



Sponsorship & Branding Opportunities

About Rendez-vous Canada 2023

Only one travel and tourism event in Canada allows you to connect your brand to the most extensive international audience: Rendez-vous Canada (RVC).

RVC is Canada's premier international travel and tourism marketplace, and Quebec City and L'Alliance Touristique are the official hosts for 2023. The event is co-presented by Destination Canada and the Tourism Industry Association of Canada (TIAC) and takes place from May 30-June 2, 2023, in Quebec City, Quebec.

This will be the first time since 2011 that RVC returns to Quebec City. RVC was supposed to take place in Quebec City in 2020 but was cancelled due to Covid 19, so delegates are super excited to return in person to this one-of-a-kind city

RVC is a world-class conference that connects international buyers with Canadian sellers of tourism products.

It brings together approximately 1,700 international tourism industry leaders for more than 30,000 one-on-one business appointments, experienced-based luncheons, exclusive breakfasts, and engaging networking opportunities.

With so many national and international delegates under one roof, partnering and securing a sponsorship option at Rendez-vous Canada 2023 is an excellent return on your business investment with tangible results that measure impact to success. Select from a range of outstanding opportunities that deliver value, offer creative solutions, and provide a positive return on your investment, including:

- Increased brand exposure and awareness through a broad range of options in the Marketplace and during the four-day event.
- Position your organization as an industry leader amongst your peers and with buyers from 30 countries worldwide.
- Increased traffic to your booth and boost networking opportunities.
- Enhanced outreach options will create a positive and lasting impact with more buyers.

These opportunities won't last long, don't wait; call or write today to create an impact.

A handwritten signature in black ink, appearing to read 'Jenn Taylor'.

Jenn Taylor,
Vice President, Business Development and Member Relations



How to Book an Opportunity

Sponsor opportunities are only available to organizations approved to attend RVC 2023.

If your organization has attended Rendez-vous Canada in the past, you do not need to submit an application to attend RVC+. All previous participants will be forwarded to provincial/territorial representatives for review. Organizations that are selected to attend will receive an invitation to register.

If you have not attended in the past, please submit [an application](#).

Sponsorship opportunities are available on a first-come, first-served basis. If you would like to express interest, discuss any of the options presented here, or pitch an idea, please contact Jennifer Taylor.

Jennifer Taylor
Vice President, Business Development and Member Relations
Tourism Industry Association of Canada
902-698-0984 or jtaylor@tiac-aitc.ca

The **deadline** to book a Partnership opportunity is **March 3, 2023**.

PLEASE NOTE: Rendez-vous Canada 2023 sponsors and partners MAY NOT organize or sponsor any other activity that conflicts with the official Rendez-vous Canada program and schedule. Violating these terms may render the person or organization ineligible for future participation in Rendezvous Canada.

All sponsorships are subject to availability.

TIAC Member Savings – 20%

Membership has its benefits. Partners who are regular Members of the Tourism Industry Association of Canada (TIAC) enjoy 20% savings on all RVC 2023 Partnership Opportunities.

Not a TIAC Member? [Join Today](#), save on these opportunities, and enjoy the [TIAC Member Advantage Program](#) at RVC 2023.

Who Attends RVC

Rendez-vous Canada is an invitation-only event.

- Qualified buyers come together at RVC to explore, and partner with Canadian tourism professionals to confidently market and sell Canada.
- Sellers come from hundreds of Canadian organizations representing 13 provinces and territories.
- Qualified buyers and media join from 29 countries around the world.
- Qualified Buyers (300 – 500) are invited to attend based on recommendations from Destination Canada, the Tourism Industry Association of Canada, and industry representatives.
- Qualified Sellers or Tourism Partners of Canadian travel products and services are invited to register for Rendez-vous Canada+ based on guidelines established in consultation with provinces, territories and private sector industry representatives participating in the annual event.

