

QUÉBEC CITY
SO EUROPE.SO CLOSE.



Hosted by Québec City

Fairmont Le Château Frontenac

Québec City, Quebec

May 24-27, 2017

Québec City: So Europe. So Close.

CONTENTS

TMAC's Membership is	
Your Key Audience	2
Support TMAC – Your Industry	
Association	3
Benefits of Sponsorship	4
Key Sponsorship Opportunities	5
À la Carte Options	6
TMAC Award Sponsorship	7

TMAC's Membership is Your Key Audience

ABOUT TMAC

The Travel Media Association of Canada (TMAC) brings together the country's most highly respected professional travel writers, bloggers, photographers, videographers and tourism industry experts. Our mission is to foster excellence through programs, such as the TMAC Awards, to uphold ethical standards, to promote professional development and to encourage the exchange of ideas and information about travel.



ABOUT THE CONFERENCE

The TMAC conference brings together more than 200 highly recognized travel professionals from across Canada and the US. Media members represent the country's leading talent in print, radio, television and digital platforms (from blogging to social media). Industry members are the destinations, tour operators and service providers of the travel industry.

MEDIA MARKETPLACE

The TMAC conference connects our members through Media Marketplace offering scheduled business-to-business networking appointments where TMAC's 200 members gather to exchange story ideas and explore new destinations. You could certainly feel the "buzz" at the Media Marketplace during the 2016 Conference and AGM where more than 2,400 meetings took place over two days.



PROFESSIONAL DEVELOPMENT

Professional Development sessions allow attendees to keep up-to-date on skills, trends and techniques. The line-up this year will include some great choices:

- Maximize Your Social Media Impact
- Sustainable Tourism
- Working with Travel Writers in a Digital World
- Move Beyond The Travel Writer Pigeonhole
- New Secrets to Hosting Successful Media Trips
- Storytelling in a Digital Age
- Building Website Content
- Pitching 2.0
- Social Media 101

DID YOU KNOW?

- Nearly **50%** of the TMAC membership attends the conference
- Attendees are **45%** media and **55%** industry representatives
- 2016 included **59** first timers; 2015 had **67** first timers
- Media Marketplace is the **#1** business reason to attend the conference
- Members and attendees are represented from **coast to coast to coast**

Support TMAC – Your Industry Association

TMAC AWARDS

The closing evening of the TMAC conference showcases the ‘best of the best’ of TMAC members with the presentation of 11 individually sponsored awards.



Eight print categories include:

- Cultural/Historical
- Environmental/Responsible Tourism
- Family
- Food/Drink
- French-Language
- Outdoors/Adventure
- Service
- Spirit of Canada

Three photography awards include:

- Action
- Photo Series
- People

SOCIAL NETWORKING EVENTS

There are seven social networking events that take place during the conference: a casual welcome reception, a lunch/afternoon tour, a formal welcome reception, Friday and Saturday lunches*, a local dining experience, and the awards and closing



reception. All delegates are invited and encouraged to participate in all of these events.

** Saturday lunch hosted by 2018 host!*



HOST A TMAC CONFERENCE

The TMAC conference is an exceptional opportunity to feature a new destination every year. In 2017, our host will be Québec City, Québec. To receive more information on how to host a TMAC conference, contact TMAC now. Openings for 2019 and beyond still available.

Benefits of Sponsorship

BENEFITS OF SPONSORSHIP

- Partner with Canada's foremost authority on all things travel
- Increase your brand awareness with key travel influencers
- Position your products and/or services to key travel industry partners
- Foster long-term relationships with travel professionals
- Bragging rights for 2018 sponsorship at same level

VISIBILITY ONLINE

- Your logo displayed on all advertising and promotional material directed to all 450 members as well as to other partners, sponsors and host
- Your logo displayed on TMAC website pre-, during and post-conference (until September 2017)
- Your logo displayed on TMAC conference website pre-, during and post-conference (until September 2017)

**Subject to level of sponsorship*

VISIBILITY ONSITE

- Your logo on signage and digital screen throughout various conference venues
- Verbal recognition throughout the conference during announcements, introductions and on-stage opportunities



CONFERENCE AGENDA AT A GLANCE

Sunday, May 21-Wednesday, May 24, 2017

- Pre-conference Tours*

Wednesday, May 24, 2017

- Casual Reception & Welcome

Thursday, May 25, 2017

- Morning Media Marketplace
- Local Tours Showcasing Host City and Area
- Opening Reception and Dinner

Friday, May 26, 2017

- Morning Media Marketplace
- Professional Development Sessions
- Dine Around

Saturday, May 27, 2017

- Chapter Meetings & AGM
- Professional Development Sessions
- TMAC Awards Presentation, Closing Reception and Dinner

Sunday, May 28-Wednesday, May 31, 2017

- Post-conference Tours*

** Start/end dates may vary*

“My TMAC membership is one of the best investments I have ever made in my career. Great people, great contacts, and great work opportunities.”

Key Sponsorship Opportunities

TMAC has created many unique sponsorship opportunities as well as a number of à la carte options to suit any budget and marketing initiative.

The greater your investment, the more promotional exposure you'll get for your brand.

