Travel Media Association of Canada (TMAC)

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CONFERENCE & AGM SPONSORSHIP PACKAGE (including TMAC Awards)

Hosted by Destination Cape Breton Association
Membertou Trade & Convention Centre
Sydney, Nova Scotia
June 22-25, 2016

TMAC
TRAVEL MEDIA ASSOCIATION OF CANADA

Our Membership Represents Your Clients

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 web (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. Each industry member has the opportunity to meet with up to 24 media members over the two half-day sessions. In total, more than 2,400 scheduled meetings take place.

PROFESSIONAL DEVELOPMENT

Professional Development sessions allow attendees to keep up-to-date on skills, trends and techniques. The line-up this year includes 11 great choices:

- The Anatomy of a Great Pitch
- Best Practices
- The Rise of Culinary Tourism
- Working with Media
- Photography Trends: What's Hot, What's Not
- From Dream to Reality: The Celtic Colours International Festival Story
- Travel Blogging…in Today's Evolving Market
- The Power of Social Media
- Entering the Book Publishing Market
- Conducting Effective Press Trips
- TMAC Open Mic

You can certainly feel the "buzz" at the Media Marketplace during the 2015 Conference and AGM where more than 2,400 meetings took place over two days.

The TMAC conference is an exceptional opportunity to feature a new destination each year. In 2016, our host will be Cape Breton Island, Nova Scotia.

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 2017 host!*

"Attending the TMAC Conference is one of the highlights of the year for me. It is the only time I get the opportunity to meet so many fellow travel journalists in one place at one time."

Helen Lovekin, Manager, OMTPS - Gold Sponsor for 2015 TMAC Conference and AGM on stage with Hans Tammemagi.

Many TMACers will be visiting The Glenora Inn & Distillery in Cape Breton this summer. Sláinte!

Why Sponsor TMAC in 2016?

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
- Receive first right of refusal on 2017 sponsorship at same level

VISIBILITY*

ONLINE

- Logo displayed on all advertising and promotional campaigns directed to all 450 members as well as to other partners, sponsors and host
- Logo displayed on TMAC website pre-, during and post- conference (until September 30, 2016)
- Logo displayed on TMAC conference website pre-, during and post- conference (until September 30, 2016)

**Subject to level of sponsorship*

Walk the Inverness beach bordwalk for great exercise and beautiful views.

ONSITE

- Logo displayed both in print and electronically throughout various conference venues
- Verbal recognition throughout the conference

CONFERENCE AGENDA AT A GLANCE

Sunday, June 19-Wednesday, June 22, 2016

- Nine Pre-conference Tours

Wednesday, June 22, 2016

- Casual Reception & Welcome

Thursday, June 23, 2016

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

Friday, June 24, 2016

- Morning Media Marketplace
- Choice of Six Professional Development Sessions
- Special Maritime Dining Experience

Saturday, June 25, 2016

- Chapter Meetings & AGM
- Choice of Five Professional Development Sessions
- TMAC Awards Presentation, Closing Reception & Dinner

Sunday, June 26-Wednesday, June 29, 2016

- Six Post-conference Tours

"The calibre of the TMAC media members is bar none. A strictly adhered to qualification process ensures this."

Key Sponsorship Opportunities

TMAC has created four 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	1,000
▪ Coffee Breaks	2,500
▪ TMAC Award	2,500
▪ Guidebook	5,000
▪ Room Drop	1,500
▪ Conference Pass* (includes appointment schedule)	1,650
Total Value	**$24,150**

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	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 11 sessions	$2,500
▪ Two Daily Coffee Breaks	5,000
▪ Upgraded Booth Location (during Media Marketplace)	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 Throughout Conference	2,000
▪ Upgraded Booth Location (during Media Marketplace)	1,000
Total Value	**$7,000**

"Joining TMAC and attending the TMAC Conference is an investment that guarantees I meet and mingle with top industry and media professionals from across the country."

TMACers Jantine Van Kregten (Tourism Ottawa) and Guy Theriault (Parks Canada) donned in HBC blankets doing the paddle hustle.

A la Carte Sponsorship Opportunities

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

OTHER OPPORTUNITIES

Conference Wellness Breaks	2,500
Lunch - Friday	10,000
Room Drop	1,500
Guidebook Premier Sponsor	500-5,000
TMAC Award*	2,500

** See more details on following page*

Sponsor an Award ($2,500) Advertise in Event App: Guidebook

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** 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.

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, 2016)

A NEW OPPORTUNITY FOR TMAC - THE GUIDEBOOK APP

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

"Leap of Faith" – winner of Best Action Photo (sponsored by Peterborough & the Kawarthas Tourism) by Remy Scalza.

Travel Media Association of Canada (TMAC)

SPONSORSHIP COMMITTEE

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TRAVEL MEDIA ASSOCIATION OF CANADA (TMAC)

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NATIONAL BOARD MEMBERS

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Vice-President, Industry • Jerry Grymek

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Holly Lenk

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Dale Dunlop

"Beacons of Hope" – winner of Best Evocation of a Place Photo (sponsored by Ontario Tourism Marketing Partnership Corporation (OTMPC) taken by John Sylvester.

"Inuit Madonna and Child" – wInner of Best People Photo (sponsored by Le Québec Maritime) taken by Bruce Kemp.