Highlights of RVC+2022 – Toronto, Ontario

- First-ever
 - Reverse marketplace “Buyer Seated.”
 - RVC Hybrid Event
 - Inclusion of a Travel Trade Media lounge in the Marketplace
- Co-host by Destination Canada and the Tourism Industry Association of Canada
- Buyer Stats
 - 262 Buyer organizations attended in person, with 340 delegates
 - Representation from Australia, Austria, Belgium, Brazil, China, Czech Republic, France, Germany, Hong Kong, Italy, Japan, Luxembourg, Mexico, Netherlands, Singapore, South Korea, Switzerland, UK, USA, and Canada
 - 154 Buyers organizations attended online, with 160 delegates
 - Representation from Australia, Belgium, Brazil, China, France, Germany, Hong Kong, Italy, India, Japan, Mexico, Netherlands, South Korea, Spain, Switzerland, UK, USA, and Canada
- Travel Media Stats
 - 28 Travel Trade Media attended in-person
 - 5 Travel Trade Media participated online
- Sellers
 - 352 Seller organizations attended in person with 614 delegates
 - 159 Seller organizations participated online, with 175 delegates
- Appointments
 - 38,372 in-person
 - 6,526 online

Survey Results from RVC+2022 in Toronto, Ontario

Buyer

- 85% of respondents were satisfied or very satisfied with their RVC+2022 experience
- 83% were satisfied or very satisfied with their personalized appointment schedule
- 85% were satisfied or very satisfied with the number of sellers offering the types of products they required
- 35% of respondents indicated the value of sales contracts and verbal agreements advanced or closed during RVC+2022 was worth up to \$500,000; 4% for sales contracts between \$1 and \$2 million, and 4% of respondents valued contracts of over \$5 million
- 93% of respondents agreed or strongly agreed that Canadian products offer a unique travel experience
- 83% agreed or strongly agreed that demand for Canadian products will increase in the next year
- 94% were likely to attend RVC 2023 in Quebec City

Travel Trade Media

- 87% of respondents agreed that RVC+ helped inform the content or information you will include in written articles.
- 39% planned on writing four or more articles on the content or information received at RVC+
- 31% plan on writing 3 to 4 articles
- 31% plan on writing 1 to 2 articles
- 73% felt it was easy to connect with the delegates they wanted to meet at RVC+

Seller

- 81% satisfaction rate
- 82% satisfied with appointment scheduling
- 89% satisfied with the registration process
- 82% satisfied with the number of Buyers looking for the types of products they sell



Delegate Touchpoints & Engagement Opportunities

RVC provides several ways to connect delegates, including an in-person Marketplace showcasing every Province and Territory and their market-ready partners, a section dedicated to Indigenous experiences and products, and National suppliers.

Hosted breakfasts and luncheons allow delegates to learn about destinations, and the evening social gatherings provide plenty of time to reconnect or make new acquaintances.

RVC also delivers robust communication to reach delegates before, during and after the event, including Rendez-vous Canada News, YouTube Channel Upload and Social Media Posts

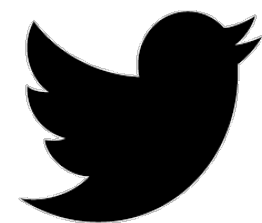
The following highlights touchpoint results from RVC+2022

- RVC Newsletter (10 issues)
 - Total Delivered: 14,252 emails sent
 - Opens: 9,483 emails opened
 - Click-throughs: 2,606 unique clicks generated
 - Bounce #: 118 emails bounced
 - Unsubscribed #: 13 recipients unsubscribed



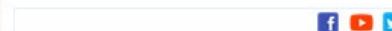
Facebook social media posts:

- 112 posts
- Total Reach: 17,982
- Total Likes and Reactions: 582
- Total Link Clicks: 690
- Total Comments: 33
- Total Shares: 21



Twitter social media posts:

- 125 posts
- Total Impressions (Reach): 36,440
- Total Engagements: 1051
- Total Retweets: 74
- Total Likes: 282
- Total Clicks: 464



