

# Rendez-vous Canada 2012

presented by the Canadian Tourism Commission | présenté par la Commission canadienne du tourisme

## Partnering & Sponsorship Opportunities

Want to network with the movers and shakers of the tourism world, gain valuable exposure and reach an international market of potential new business prospects... become a partner of Rendez-vous Canada 2012!

RVC 2012 is Canada's premier international tourism marketplace. It is THE place to be: with exciting Tourism Mall exhibits, numerous receptions and networking events, internet cafes, themed zones and dedicated "buyer-seller" engagements throughout the program.

Held over four days, RVC brings together more than 1,500 tourism professionals; buyers and sellers, under one roof for pre-arranged 12 minute appointments. RVC 2012 is being held May 13-16, 2012 at the Edmonton EXPO Centre, Edmonton, Alberta.

International buyers include foreign tour operators, wholesalers and packagers from the Asia-Pacific region, Europe, Latin America and North America, all eager to find new products, services and packages. Canadian sellers consist of a wide range of small to large companies putting their best tourism products and experiences forward to make the magic happen.

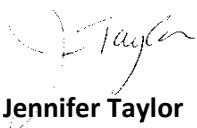
Becoming a partner of RVC gives you an opportunity to differentiate yourself from your competitors, create a connection with your key markets and lets you stand out in the crowd.

Last year, RVC 2011 was held in Quebec City, Quebec with 436 international buyers, 936 Canadian sellers and nearly 1600 total delegates in attendance; more than 23,000 face-to-face meetings were held. The event generated over \$400 million in tourism activity. The following link will take you to the 2011 image gallery showcasing many highlights of the conference; <http://www.rendezvouscanada.travel/gallery/index.html>.

Rendez-vous Canada is a Canadian Tourism Commission (CTC) event, managed by the Tourism Industry Association of Canada (TIAC). It offers a unique range of opportunities aimed at reaching a high calibre captive audience. The next few pages outline the many unique opportunities at RVC 2012 aimed at fostering your brand connection and relationship with delegates; growing your business.

Sponsorships are sold on a "first-come, first-served" basis; so please call today to guarantee your spot; opportunities are limited.

Sincerely,



**Jennifer Taylor**

Rendez-vous Canada – Sponsorship Coordinator

902-698-0984

[jtaylor@tiac.travel](mailto:jtaylor@tiac.travel)

**Diamond Level**

**Mobile Apps Partner (Exclusive) - \$25,000+** *pg. 5*  
*Includes booth space and delegate registration*

**Official Carrier Status - \$25,000+** *pg. 5*  
*Includes booth space and delegate registration*

**RVC Luncheons – \$25,000+ SOLD**

**Platinum Level**

**Delegate Café - \$15,000, each location** *pg. 7*  
*Four (4) locations available*

**Message & Internet Centre - \$15,000** *pg. 8*

**Appointment and Aisle Branding – \$14,000 daily**  
*Prominent, full day brand exposure* *pg. 8*

**Gold Level**

**Welcome to Canada Reception - \$10,000** *pg. 9*  
*Multiple opportunities*

**Themed Zone - \$10,000, each location** *pg. 9*  
*Multiple opportunities*

**Silver Level**

**Appointment and Aisle Branding – 1/2 day** *pg. 10*  
**exposure \$7,500 each ½ day**

**Window Branding – \$7,500+** *pg. 10*  
*Multiple opportunities*

**Buyer Only Breakfast –\$7,500 each breakfast**  
*Two (2) breakfast sponsorship options available, limit of one breakfast per sponsor* *pg. 11*

**Bronze Level**

**Car/Truck Rental (Exclusive) \$3,000+ SOLD** *pg. 11*

**In-Kind Investor (Partnership Level TBD)**

**Official RVC Videographer – Investment TBD** *pg. 12*

**Official RVC Photographer– Investment TBD** *pg. 12*

**Branding Partners**

**RVC Name Badge Holder - \$5,000** *pg. 13*

**Exterior Entrance Display – up to \$3,500** *pg. 13*  
*\$3,500 – display all three days, per location*  
*\$1,500 – display per day, per location*

