



RENDEZ-VOUS CANADA 2024

Sponsorship & Branding Opportunities

EDMONTON | MAY 14-17, 2024

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 takes place in 2024 at The Edmonton Convention Centre Edmonton, Alberta, from May 14 to 17. The event is co-presented by Destination Canada and the Tourism Industry Association of Canada (TIAC) and co-hosted by Travel Alberta and Explore Edmonton.

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 50,000 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 2024 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!



For more information, contact:

ED BYERS, Sponsorship Lead
sponsorship@tiac-aitc.ca

How to Book an Opportunity

Sponsor opportunities are only available to organizations approved to attend RVC 2024.



If your organization has attended Rendez-vous Canada in the past, you do not need to submit an application to attend RVC 2024. 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 Ed Byers.

ED BYERS

Sponsorship Lead

Tourism Industry Association of Canada

416-737-7424 or sponsorship@tiac-aitc.ca

The deadline to book a sponsorship opportunity is March 3, 2024.

TIAC Member Savings – 10%

Membership has its benefits. Partners who are regular Members of the Tourism Industry Association of Canada (TIAC) enjoy **10% savings** on all RVC 2024 Sponsorship Opportunities.

Not a TIAC Member?

Join today, save on these opportunities, and enjoy the [TIAC Member Advantage Program](#) at RVC 2024.

PLEASE NOTE: Rendez-vous Canada 2024 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.

Sponsorship Opportunities

All sponsorship opportunities include the following:

- ✓ Sponsor badge
- ✓ Mobile enhanced listing
- ✓ Brand Promotion online and on-site
- ✓ Social media post

RVC 2024 Opportunities	Level	Investment	Exclusive or available options	Booth reg package (*full or **half booth)	One additional appointment taking reg. with full appointments	Non-appointment taking delegate reg.	Speaking opportunity	Marketplace aisle marker branding	Website branding	Two-sided lightbox	Exclusive e-blast to delegates	VIP table
Official Airline Carrier ¹	Diamond	\$100,000	✓	1	1	4		✓	✓	2	✓	✓
Luncheon Host Wednesday, May 15 ²	Platinum	\$55,000	✓	1		3	✓			✓	✓	✓
Luncheon Host Thursday, May 16 ²	Platinum	\$55,000	✓	1		3	✓			✓	✓	✓
Luncheon Host Friday, May 17 ²												
Airline Carrier ¹ available if Diamond Level Sponsorship is not sold	Platinum	\$55,000 + \$5,000 in-kind	2	1		3		✓	✓	✓	✓	✓
Co-Host Canada Night ³	Gold	\$40,000	4	½ booth		2		✓	✓	✓	✓	✓
Breakfast Host Wednesday, May 15 ⁴	Gold	\$32,000	✓	½ booth		2	✓				✓	✓
Breakfast Host Thursday, May 16 ⁴	Gold	\$32,000	✓	½ booth		2	✓				✓	✓
Breakfast Host Friday, May 17 ⁴	Gold	\$32,000	✓	½ booth		2	✓				✓	✓
Marketplace Networking Lounges ⁵	Gold	\$32,000	4	½ booth		2					✓	✓
20' x 16' Experience Zone (Marketplace Entrance)	Gold	\$30,000	2	½ booth		2					✓	✓
Wi-Fi Sponsor ⁶	Silver	\$23,000	✓			1						
Social Mixer - Friday, May 17 ⁷	Silver	\$20,000	✓			1					✓	
Mobile App ⁸	Silver	\$20,000	✓			1						
Registration Plus ⁹												

*1 Booth Complimentary Sellers Reg Package includes one (1) full booth, one (1) delegate registration and a full appointment schedule.

**1/2 Booth Complimentary Sellers Reg Package includes half (1/2) full booth, one (1) delegate registration and a full appointment schedule.

See Pages 5-7 for additional details on certain sponsorship options.