Inside Track: Prepare for your Upcoming Meetings with Buyers

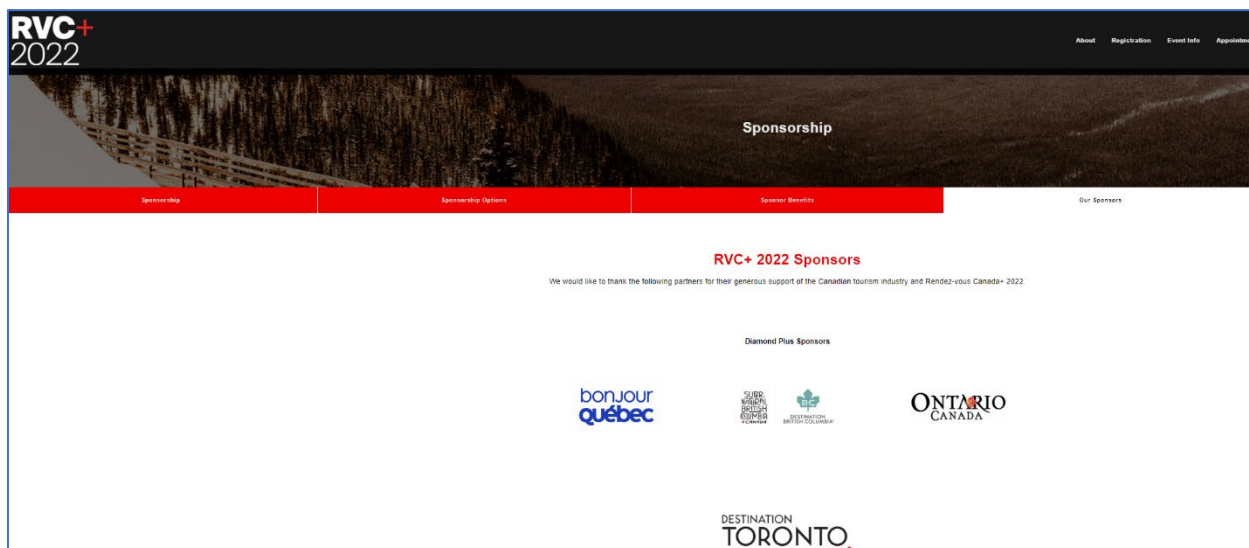
As we get ready to welcome delegates to RVC+ 2022 next week, tune into Destination Canada's (DC's) Inside Track, where their teams will be sharing trends, tips, and insights on each of their markets. Inside Track will be available through the RVC+ virtual platform in the Explore Canada Showcase on May 19 at 10 a.m. PT. You'll be able to watch it on demand through the portal!

This year, DC has also created a new podcast series containing even more in-depth information you need to know from each of its 9 key markets and how best to take advantage of your time with the tour operators.



Delegate Touchpoints & Engagement Opportunities, continued...

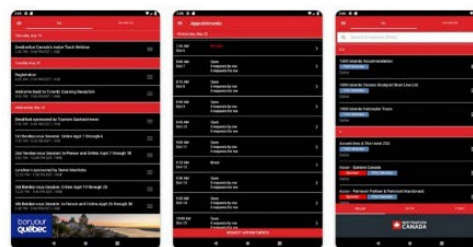
RVC's website is the ultimate source of information for all delegates, and the RVC App is the onsite source to keep delegates' day moving smoothly and connected.



- RVC Website:
 - Number of Sessions: 13,063
 - Number of Page-views: 31,741
- Mobile app

Downloads	
iOS:	849
Android:	159
Page Views	
View appointment schedule	18319
View profile	9562
View floor plan	5114
View message inbox	3310
View message outbox	2766
View notifications	2294
Send message	1474
View delegates list	1256
View companies list	1056
Appointments view search	968
View schedule notes	846
Meeting cancellation request	824
Create company note	799
View company notes	323
Create person note	172
Send new meeting request	171
Accept manual request	159
Accept meeting cancellation request	122
Reject meeting request	87
Mark appointment as 'No show'	85
Delete message	65
Rescind manual request	49