**Branded Stapler - \$3,000** *pg. 13*

**Branded Pillar - \$TBC** *pg. 13*  
*Multiple opportunities*

**Way finder “You are Here” Board - \$2,500** *pg. 14*  
*Multiple opportunities*

**Branded Water Stations - \$2,500** *pg. 14*

**Hotel Room Drop - \$2,000** *pg. 14*

**Pocket Schedule - \$1,500** *pg. 14*

**RVC Luncheons Reserved Table - \$500 - \$1,100**  
*\$1,100 one table at all three lunches*  
*\$500 per table, per day* *pg. 14*

**Additional Opportunities**

**Advertising in Directory – various rates available**  
*Multiple opportunities* *pg. 15*

**Advertising in Appointment Book – various rates available**  
*Multiple opportunities* *pg. 15*

## WHO YOU WILL REACH - RVC AUDIENCE

Participation at RVC is based on a predefined selection criteria set by Rendez-vous Canada. The Target Audience or show participants can be broken down into the following categories

- Sellers
- International Buyers
- Canadian Buyers
- Destination Marketing Organizations
- Tourism Mall Participants
- Media
- Canadian Tourism Commission Representatives

### Sellers

Sellers are organizations that offer, for sale to the international market, Canadian tourism products or package these for sale to the international market.

### National Sellers

National Sellers are organizations that meet the definition and selection criteria of Sellers and that conduct business (either by selling packages, products or marketing properties/facilities) in *two or more* of the following regions of Canada:

- Atlantic (NB, NL, NS, PE)
- Central (ON, QC)
- Western (AB, BC, MB, SK)
- Northern (NU, NT, YT)

### International Buyers

International Buyers are qualified Foreign Tour Operators, Wholesalers, Packagers and Travel Agents nominated by RVC, the CTC, Provinces/Territories and returning Sellers and DMOs. International buyers include foreign tour operators, wholesalers and packagers, all eager to find new products, services and packages.

2011 International Buyers Included:

65	USA
10	Mexico
106	Europe (Austria, Belgium, Czech Republic, Denmark, France, Germany, Italy, Luxemburg, Netherlands, Russia, Spain, Switzerland, UK)
28	Latin America (Argentina, Brazil, Chile, Peru)
111	Asia Pacific (Australia, China, India, Japan, New Zealand, South Korea, Taiwan & Thailand)

### Canadian Buyers

Canadian Buyers are Receptive/Inbound Tour Operators, Wholesalers, Packagers and Travel Agents nominated by RVC, the CTC, Provinces/Territories and returning buyers and DMOs. Priority will be given to Canadian Buyers that operate on a national level (buy product in two or more regions of Canada)

- Atlantic (NB, NL, NS, PE)
- Central (ON, QC)
- Western (AB, BC, MB, SK)
- Northern (NU, NT, YT)

**Destination Marketing Organizations (DMOs)**

Destination marketing organizations (DMOs) are organizations that represent a specific destination such as a city or region. They serve as the "official" contact point for the destination for Tour Operators, Individual Visitors and Meeting Professionals and must be recognized and approved by their respective Provincial/Territorial Marketing Organization.

**Tourism Mall**

Tourism Mall organizations are organizations providing information, counseling and tourism related services - i.e. Government Departments, relevant Industry Associations, Internet Service Providers and "Special Events". The purpose of the section is to allow relevant organizations that do not meet the criteria for seller or DMO participation to have access to RVC.

**Media**

Local/regional media wishing to cover Rendez-vous Canada are accredited on site at the Media Centre during the event.

**Canadian Tourism Commission (CTC) Representatives**

The CTC is headquartered in Vancouver, BC, and maintains offices in China, Japan, Mexico, South Korea and the UK. The CTC also employs General Services Agents in locations around the world.

The chart below provides historical data on the attendance at RVC for the last three year; based on market types

		BUYERS		SELLERS		DMO / PMO/TOUR. MALL		ONE-DAY	CTC	MEDIA	OTHER	TOTAL
		Dels	Org	Dels	Org	Dels	Org					
2009	Calgary	280	200	753	475	257	88	82	44	2	52	1,470
2010	Winnipeg	295	214	656	424	273	82	56	35	9	36	1,360
2011	Quebec	427	317	749	463	303	85	35	43	11	62	1,630

## Diamond Level

### Mobile Apps Partner (Exclusive) \$25,000+

This is an in-kind Investment by sponsor of \$25,000 plus.

