

**RVC**  
**2025**  
Winnipeg, Manitoba

# SPONSORSHIP AND BRANDING OPPORTUNITIES

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, taking place May 27-30, 2025 at the RBC Convention Centre in Winnipeg, Manitoba. Co-presented by Destination Canada and the Tourism Industry Association of Canada (TIAC), with co-hosts Tourism Winnipeg and Travel Manitoba, RVC brings together approximately 1,500 international tourism industry leaders for more than 50,000 one-on-one business appointments, experience-based luncheons, exclusive breakfasts and engaging networking opportunities.

Sponsoring RVC provides access to influential buyers and sellers in the travel industry, ensuring a positive return on investment through brand exposure, enhanced engagement and meaningful business outcomes. Choose from a variety of outstanding opportunities designed to deliver value and elevate your brand.





# Why Become a Sponsor?

**Unlock unparalleled access to the largest international tourism marketplace at RVC 2025.** The event brings together a diverse mix of delegates in one venue, offering you strategic investment with real results.



**Explore a variety of unique opportunities** designed to provide value, innovative solutions, and a positive return on your investment.



**Enhance your brand exposure**, by taking advantage of diverse opportunities throughout the four-day event to increase your visibility and awareness.



**Establish your leadership**, positioning your company as a key player in the tourism sector and connecting with buyers from 29 countries.



**Drive traffic to your booth and access engaging activations** to enhance visibility and networking possibilities.



**Create lasting impact** by using enhanced outreach options to foster meaningful connections with more buyers and ensure a positive, enduring presence in the industry.

**Don't miss out on this transformative opportunity—RVC 2025 is the premier platform to advance your business objectives.**



## Who Attends Rendez-vous Canada?

Forward-thinkers, visionaries and leaders of Canada's travel industry gather at RVC to share opportunities with qualified buyers and select media from around the world, marketing and selling Canada as a premier travel destination.

Participants include:

- **Qualified buyers (Canadian and international):** Nominated by Destination Canada in partnership with industry stakeholders, these buyers are crucial to the tourism landscape and represent diverse markets from around the globe.
- **Canadian tourism sellers:** These representatives are nominated by TIAC, Destination Canada and various industry partners, ensuring a wide array of offerings from across the country.
- **Destination Marketing Organizations:** Participants hail from provinces, territories, cities, municipalities, regions and resorts throughout Canada, showcasing local tourism products and experiences.
- **Industry associations, airport authorities and select travel trade media:** These groups foster connections and enhance collaboration within the tourism sector.
- **Travel trade media:** International travel trade media from our nine key markets—Australia, China, France, Germany, Japan, Mexico, South Korea, the United Kingdom and the United States are invited to join. For more information, please contact the Destination Canada media relations representative.

RVC is a premier platform where delegates meet to drive the future of tourism in Canada.

## How to Secure a Sponsorship Opportunity

Together, we can make RVC 2025 an unforgettable experience. Sponsorship opportunities are available on a first-come, first-served basis. TIAC members can take advantage of 10 per cent savings on all options. Act fast—the deadline to secure your sponsorship is **March 19, 2025**.



To reserve your spot, contact **Ed Byers, Partnership Lead**, at [sponsorship@tiac-aitc.ca](mailto:sponsorship@tiac-aitc.ca)



# Highlights from RVC 2024 in Edmonton

## Attendance



**1,528**  
delegates



**24**  
travel trade media representatives



**390**  
buyer delegates from 22 countries including: Australia, Belgium, Brazil, China, Czech Republic, Denmark, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, Switzerland, South Korea, Taiwan, United Arab Emirates, UK, US and Canada



**482**  
seller organizations, including 934 delegates (587 taking appointments)



**47,016**  
total appointments scheduled

## Survey Results

Based on surveys from the 2024 event, sponsors can expect strong engagement:

**96.1%**

of delegates plan to attend RVC 2025.

**57.6%**

of respondents indicated that the value of sales contracts and verbal agreements advanced or closed during RVC 2024 was worth up to \$500,000.

**2%**

of respondents noted that the value of sales contracts advanced or closed were between \$1 and \$2 million, with another 2% advancing or closing contracts of more than \$5 million.

**80.8%**

of sellers were satisfied with buyer engagement.

**100%**

of travel trade respondents stated that RVC helped inform content for their publications.

# Sponsorship Levels

RVC is delighted to offer five levels of sponsorship, each with exclusive benefits designed to elevate brand engagement. Choose the level that best aligns with your objectives:

Sponsorship Levels	Investment	Available Options
<b>Diamond</b>	<b>\$100,000</b>	<ul style="list-style-type: none"> <li>• Official Airline Carrier</li> </ul>
<b>Platinum</b>	<b>\$55,000</b>	<ul style="list-style-type: none"> <li>• Luncheon Host - Wednesday, May 28</li> <li>• Luncheon Host - Thursday, May 29</li> <li>• Luncheon Host - Friday, May 30</li> </ul>
<b>Gold</b>	<b>\$30,000</b>	<ul style="list-style-type: none"> <li>• Welcome to Canada Night Culinary Experience Sponsor</li> <li>• Breakfast Host - Wednesday, May 28</li> <li>• Breakfast Host - Thursday, May 29</li> <li>• Breakfast Host - Friday, May 30</li> <li>• Marketplace Networking Lounges</li> </ul>
<b>Silver</b>	<b>\$20,000</b>	<ul style="list-style-type: none"> <li>• Welcome to Canada Night Entertainment Sponsor</li> <li>• Tech Innovation Hub Sponsor</li> <li>• RVC Video Booth Sponsor</li> <li>• RVC Photobooth Sponsor</li> <li>• RVC Digital Wall Sponsor</li> <li>• Registration Plus Sponsor</li> <li>• Experience Zone (Marketplace Entrance) Sponsor</li> <li>• Sustainability Sponsor</li> <li>• Closing Social Mixer Sponsor</li> <li>• Welcome to Canada Night Photobooth Sponsor</li> </ul>
<b>Bronze</b>	<b>\$7,500</b>	<ul style="list-style-type: none"> <li>• Welcome to Canada Night Branded Networking Corner Sponsor</li> <li>• Welcome to Canada Night Themed Bar Sponsor</li> <li>• Welcome to Canada Night Signature Dessert Sponsor</li> <li>• Free Night Happy Hour Host</li> <li>• Wi-Fi Sponsor</li> <li>• Non-Appointment Marketplace Activation Booth Sponsor</li> <li>• Charging Station Sponsor</li> <li>• Water Stations Sponsor</li> <li>• Coat and Baggage Check Sponsor</li> </ul>