Mobile App KPIs



Top 3 Mobile App Pages

1. Appointment Schedule
2. Profile
3. Floor Plan

RENDEZ-VOUS CANADA 2023 SCHEDULE - subject to change

	Tuesday, May 30		Wednesday, May 31	Thursday, June 1	Friday, June 2			
07:00 - 07:30	Buyer and Travel Media Registration		Registration	Registration	Registration			
07:30 - 08:00	Buyer and Travel Media City Tours		Exclusive Sponsor Option Breakfast	Exclusive Sponsor Option Breakfast	Exclusive Sponsor Option Breakfast			
08:00 - 08:30			Indigenous Blessing					
08:30 - 09:00								
09:00 - 09:30								
09:30 - 10:00		Appointment Session #1		Appointment Session #3	Appointment Session #5			
10:00 - 10:30								
10:30 - 11:00								
11:00 - 11:30								
11:30 - 12:00								
12:00 - 12:30		Registration Sellers and Booth Set-up	Exclusive Sponsor Option Luncheon	Exclusive Sponsor Option Luncheon	Exclusive Sponsor Option Luncheon			
12:30 - 13:00								
13:00 - 13:30								
13:30 - 14:00								
14:00 - 14:30								
14:30 - 15:00						Appointment Session #2	Appointment Session #4	Appointment Session #6
15:00 - 15:30								
15:30 - 16:00								
16:00 - 16:30								
16:30 - 17:00								
17:00 - 17:30								
17:30 - 18:00			The Office TIAC Members' Only Event with RVC Buyers and Travel Media					
18:00 - 18:30	Bonjour Quebec Host Night							
18:30 - 19:00			Exclusive Sponsor Option Welcome to Canada Reception					
19:00 - 19:30								
19:30 - 20:00								
20:00 - 20:30								
20:30 - 21:00								
21:00 - 21:30								
21:30 - 22:00								

Partnership Options At-A-Glance

The following impactful partnership options will include the respective benefits associated with the sponsorship level. Sponsorship levels and assigned benefits are determined by overall investment level.

Rendez-vous Canada is also pleased to review and consider custom-made partnerships. If you have an idea to discuss, call 902-698-0984 or email jtaylor@tiac-aitc.ca.

Activation costs vary by the sponsor and depend upon interest level. Activation costs include additional décor elements, entertainment, delegate gifts or giveaways, enhanced audio-visual, and food and beverage elements.

Diamond \$50,000	Platinum \$30,000	Gold \$20,000	Silver \$15,000	Bronze \$7,500
Co-Host of Canada Night	Host of one of three Breakfasts • Wed., May 31 • Thur., June 1 • Fri., June 2	Social Mixer (Friday, June 2)	Registration Plus SOLD	Carbon Offset Partner SOLD
Host of one of three Luncheon • Wed., May 31 • Thur., June 1 • Fri., June 2 SOLD				
Official Carrier	Sponsor of one of four Networking Lounges (Inside the marketplace)	RVC Mobile App	Restroom Branding	Charging Station (Inside Marketplace)
		Experience Zone (Outside Marketplace)		Coat/Luggage Check
			Wi-Fi	Official Vehicle Supplier

More details on each sponsor option can be found starting on page 11.

In addition to sponsor opportunities, RVC also offers several branding options, including:

- Halos
- Reserved Tables at Luncheons
- Lightboxes
- Visual Impact Walls
- Hydration Station Branding
- Room Drops
- Escalators Branding

Check out these affordable options on pages 10 and 11.

Partner Benefits - Besides the selected options, sponsors will enjoy various benefits based on level.

Benefits	Description	Diamond \$50,000	Platinum \$30,000	Gold \$20,000	Silver \$15,000	Bronze \$7,500
Complimentary Seller Registration Package	One registration package with access to all three days of the RVC Marketplace in Quebec City and all official luncheons and evening events. Includes: <ul style="list-style-type: none"> One (1) delegate registration One (1) full appointment schedule with the opportunity to book pre-scheduled appointments with buyers One (1) full booth (8' x 10') 	1				
One-sided Brand Lightbox	Vertical display box located in a high visibility location (placement by RVC)	1				
Rendez-vous Canada News Editorial Highlights	One (1) bilingual editorial post (max 150 words and 1 picture/ video) in the Rendez-vous Canada Newsletter	√	√			
Exclusively dedicated e-blast to delegates	One (1) bilingual e-blast to delegates scheduled in advance of RVC. Word count to be confirmed and scheduling decided by RVC.	√	√			
Reserved Tables with branded Invites	One reserved table at each luncheon. RVC to provide a digital invite	√	√			
YouTube Channel Upload	Infomercial uploaded to Rendez-vous Canada YouTube Channel (maximum 2 min)	√	√	√		
Complimentary NON-APPOINTMENT TAKING Delegate Registrations	Registration provides access to RVC Marketplace, Luncheons and receptions. A delegate may sit in on appointments but cannot make appointments with buyers	4	3	2	1	
Social Media Posts	Bilingual post – Twitter & Facebook	4	3	2	1	
Partner/Sponsor Recognition on-site	Logo or company name to be included in onsite signage.	√	√	√	√	√
rendezvouscanada.ca	Hyperlinked partner logo included on Sponsor Page.	√	√	√	√	√
Mobile App Enhanced Listing	Company name highlighted in the mobile app.	√	√	√	√	√
Sponsor badge or ribbon	Attached to the name badge to recognize the partnership	√	√	√	√	√