#### General Description:

Partner to design and maintain an RVC mobile application for 2012 that is integrated with the RVC appointments.

#### Promotion & Brand Exposure:

- Recognition as a **Diamond RVC Partner** and **Exclusive Mobile App Supplier** of RVC 2012
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - instructional signage at Registration Desk
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

#### Additional Benefits:

- One (1) Booth including delegate registration (Valued at \$3,080)
- One reserved table at each (3) RVC luncheon with 8-10 tickets for you to distribute to your selected guests (Valued at \$1,100)

### Official Carrier Status \$25,000+

This is an in-kind Investment by sponsor of \$25,000 plus

#### General Description:

Partner to provide discounted airfares for RVC delegates to and from Edmonton and complimentary airfare for RVC project office for RVC related business travel only

#### Promotion & Brand Exposure:

- Recognition as a **Diamond RVC Partner** and **Official Airline** of RVC 2012
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - partner's booking engine to be placed on the RVC 2012 website
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

#### Additional Benefits:

- One (1) Booth including delegate registration (Valued at \$3,080)
- One reserved table at each (3) RVC luncheon with 8-10 tickets for you to distribute to your selected guests (Valued at \$1,100)

**RVC Luncheons \$25,000+ SOLD**

This is an partnership Investment of \$25,000 plus

Number of opportunities available: 3 (Monday, Tuesday or Wednesday)

General Description:

This is a great opportunity to WOW International and Canadian Buyers, as well as all RVC delegates with an engaging as well as informative lunch. As a sponsor you will have approximately 20 minutes of showcase time.

Includes:

- RVC to provide venue space rental
- RVC to provide standard AV costs (estimated value \$45,000)
- RVC to provide a credit of \$30.00 plus grats. & taxes per person to be applied against food and beverage
- RVC to coordinate with all three Luncheon Partners to ensure unique quality experiences as well as to encourage sharing of common services
- Three (3) VIP Reserved Tables

Promotion & Brand Exposure:

- Recognition as a **Diamond RVC Partner** and **Official RVC Luncheon Host**
- Opportunity for you and your team to welcome and greet guests at the entrance to the luncheon
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization
- Minimum of one branded e-Blast invite to Buyers, schedule to be provided by RVC

## Platinum Level

### Delegate Café - \$15,000, each location

Number of opportunities available: 4 locations available, one per partner

Investment: \$15,000 each

General Description:

Four partner-branded Cafes located around the marketplace floor that include a refreshment station (coffee/tea, soft drinks and juice). Cafe floor space is approximately 1,500 square feet and able to seat/accommodate 40+ people.

Includes:

- RVC supplies continuous beverage service (coffee/tea/soft drinks/juice)
- RVC provides basic seating (36" round cafe style table and 4 chairs)
- Partner may upgrade food and beverage, as well as seating at their own expense.

Promotion & Brand Exposure:

- RVC to provide standard branding within the cafe (details to follow)
- Option available for Partner to upgrade branding such as coffee sleeves at Cafe. Upgrades are at Partner's expense and only upon the approval of RVC.
- Recognition as a **Platinum RVC Partner**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization;
- Branded Cafe identification on RVC Floor plan
  - Large display panels strategically located throughout the marketplace
  - Published in the Appointment Book Guide
  - Published on the RVC website
- Partner may distribute promo material within lounge area; all promotional material must be pre-approved by RVC
- One branded e-Blast invite to delegates, schedule to be provided by RVC

## Message & Internet Centre - \$15,000

Number of opportunities available: One location

Investment: \$15,000

General Description:

Located in the Marketplace; a centre for use by buyers and sellers including an option for messaging as well as accessing internet. Centre to include computers and printers; all computers to be set to partners' homepage

Promotion & Brand Exposure:

- RVC to provide standard branding of internet and message centre. (Details to follow)
- Option available for Partner to upgrade branding. Upgrades are at Partner's expense and only upon the approval of RVC.
- Recognition as a **Platinum RVC Partner**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization
- Branded Internet Kiosk and Message Centre identification on RVC Floor plan
  - Large display panels strategically located throughout the marketplace
  - Published in the Appointment Book Guide
  - Published on the RVC website
- Partner may distribute promo material within internet kiosk/message centre area; all promotional material must be pre-approved by RVC

