to showcase their Food & Beverage scene in a more intimate, relaxed manner (typically Friday evening), including transportation if required.
- Awards Gala Dinner, includes venue, décor, reception, dinner with table wine, AV, entertainment if applicable (typically Saturday evening at the host hotel or meeting venue).
- Delegate Welcome bags and Gifting Suite, coordination and provision of a locally sourced/inspired delegate gift for each delegate.
- Airport shuttle/transportation for pre/post tours, and delegate arrival/departure.

Be sure to demonstrate and outline confirmed (and proposed) partnerships, illustrating capacity to meet the requirements of the proposed budget (local, regional, provincial, etc.) and site selection/planning visits. This includes the minimum per delegate anticipated costs as outlined in the working budget document enclosed for reference. (See Budget Section). Please identify key sponsorship opportunities you anticipate incorporating in support of your budget for TMAC's consideration.

c) Organizational and Administrative Support

Please provide an overview of how you will address the following items:

- Who will form the Local Host Committee which the TMAC Conference Committee will work with? Is there a dedicated team to facilitate the conference logistics? Please provide details.
- TMAC invests in and works with suppliers and partners within the host destination to strengthen and leverage collaborations, can you support this effort by offering recommendations and contacts?
- A site visit in the fall prior to the conference in the following year is critical, what might the program for this visit look like and what financial assistance will be provided?
- Local volunteers will be required to fulfill the conference deliverables such as tour hosts, drivers, etc. how will you approach this aspect? Have you had previous successful experience in this effort?
- Transportation of delegates between the main point of arrival/departure and the host property is to be supplied, along with ground transportation during the conference, and during pre/post media tours. How do you anticipate providing these services?
- Typically, the local host will supply/coordinate providing a delegate welcome bag and a Gifting Suite featuring locally made/inspired delegate gifts as the official conference delegate take away memento of their attendance. Are you able to accommodate this element, if so, what might this look like?

d) Marketing

The marketing and promotional aspects of hosting the TMAC Conference can and should be central to the reason a destination would want to host the conference. Please elaborate on the following:

- How does hosting TMAC fit within your marketing plan/strategy?
- Hosting TMAC will generate substantial social media assets and stories in the weeks/months/years to come, how will you track, report and measure these?
- Working in connection with TMAC, what collaborative marketing and promotional activities do you anticipate curating/leveraging as a conference host?
- How will you build and leverage awareness and engagement by your partners, community and destination to embrace hosting the conference?

e) Value Added

Are there attributes, partnerships or collaborations that you would like to suggest/incorporate that have not yet been mentioned that will enhance delegate experience and/or local/regional engagement?

BUDGET

To assist in your planning, based on previous hosting budgets, we are providing this draft [HOST BUDGET TEMPLATE \(download here\)](#) to enable you to better understand the financial hosting requirements. Please note that this budget template is in Canadian dollars and is based on delegate number estimates. 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. We will work together with you and your budget to produce a conference for which we will all be proud, rendering your organization and partners stronger and more engaged. We welcome suggestions regarding the programming that may open up the opportunity for you to host.

Sample itinerary is included in the appendix for your reference.

EVALUATION

The Future Host Committee, consisting of 3-5 TMAC board/committee members, will be reviewing the submissions and evaluating them based on the proposal inclusions as requested. Based on an overall score of 100, the following weighting will guide the evaluation of proposals:

1. CONFERENCE DESTINATION: 30%
2. HOST HOTEL & VENUE: 20%
3. LOCAL HOST EVENTS: 30%
4. RESOURCES: 20%

TIMELINE

The timeline is outlined below for submissions to host TMAC's 30th Anniversary Conference and Media Marketplace in 2024.

IMPORTANT DATES & TIMELINE:

| ITEM | DATE |
|--|--|
| 2024 Call for Proposals Issued | Sept 6, 2022 |
| Deadline for Proposal Questions from proponents to be submitted in writing by 5pm EST to donna@travelmedia.ca | Sept 15, 2022 |
| Responses to Proposal Questions shared with all proponents by 5pm EST | Sept 19, 2022 |
| Deadline for Submission of Intent to Submit from proponents to be submitted in writing by 5pm EST to donna@travelmedia.ca | Sept 22, 2022 |
| Deadline for Proposal Submissions , 5pm EST to donna@travelmedia.ca | Oct 20, 2022 |
| 2024 Proposal Review/Evaluation & Short List: | |
| Committee Evaluation & Short Listing | Oct 24-27, 2022 |
| Short List announced to Proponents | Oct 31, 2022 |
| Site Visit (if required)/Final Selection | Nov -Dec 2022 |
| Contract Signed for 2024 | Feb 2023 |
| 2024 Future Host Official Announcement | May 2023 at TMAC AGM |
| 2024 Future Host Luncheon | June 2023, Sudbury, Ontario (Date TBA) |
| Conference Planning Site Visit | Fall 2023 |

SUBMISSION CONTACT

All inquiries and submissions must be received based on the timeline outlined above electronically, sent to the attention of:

Jerry Grymek, Future Host Chair, TMAC Board of Directors
c/o Donna Hatt, CAO
donna@travelmedia.ca
Travel Media Association of Canada
PO Box 182
Bridgewater, NS
B4V 2W8
(902) 521-7319