ADDITIONAL BRANDING OPPORTUNITIES

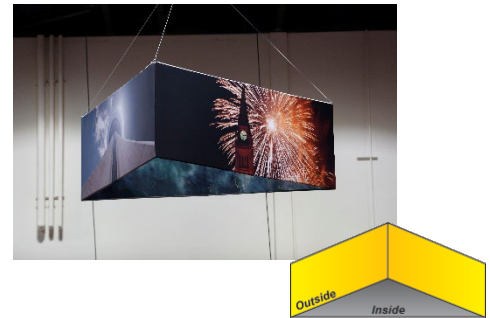
In addition to traditional sponsorship options, RVC offers a range of affordable, impactful branding opportunities. No other benefits are associated with these opportunities and do not include the 20% TIAC Membership Savings.

1. Halos

ONLY available to Provincial and Territorial Marketing Organizations and the Indigenous Tourism Industry Association of Canada

Have your logo or unique brand image fly high over your booth on a three-sided halo.

Fee: \$2,000 + production, installation, and dismantling fee.



2. Reserved Tables at Luncheons

Secure a premier-positioned table at each luncheon and invite select registered buyers to join you. A limited number of reserved tables are available. Each table will be marked with your logo, and you will receive a digital invitation to be used to invite registered delegates to your table. The table is in rounds of 8 or 10.

Fee: \$500; one reserved table for all three days

3. Lightbox

Located in the Marketplace at the end of the aisle, each display box provides an opportunity to promote your destination or experience through imagery and creativity. Price includes production, set-up, and dismantling.

Fee: \$1,500 + production, installation, and dismantle fee.



ADDITIONAL BRANDING OPPORTUNITIES continued...

4. Visual Impact Wall (2-sided visual)

Strategically located in the Marketplace, these two-sided walls (approximately 2 metres wide) provide an excellent opportunity to showcase icon imagery from your destination or property.

Fee: \$1,500 + production, installation, and dismantle fee.



5. Hydration Station Branding



Approximately ten (10) water stations will be located on the Marketplace floor; this is an opportunity to have your brand at each station with a custom wrap.

Fee: \$3,500 + production, installation, and dismantling fee



6. Room Drops

Opportunities are available on May 29, 30, 31 & June 1. All room drops are to be approved by Rendez-vous, approximately 650 Buyers, Media, and VIPs.

Limit one (1) unit per drop.

Fee: \$5,000 + product, delivery and room drop fee charged by the host hotels.

7. Escalators Branding

Create an impact as delegates travel from floor to floor with dynamic imagery.

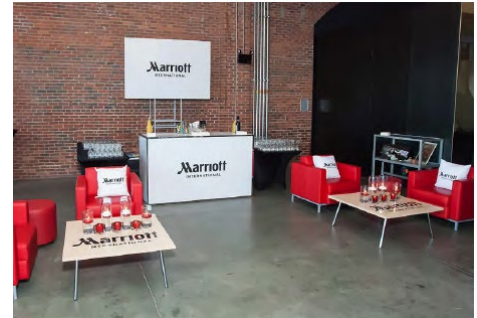
Fee: \$2,000 + production, installation, and dismantling fee

DIAMOND LEVEL SPONSORSHIP (Three options to choose from)

Investment: \$50,000

1. Co-Host of Canada Night

On a Tuesday night, May 30th, the RVC Welcome to Canada Opening Reception is where Buyers and Sellers come to reconnect and network with old colleagues and new business acquaintances over light bites and cocktails. For many, it is the first gathering point of the conference and an ideal opportunity to make a great impression. Partner recognition will be blended into the event's overall theme with a mix of signage and branded décor elements.