## Appointment and Aisle Branding – full day exposure \$14,000, each day

Number of opportunities available: 3 (1 partner per day)

Full Day Investment: \$14,000 – Platinum Level (Half Day option \$7,500 @ Silver Level)

General Description:

Huge banners suspended from the ceiling to identify each aisle (approx. 10) to aid navigation around the marketplace, offer a unique opportunity to display your company name and logo. Guarantees maximum brand exposure during sponsored session

Includes:

RVC to provide all signage and placement; banner dimension size 48" w by 24" h

Promotion & Brand Exposure:

- Recognition as **Platinum RVC Partner**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

## Gold Level

### Welcome to Canada Reception - \$10,000, each

Number of opportunities available: multiple

Investment: \$10,000

#### General Description:

As the first official gathering of all delegates at Rendez-vous Canada, this opportunity provides invaluable and prominent exposure to the entire RVC audience while at the same time positioning your brand as a national leader in the Canadian Tourism Industry.

#### Promotion & Brand Exposure:

- Recognition as official sponsor of **Welcome to Canada Reception** and **Gold RVC Partner**
- RVC to provide multiple levels of brand exposure during Reception including:
  - Logo placement on signage
  - Placement of Partner banners (certain restrictions apply; coordinated by RVC)
- RVC to provide multiple levels of brand exposure during conference including:
  - Logo placement on conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - Logo placement sponsor recognition signs strategically located throughout the conference venue
  - Acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization
- Logo placement on three (3) branded e-Blast invites to delegates, schedule by RVC

### Themed Zone - \$10,000, each zone

Number of opportunities available: multiple

Investment options: \$10,000

#### General Description:

This is an opportunity to create a custom themed, interactive, unique and memorable experience for delegates in the Marketplace.

#### Includes:

RVC to provide a minimum of 1,200 square feet located in the Marketplace for partners to themed; subject to review and approval by RVC.

#### Promotion & Brand Exposure:

- Recognition as a **Gold RVC Partner**
- RVC to provide multiple levels of brand exposure during conference including:
  - Logo placement on conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - Logo placement sponsor recognition signs strategically located throughout the conference venue
  - Acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization
- One (1) branded e-Blast invite to delegates, schedule by RVC

## Silver Level

### Appointment and Aisle Branding – \$7,500, each ½ day

Number of opportunities available: 6 options - half days each

Investment: \$7,500

General Description:

Huge banners suspended from the ceiling to identify each aisle (approximately 10, to aid navigation around the marketplace, offer a unique opportunity to display your company name and logo. Guarantees maximum brand exposure during sponsored session

Includes:

RVC to provide all signage and placement

Promotion & Brand Exposure:

- Recognition as **Silver RVC Partner**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

### Window Branding – \$7,500+, each

Number of opportunities available: multiple

Investment: \$7,500+ each, depending on location and size

General Description:

Branding on the top of each screen view

Includes:

RVC to provide and install signage

Promotion & Brand Exposure:

- Recognition as a **Silver RVC Partner**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

### **Buyer Only Breakfast –\$7,500, each**

Number of opportunities available: 2 (Tuesday or Wednesday)

Investment: \$7,500 each day, limited of one breakfast per sponsor

#### General Description:

Opportunity to host "official buyers' breakfast" prior to the start of appointments

#### Includes:

- RVC provides venue including rental fee
- Partner responsible for all other components including Food & Beverage, Decor, Audio Visual, etc.

#### Promotion & Brand Exposure:

- Recognition as a **Silver RVC Partner**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization
- Minimum of one branded e-Blast invite to Buyers, schedule to be provided by RVC

### **Bronze Level**

### **~~Car/Truck Rental (Exclusive) est. \$3,000+~~ SOLD**

Investment: \$3,000 cash, plus two mini vans for use by TIAC/RVC staff May 8<sup>th</sup> – 17<sup>th</sup>, inclusive

#### Promotion & Brand Exposure:

- Recognition as a **Bronze Partner and Exclusive Car/Truck Rental Supplier**
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - Acknowledgement during the bells & chimes
- Recognition in a minimum of one email distributed to all delegates of RVC notifying them the partner is the "Official Car/Truck Rental Company of RVC 2012"
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

## In-kind Investor – Partnership Level to be determined by Investment

### Official RVC Videographer - value to be determined

#### General Description:

This is an in-kind Investment by a partner to capture, edit and provide video of professional development and educational sessions, luncheons, receptions and select segments from marketplace buyer/seller exchange, etc.