CONFERENCE – \$20,000

Be up front and centre everywhere TMAC delegates are. Your Conference sponsorship includes:

- Media Marketplace Premier Location \$10,000
- Opening Bell Ringer with Remarks 1,000
- Coffee Breaks 2,500
- TMAC Award 2,500
- Guidebook 5,000
- Room Drop 1,500
- Conference Pass* 1,650

Total Value \$24,150

** includes appointment schedule*

MEDIA MARKETPLACE – \$10,000

Be where the action is both Thursday and Friday mornings. Take centre stage during the Media Marketplace where everyone is in attendance. The Media Marketplace sponsorship includes:

- Media Marketplace Premier Location \$10,000
- Opening Bell Ringer with Remarks 1,000
- Two Coffee Breaks 2,000

Total Value \$13,000

PROFESSIONAL DEVELOPMENT (PD) – \$7,500

Be where the learning is both Friday and Saturday afternoons. Through podium signage, your brand will appear in 11 different PD sessions all open to both media and industry delegates. The Professional Development sponsorship includes:

- Brand Presence During all Sessions \$2,500
- Two Daily Coffee Breaks 5,000
- Upgraded Booth Location 1,000

Total Value \$8,500



WELLNESS – \$5,000

Help us champion TMAC's new health and wellness initiative. Great exposure. Great value. The Wellness sponsorship includes:

- Branded Reuseable Water Bottles for All Delegates \$1,000
- Water Stations 2,000
- Upgraded Booth Location 1,000

Total Value \$7,000

THE GUIDEBOOK APP – \$500-\$5,000

In an effort to support our Go Green initiative, we are making every effort to go paperless. Advertise on Guidebook - this year's conference app.

- Full App Sponsorship \$5,000
- Banner Ad \$1,000
- Sponsor Icon \$500
- Sponsor Poll \$500

“Imagine what an opportunity it is to meet up with more than 200 tourism industry peers in one place at one time. The TMAC conference is a ‘must attend’ event.”

À la Carte Options

MEDIA MARKETPLACE OPPORTUNITIES

Premier Location	\$10,000
Opening Bell Ringer	1,000
Booth Upgrade Location	1,000
Coffee Break – Thursday	1,500
Coffee Break – Friday	1,500
Coffee Breaks — Thursday & Friday	2,500
Water Station – Thursday	1,500
Water Station – Friday	1,500
Water Station — Thursday & Friday	2,500

PROFESSIONAL DEVELOPMENT (PD) OPPORTUNITIES

Coffee Breaks — Both Friday and Saturday	2,500
Coffee Breaks – Friday	1,500
Coffee Breaks – Saturday	1,500
PD Session	500
PD Sessions - Both Friday and Saturday	5,000
All Friday PD Sessions	2,500
All Saturday PD Sessions	2,500

OTHER OPPORTUNITIES

Conference Wellness Breaks	2,500
Lunch – Friday	10,000
Room Drop	1,500
TMAC Award*	2,500

** See more details on following page*

“Sponsoring TMAC is a great investment. TMAC offers great opportunities to participate for all budgets. Recognition works both ways.”

TMAC Award Sponsorship Opportunities

The TMAC Awards recognize the very best our association produces in two categories: editorial and photography. It also offers terrific visibility and recognition for sponsors by putting your organization's name front and centre at the association's most important night of the year.

EDITORIAL CATEGORIES

- **Best Cultural/Historical Feature** may focus on art form, local custom, or an aspect of the past set in a particular place.
- **Best Environmental/Responsible Tourism Feature** looks at travel from a green point of view and/or travel's impact on the environment, including the human culture it operates within.
- **Best Family Feature** is one that revolves around activities done by a family or one of its members.
- **Best Food/Drink Feature** focuses on the culinary features (including wine, beer or spirits) of a place or region.
- **Best Outdoors/Adventure Feature** takes the reader either into the great outdoors or possibly on an extreme adventure, or both.
- **Best Service Feature** is one whose primary purpose is to provide practical information.
- **Best Spirit of Canada Feature** is devoted to those articles that bring Canada, its landscape, its culture and its people alive on the page.



- **Best French Language Feature** must be a story that, if it were in English, could be submitted in one of these four categories: Best Family, Best Outdoors/Adventure, Best Food/Wine, or Best Cultural/Historical Feature.

PHOTOGRAPHY CATEGORIES

- **Best Action Photo** will depict actual physical activity taking place in a travel locale.
- **Best Photo Series** independently illustrates a compelling travel story presented as a slideshow of multiple images.
- **Best People Photo** should depict an aspect of culture, life or society, as perceived through the image of an individual or group. The person or people shown should clearly relate to a travel destination.

GUARANTEED MEMBER VISIBILITY

- Award Speaker/Presenter
- Logo Display on Stage
- Logo on all Pre-conference Awards Promotions
- Logo on all Post-conference Awards Releases
- Logo on TMAC Website (Until September 30, 2017)



“TMAC talent represents the highest calibre of travel journalism in Canada.”

Travel Media Association of Canada (TMAC)

NATIONAL BOARD MEMBERS

President • Elizabeth Ann Kerr

Vice-President, Media • Melody Wren

Vice-President, Industry • Jerry Grymek

Treasurer • Grant Fraser

Secretary • John Geary

Directors

Tracy Ford

Dale Dunlop

Holly Lenk

Suzie Loiselle

Mary Tulle

ALL OTHER CONFERENCE ENQUIRIES

Albert Orellana @ 416-934-0599 ext. 315
albert@travelmedia.ca

AWARDS AND ALL OTHER ENQUIRIES

Emily Cloutier @ 416-934-0599 ext. 316
info@travelmedia.ca

TRAVEL MEDIA ASSOCIATION OF CANADA

802-21 St. Clair Avenue East
Toronto, ON M4T 1L9
416 934-0599 • travelmedia.ca

SPONSORSHIP COMMITTEE

Chair • Jerry Grymek
jerry@lma.ca

Katmai Bear - Winner of Best Action Shot (sponsored by Tourism Victoria)
taken by Arlene Karpan.



Nuu-chah-nulth Dancer – Winner of Best People Photo (sponsored by
Ontario Parks) taken by Laurie Carter.