Deliverables include:

- Diamond Level sponsor recognition and benefits
- Prominent brand exposure, including recognition as co-host of the Canada Night Reception
- Opportunity to bring greetings to delegates
- Aisle Market brand
- Special branded cocktail/mocktail
- Cruiser/Cocktail Table Décor
- Two (2) two-sided impact walls strategically located at the reception venue
- Dedicated RVC Reception Manager
- Option to enhance meal selection at additional cost
- Option to enhance décor at additional cost

2. Host one of three Luncheons

- Wednesday, May 31
- Thursday, June 1
- Friday, June 2



Deliverables include:

- Diamond Level sponsor recognition and benefits
- Prominent brand exposure, including recognition as Luncheon Host
- 20-minute presentation showcase time
- Québec City Convention Centre food credit of up to \$49 per person, plus 16% Admin, GST (5%) and QST (9.975%)
- Standard AV package
- Dedicated RVC Luncheon Manager
- Option to enhance AV at additional cost
- Option to enhance meal selection at additional cost
- Option to enhance décor at additional cost



DIAMOND LEVEL SPONSORSHIP continued...

3. Official Carrier “EXCLUSIVE.”

As the Official Air Carrier of RVC 2023, you will have an exclusive position under the “How to get there” RVC webpage. Official Air Carrier to provide discount codes to registered delegates to and from RVC 2023.

Deliverables include:

- Diamond Level sponsor recognition and benefits
- Option to place a booking widget on the “How to get there” RVC webpage
- Aisle Market branding

RVC Official Carrier - Air Canada

Air Canada is pleased to provide delegates with a special industry discount fare that will enable your organization to travel to Toronto during the period Tuesday, May 17, 2022 to Friday, June 3, 2022. To book a flight with your promotional code, please access www.aircanada.com, enter your destination, dates of travel and your promotional code in the appropriate box and then proceed with booking your flight. A valid credit card will be required.

Enter promotion code: 9V8UDR81

Fare Types	Discounts
Standard Fares	10%
Flexi/Comfort/Latitude	18%
Business Class (flexible)	10%
Business Class (regular)	18%

Applicable rules

- The booking is to be made to the following city: Toronto All Airports (YTZ,YYZ)
- The travel period begins Tuesday, May 17, 2022 and ends Friday, June 03, 2022.
- Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

[Book Now](#)



PLATINUM LEVEL SPONSORSHIP (two options to choose from)

Investment: \$30,000

1. Host one of three Breakfasts

- Wednesday, May 31
- Thursday, June 1
- Friday, June 2

Three exclusive opportunities to create an experience that immerses delegates, connecting them with your brand and leaving a memorable start to the day.

Deliverables include:

- Platinum Level sponsor recognition and benefits
- Prominent brand exposure, including recognition as Breakfast Host
- 20-minute presentation showcase time
- Québec City Convention Centre food credit of up to \$38 per person, plus 16% Admin, GST (5%) and QST (9.975%)
- Standard AV package
- Dedicated RVC Breakfast Manager
- Option to enhance AV at additional cost
- Option to enhance meal selection at additional cost
- Option to enhance décor at additional cost



2. Host one of four Networking Zones

Located on the Marketplace Floor, these are ideal meeting spaces for one-on-one engagement with buyers and media and a huge opportunity to highlight regional tastes and talents.

Deliverables include:

- Platinum Level sponsor recognition and benefits
- A footprint 24' by 50' or 1,200 sq ft
- Continuous beverage services
- Standard carpet (grey)
- Standard facility tables & chairs
- Option to enhance meal selection at additional cost
- Option to enhance décor at additional cost
- Option to place a branded Halo over the zone at an additional cost



GOLD LEVEL SPONSORSHIP (two options to choose from)

Investment: \$20,000

1. Social Mixer (end of the day) on Friday, June 2

At the end of the final day, buyers, media, and sellers will enjoy a refreshing beverage during the last hour of appointments in the Marketplace.