Sponsorship Opportunities cont'd

RVC 2024 Opportunities	Level	Investment	Exclusive or available options	Booth reg package (*full or **half booth)	One additional appointment taking reg. with full appointments	Non-appointment taking delegate reg.	Speaking opportunity	Marketplace aisle marker branding	Website branding	Two-sided lightbox	Exclusive e-blast to delegates	VIP table
Official Vehicle Supplier	Silver	\$20,000	✓			1			✓			
20' x 10' Experience Zone (Marketplace Entrance)	Silver	\$20,000	1			1						
Coat/Baggage claim ¹⁰	Bronze	\$10,000	✓			1						
10' x 10' Experience Zone (Marketplace Entrance)	Bronze	\$10,000	2			1						
Wellness Zone ¹¹	Bronze	\$10,000	2			1						
8' x 10' Marketplace Activation Booths (non-appointment)	Bronze	\$7,500	Limited			1						
Charging Stations ¹²	Bronze	\$7,500	2			1						
Water Station Sponsor ¹³	Bronze	\$7,500	✓			1						

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Additional Sponsorship Footnotes

Several sponsorship options include additional benefits as follows:

1. OFFICIAL CARRIER

- Option to place a booking widget on the “How to get there” RVC webpage.

2. LUNCHEON HOST

- **Prominent Brand Visibility**
Your organization's name and logo are prominently displayed at the luncheon.
- **Showcase Opportunity**
20-minute presentation showcase time.
- **Dedicated RVC Luncheon Manager**
- **Standard AV package**
Option to enhance AV at additional cost.
- **Standard Décor Package**
Includes select table linens and cloth napkins.
Option to enhance décor at additional cost.
- **Culinary Offerings**
RVC provides a food and beverage credit with the Edmonton Convention Centre of \$44 + 18% gratuity and 5% GST per person. Option to enhance meal selection at additional cost.

3. CO-HOST CANADA NIGHT

- **Prominent Brand Visibility**
Inclusion in e-blast with other sponsors to registered delegates inviting them to the reception.
- **Showcase Your Destination**
- Non-exclusive partner recognition blended into the overall theme of the event with a mix of signage and brand décor elements.
- **Culinary Offerings**
RVC has a food and beverage budget for the reception. Option to enhance meal selection at additional cost.
- **Dedicated Event Manager**

4. BREAKFAST HOST

- **Prominent Brand Visibility**
Your organization's name and logo are prominently displayed at the breakfast.
- **Showcase Opportunity**
20-minute presentation showcase time.
- **Dedicated RVC Breakfast Manager**
- **Standard Décor Package**
Includes select table linens and cloth napkins.
Option to enhance décor at additional cost.
- **Culinary Offerings**
RVC provides a food and beverage credit with the Edmonton Convention Centre of \$35 + 18% gratuity and 5% GST per person. Option to enhance meal selection at additional cost.

5. MARKETPLACE NETWORKING LOUNGES

- A footprint 20' by 32' or 640 sq ft
- Continuous beverage service provided by RVC
- 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

6. WI-FI SPONSOR

- **Static ad placement on offline splash page**
Splash page will consist of the RVC 2024 title, welcome message and Sponsor Logo.
- **Online static ad placement**
Once the delegate logs into WIFI, the screen will auto-direct to the sponsor's URL.
- **Interstitial video (5-sec minimum watch time)**
Once the delegate logs into WIFI the screen will auto-direct to the sponsor's video.

7. SOCIAL MIXER: FRIDAY, MAY 17

- **Delivered message over the sound system to delegates of the Social Mixer acknowledging you as a sponsor**
The sponsor assumes the cost of the food and beverage, as well as service fees. The sponsor may add décor elements at their own cost.

8. RVC MOBILE APP SPONSOR

- Opening screen sponsor "splash" screen
- 3 push notifications (1 per day during RVC) with customized messaging

9. REGISTRATION PLUS

- Banner advertising with hyperlink on the Online Registration Form
- Logo on Lanyard
- Logo on Registration Countertop

10. COAT – BAGGAGE CLAIM

- Branded signage
- Floor cling outside of the coat/baggage check room

11. WELLNESS ZONE

- Full booth
- Full-service delivery during the three days' meetings of massage and/or shoeshine
Sponsors are open to enhancing offerings at additional cost.

12. CHARGING STATIONS

- One (1) Branded Charging Station strategically located on the Marketplace Floor.

13. WATER STATION SPONSOR

- Ten (10) Branded Hydration Stations strategically located on the Marketplace Floor.