Thank you for your interest in becoming a host destination for the TMAC Conference & Media Marketplace. We look forward to receiving and reviewing your proposal.



travelmedia.ca

**DISCLOSURE: Photos shared throughout this document have been sourced from ourselves and TMACers Social Channels. All are from our 2022 TMAC Conference in Yarmouth, Nova Scotia. We are grateful to be able to share these images in celebration of our success, together.*



APPENDIX

Sample Conference Agenda

| TRAVEL MEDIA ASSOCIATION OF CANADA: SAMPLE AGENDA | | | | |
|---|-------|-------|--------------------------------------|--|
| DATE | START | END | EVENT | Details/Notes |
| Sunday - Wednesday | | | | |
| PRE-Conference MEDIA TOURS | | | | HOST COMMITTEE Coordinate |
| Wednesday | | | | |
| | 09:00 | 23:59 | Arrivals | HOST: transportation from Airport to Hotel |
| | 09:00 | 23:59 | Check in/TMAC Delegate registration | Check in/ Hotel Registration Desk space |
| | 15:00 | 16:00 | Conference Committee Mtg (14 ppl) | Board Room |
| | 16:00 | 17:00 | Board Meeting (13 ppl) | Board Room |
| | 17:00 | 18:00 | First-timers Workshop (30 ppl) | Meeting Room |
| | 19:00 | 21:00 | Welcome Reception | HOST COMMITTEE Coordinate |
| | 21:00 | 23:59 | TMAC After Hours | TMAC Sponsor/possible Lounge location |
| Thursday | | | | |
| | 07:00 | 08:30 | Delegate Registration Desk OPEN | Hotel Registration Desk space |
| | 07:00 | 08:30 | Breakfast | Included with Room Rate/TMAC Sponsor |
| | 08:30 | 10:00 | Media Marketplace (up to 100 tables) | Conference Centre |
| | 10:00 | 10:30 | Wellness Break | Lobby/Foyer |
| | 10:30 | 12:00 | Media Marketplace | Conference Centre |
| | 12:30 | 16:30 | Grab & Go Lunch/Local Tours Off-site | HOST COMMITTEE Coordinate |
| | 16:30 | 18:30 | Break/Free Time | |
| | 18:30 | 21:30 | Opening Dinner/Event | HOST COMMITTEE Coordinate |
| | 21:00 | 23:59 | TMAC After Hours | TMAC Sponsor/possible Lounge location |
| Friday | | | | |
| | 07:00 | 08:30 | Breakfast | Included with Room Rate |
| | 08:30 | 10:00 | Media Marketplace | Conference Centre |
| | 10:00 | 10:30 | Wellness Break | Lobby/Foyer |
| | 10:30 | 12:00 | Media Marketplace | Conference Centre |
| | 11:00 | 17:00 | Delegate Gift Suit (if applicable) | HOST COMMITTEE/Meeting Room |
| | 12:00 | 12:30 | Break | |
| | 12:30 | 13:30 | Lunch (experience) | TMAC/HOST COMMITTEE Coordinate |
| | 13:30 | 14:00 | Break | |
| | 14:00 | 15:00 | Keynote Session | Conference Centre |
| | 15:00 | 15:30 | Wellness Break | Lobby/Foyer |
| | 15:30 | 16:30 | PD Sessions (2-3 sessions) | Breakout Room |
| | 16:30 | 18:00 | Break/Free Time | |
| | 18:00 | 22:00 | Evening Experience/Dine-around | HOST COMMITTEE Coordinate |
| | 21:00 | 23:59 | TMAC After Hours | TMAC Sponsor/possible Lounge location |
| Saturday | | | | |
| | 07:00 | 08:30 | Breakfast | Included with Room Rate |
| | 08:30 | 09:30 | Chapter Meetings | 4 Breakout Rooms |
| | 09:30 | 10:00 | Wellness Break | Foyer/Lobby |
| | 10:00 | 11:00 | PD Sessions (2-3 sessions) | 2-3 Breakout Rooms |
| | 11:00 | 12:30 | Break/Free Time | |
| | 12:00 | 13:30 | Future Conference Host Lunch (2025) | Conference Centre (plated or buffet) |
| | 13:30 | 14:30 | PD Sessions (2 - 3 sessions) | 2-3 Breakout Rooms |
| | 14:30 | 15:30 | Plenary Session | Conference Centre |
| | 15:30 | 18:00 | Break/Free Time | |
| | 18:00 | 21:30 | AWARDS Gala Dinner/Closing Banquet | TMAC/HOST COMMITTEE Coordinate |
| | 21:00 | 23:59 | TMAC After Hours | Dance/Music experience after awards |
| Sunday | | | | |

| | | | |
|-----------------------------|-------|-------------------------------|---------------------------|
| 07:00 | 08:30 | Breakfast | Included in room rate |
| 00:00 | 23:00 | Departures/Shuttle to airport | HOST COMMITTEE Coordinate |
| Sunday - Wednesday | | | |
| POST-Conference MEDIA TOURS | | | HOST COMMITTEE Coordinate |