Deliverables include:

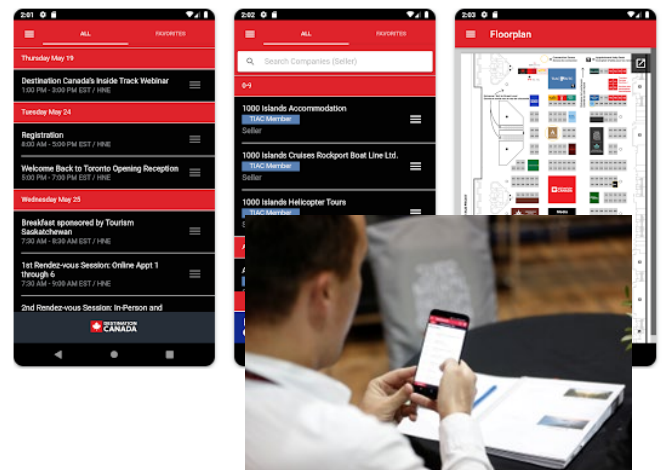
- Gold Level sponsor recognition and benefits
- Delivered message over the sound system to delegates of the Social Mixer acknowledging you as a sponsor
- Sponsor assumes the cost of the beverage and service.
- Option to add food service at additional cost
- Option to enhance service by adding a branded napkin, or coasters, at additional cost.
- Option of the sponsor to provide branded glasses (at their own cost) which delegates would take home as a keepsake

2. RVC Mobile App

The onsite go-to by all delegates. The RVC mobile app provides access to many features and information selected to enhance the event experience. These include access to appointment schedules, the marketplace floor plan, delegates, and so much more.

Deliverables include:

- Gold Level sponsor recognition and benefits
- Opening screen sponsor “splash” screen



3. Experience Zone (located in Foyer - outside the Marketplace)

150' x 15' of premium real estate at the entrance, across the registration desk and on the way to the Marketplace. We know delegates need a place to escape from the sound and the hustle of Marketplace; this area gives them both. A quiet place to check messages and catch up with business back home. It also allows you to create an impactful showcase.

Deliverables include:

- Gold Level sponsor recognition and benefits
- Sponsor responsible for creative

SILVER LEVEL SPONSORSHIP (four options to choose from)

Investment: \$15,000

1. Registration Plus



Create an impact with Buyers and Sellers before the event has happened. Your company name and logo will be synonymous with Rendez-vous Canada registration with brand exposure on the registration form and when they arrive to pick up their package, including branded lanyards.

Deliverables include:

- Silver Level sponsorship recognition and benefits
- Banner advertising with hyperlink on the Online Registration Form
- Logo on Lanyard
- Logo on Registration Countertop



2. Restroom Branding (one of two sets)

Catch the attention of captive delegates many times each day by creating a unique environment for their bio breaks.

Deliverables include:

- Silver Level sponsorship recognition and benefits
- RVC to install one graphic cling on the exterior of the restroom door (2 in total) set (facing the marketplace)
- Option to add additional clings inside the washrooms, including mirrors, stalls, urinals and floors; sponsor assumes associated production, installation, and dismantle fee.

3. Wi-Fi

Wi-Fi will be available to all delegates (Buyers, Sellers, and Media) through the Québec Convention Centre.

Deliverables include:

- Silver Level sponsorship recognition and benefits
- Static ad placement on the offline splash page
- Interstitial video (5-sec minimum watch time)
- Static ad placement on the online splash page

BRONZE LEVEL SPONSORSHIP (Three options to choose from)

Investment: \$7,500

1. Carbon Offset – Sustainability Partner

To offset the GHGs (Green House Gases) emitted from hosting this premier event, Rendez-vous Canada will match the investment by the Carbon Offset – Sustainability Partner and direct the investment to one of the Québec City Convention Centre partners:

Deliverables include:

- Bronze Level sponsorship recognition and benefits
- One (1) feature article in the Rendez-vous Canada newsletter to promote the partnership and the response efforts.
- One (1) branded unique bilingual e-blast circulated to all Rendez-vous Canada delegates

2. Charging Station

You can help keep delegates charged up and ready to go! Charging stations are essential touchpoints for everyone, as smartphones and tablets are vital to doing business.

Deliverables include:

- Bronze Level sponsorship recognition and benefits
- One (1) Branded Charging Station strategically located on the Marketplace Floor

3. Coat – Baggage Check

Exclusive exposure to delegates requiring a coat or baggage check.

Deliverables include:

- Bronze Level sponsorship recognition and benefits
- Branded signage
- Floor cling outside of the coat/baggage check room

4. Official Vehicle Supplier

Be the Official Car/Truck Rental Company of Rendez-vous Canada 2023 by providing a special rate for delegates to rent a vehicle.

Deliverables include:

- Bronze Level sponsorship recognition and benefits
- Inclusion on the “How to get here” page on the RVC website