Sponsor Benefits

Exclusivity

Several opportunities exist where you can elevate your brand as a leader of the industry.

Complimentary booth, delegate and appointment schedule

Diamond and Platinum Level sponsors enjoy a full or half booth with a delegate and a full appointment schedule.

Speaking Opportunity

Some sponsors will have the chance to deliver a welcome address and/or presentation to delegates positioning your brand as an industry leader.

Marketplace Aisle Markers

As delegates navigate to their appointments, the prominently displayed aisle markers with your logo will help guide their way.

Onsite Brand Enhancement

Several opportunities will allow you to create an impactful and memorable experience for delegates.

Culinary Enhancement

Sponsors who select an opportunity that includes a food and beverage component can enhance the offering at an additional charge.

Double-sided Lightbox

An onsite customizable stand-alone backlit advertisement where sponsors can include an image, messaging, or logo. Lightboxes will be strategically located in the Marketplace.

RVC Newsletter Editorial

Diamond and Platinum Level sponsors can include messaging in at least one edition of the RVC Newsletter Editorial, sent to all delegates.

Exclusive e-Blast to delegates

This is an opportunity for a sponsor to tell all delegates about an upcoming event or opportunity, such as a Breakfast, Luncheon or airfare savings. This is a customized message sent by RVC 2024 to all delegates.

VIP Table

A table at the Breakfast or Luncheon with your logo prominently displayed in the centre. It is an opportunity to invite registered delegates to join you for the meal, show and networking.

Social Media Posts

RVC 2024 will post thank you messages to our sponsors, including the use of their hyperlinked logo.

Brand Promotion

RVC 2024 will promote sponsors in advance and online by including their hyperlinked logo in communication.

Mobile Enhanced Listing

The RVC 2024 mobile app will highlight all sponsor names.

Sponsor Badge

All sponsors will receive a ribbon attached to their name badge recognizing their status.



Branding Opportunities (no sponsorship recognition)

Restroom Branding	\$5,000
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+ production, installation & dismantling

Halo or Above Booth Branding	\$4,500
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+ production, installation & dismantling

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

Reserved Tables at Breakfasts/Luncheons	\$500
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Double-sided Lightbox	\$2,000
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+ production, installation & dismantling

Room Drop - Monday, May 13	\$4,000
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+ room drop fee

Room Drop - Tuesday, May 14	\$4,000
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+ room drop fee

Room Drop - Wednesday, May 15	\$4,000
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+ room drop fee

Room Drop - Thursday, May 16	\$4,000
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+ room drop fee

Marketplace Pillar Branding	\$4,000
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Escalator Branding	\$15,000
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Jasper Avenue escalator wraps

Stair Riser Branding up and down	\$15,000
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Jasper Avenue (East & West)

Pedway Pillar Wrap Branding	\$3,000
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Escalator Wrap	\$20,000
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Pedway (East & West)

Stair Riser Branding up and down	\$22,000
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Pedway (East & West)



bonJOUR
Montréal

Engagement Stats from RVC 2023

RVC Newsletter

10 issues



9,493

emails opened

2,606

unique clicks generated

14,252

emails delivered

Facebook

112 posts



17,982

reach

582

likes and reactions

690

link clicks

33

comments

21

shares

Twitter

125 posts



36,440

reach

1051

engagements

74

retweets

282

likes

464

clicks

RVC Website



13,063

sessions

31,741

page views

Highlights of RVC 2023 - Quebec City

302

Buyer organizations attended

383 buyer delegates

Representation from Australia, Belgium, Brazil, China, Czech Republic, Denmark, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, Switzerland, South Korea, Taiwan, UAE, UK, USA, and Canada.

24

Travel Trade Media attended

465

Seller organizations attended with 968 delegates

52,766

total appointments scheduled

Survey results

96.1%

of total delegates are likely to attend in 2024

57.6%

of respondents indicated the value of sales contracts and verbal agreements advanced or closed during RVC 2023 was worth up to \$500,000; 2% for sales contracts between \$1 and \$2 million, and 2% of respondents valued contracts of over \$5 million.

100%

of travel trade respondents agreed that RVC helped inform the content or information you will include in written articles

80.8%

of sellers were satisfied with the number of Buyers looking for the types of products they sell