#### Promotion & Brand Exposure:

- Recognition as **Official RVC Videographer**; partnership level will be recognized once value of investment has been determined.
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

### Official RVC Photographer – value to be determined

#### General Description:

This is an in-kind Investment by a partner to capture, edit and provide, on a daily basis an RVC photo gallery

#### Promotion & Brand Exposure:

- Recognition as **Official RVC Photographer**; partnership level will be recognized once value of investment has been determined.
- RVC to provide multiple levels of brand exposure on
  - conference website, with hyperlink to sponsor site (will remain active for 6 months after event)
  - sponsor recognition signs strategically located throughout the conference venue
  - acknowledgement during the bells & chimes
- Sponsor ribbons for all delegates attending RVC on behalf of your organization

## Branding Partner

### **RVC Name Badge Holder - \$5,000**

Number of opportunities available: 1

Investment options: \$5,000

General Description:

Have your company brand “logo” prominently displayed on delegate name badge holders. Product and print set-up included in price.

### **Exterior Entrance Display – up to \$3,500**

Number of opportunities available: multiple

Investment options: \$3,500 – display all three days

\$1,500 – display per day

General Description:

The opportunity to display your unique product or feature that is not feasible on or in a conventional tradeshow floor! Each spot is approximately 30’ by 60’ in size but some customization flexibility exists

### **Branded Stapler - \$3,000**

Number of opportunities available: 1

Investment options: \$3,000, plus product

General Description:

Have your branded stapler distributed to all delegates; sponsor to provide branded product (quantity TBD). Product to be approved by RVC

### **Branded Pillar - \$TBC, each**

Number of opportunities available: multiple

Investment options: \$TBC, per pillar

General Description:

These exclusive pillar posters may be in two possible locations. Along the main foyer corridor leading from the Registration area to the marketplace Lounge and/or possibly on the Marketplace floor; confirmation on their availability is pending. RVC to provide signage

### **Way-finding “You are Here” Board - \$2,500, each**

Number of opportunities available: multiple

Investment options: \$2,500 each

General Description:

Have your company logo and booth highlighted on the boards, so delegates know exactly where to find you. These boards are placed in busy areas of the marketplace and guide visitors around the marketplace.

### **Branded Water Stations - \$2,500**

Number of opportunities available: 1

Investment options: \$2,500

General Description:

Have your company logo branded on all water cooler dispenser covers located in multiple locations. RVC to provide covers.

### **Hotel Room Drop - \$2,000, each**

Number of opportunities available: multiple

Investment: \$2,000, each

General Description:

Opportunity to distribute, via hotel staff, sponsored collateral/amenity item to the official RVC Buyers room blocks (units TBD). Price does not include product. Product provided by sponsor; to be approved by RVC.

### **Pocket Schedule - \$1,500**

Number of opportunities available: 1

Investment options: \$1,500

General Description:

Have your company logo placed on the top of the pocket schedule, inserted into all delegate name badge holders.

### **RVC Luncheons Reserved Table**

Number of opportunities available: multiple

Investment options: \$1,100 one reserved table at all three luncheons  
\$500 reserved table per luncheon

General Description:

Invite delegates to sit at your reserved table (8 – 10 seats) during one or all of the RVC Luncheons. RVC to provide branded invites for you to give your invited guest.

## Additional Opportunities

### Advertising in Directory & Appointment Book

Number of opportunities available: multiple

Investment options: various rates available

General Description:

Advertising space is available in the Directory and Appointment books. The Directory is kept for reference long after RVC, providing a high-profile reminder of your products and services.

For more information on advertising, please contact:

Greg Ohman, 403-804-3497

gregohman@baxter.net

or

Terry Ohman, 604-657-2100

ohman@baxter.net