In addition to the unique benefits of each opportunity, all sponsorships include the following:

- Sponsor badge
- Enhanced Mobile app listing
- Brand promotion online and on-site
- Social media post
- RVC Newsletter editorial

If you have an idea that's not already included in our sponsorship program, we want to hear from you. We're eager to collaborate and explore fresh opportunities that align with your vision.

In addition to sponsorship opportunities, RVC is pleased to offer a wide range of branding opportunities. You can find more details of these starting on [page 14](#).

# Sponsorship Options at a Glance

RVC 2025 Opportunities	Investment	Sponsorship Packages Available	Seller Booths Packages included	Extra Non-Appointment-Taking Registrations included	Speaking Opportunity	Lightbox	e-blast	VIP Table
<b>Diamond Level Sponsor Recognition</b>								
Official Airline Carrier	\$100,000	1	2	4		2	✓	✓
<b>Platinum Level Sponsor Recognition</b>								
Luncheon Host - three date options: <ul style="list-style-type: none"> <li>• May 28</li> <li>• May 29</li> <li>• May 30</li> </ul>	\$55,000	3	1	3	✓	✓	✓	✓
<b>Gold Level Sponsor Recognition</b>								
Breakfast Host - three date options: <ul style="list-style-type: none"> <li>• May 28</li> <li>• May 29</li> <li>• May 30</li> </ul>	\$30,000	3	½ booth	2	✓		✓	✓
Welcome to Canada Night Culinary Experience Sponsor	\$30,000	1	½ booth	2		2	✓	✓
Marketplace Networking Lounge Sponsor	\$30,000	4	½ booth	2			✓	✓
<b>Silver Level Sponsor Recognition</b>								
Welcome to Canada Night Entertainment Sponsor	\$20,000	1		1			✓	
Tech Innovation Hub Sponsor	\$20,000	1		1			✓	
RVC Video Booth Sponsor	\$20,000	1		1			✓	
RVC Photobooth Sponsor	\$20,000	1		1			✓	
RVC Digital Wall Sponsor	\$20,000	1		1			✓	
Registration Plus Sponsor	\$20,000	1		1			✓	
Experience Zone (Marketplace Entrance) Sponsor	\$20,000	2		1			✓	
Sustainability Sponsor	\$20,000	1		1			✓	
Closing Social Mixer Sponsor	\$15,000	1		1			✓	
Welcome to Canada Night Photobooth Sponsor	\$15,000	1		1			✓	

<b>RVC 2025 Opportunities</b>	<b>Investment</b>	<b>Sponsorship Packages Available</b>	<b>Seller Booths Packages included</b>	<b>Extra Non-Appointment-Taking Registrations included</b>	<b>Speaking Opportunity</b>	<b>Lightbox</b>	<b>e-blast</b>	<b>VIP Table</b>
<b>Bronze Level Sponsor Recognition</b>								
Welcome to Canada Night Branded Networking Corner Sponsor	<b>\$7,500</b>	1		1				
Welcome to Canada Night Themed Bar Sponsor	<b>\$7,500</b>	1		1				
Welcome to Canada Night Signature Dessert Sponsor	<b>\$7,500</b>	1		1				
Free Night Happy Hour Host	<b>\$7,500</b>	1		1				
Wi-Fi Sponsor	<b>\$7,500</b>	1		1				
Non-Appointment Marketplace Activation Booth Sponsor – 8' x 10'	<b>\$7,500</b>	Limited		1				
Charging Station Sponsor	<b>\$7,500</b>	2		1				
Water Stations Sponsor	<b>\$7,500</b>	1		1				
Coat and Baggage Check Sponsor	<b>\$7,500</b>	1		1				

# Additional Features

Several sponsorship options include further features as follows:

## Diamond

### ● Official Airline Carrier - \$100,000

- Option to place a booking widget on the “How to get there” RVC webpage.
- Marketplace aisle marker branding.
- One additional appointment-taking delegate.
- Sponsor to provide a special discount code for RVC delegates to use for travel to and from RVC 2025.

## Platinum

### ● Luncheon Host – May 28, 29 or 30 - \$55,000

Position your brand as a leader in the tourism sector with an exclusive Luncheon Host sponsorship, offering prime exposure and interaction with attendees.

- Prominent brand visibility: Your organization’s name and logo are clearly displayed at the luncheon.
- Showcase opportunity: 20-minute presentation showcase time.
- Culinary offerings: RVC provides food and beverage credit with the RBC Convention Centre.
- Standard audiovisual (AV) package. Option to enhance AV at additional cost.
- Standard decor package includes select table linens and cloth napkins. Option to enhance decor at additional cost.
- Dedicated RVC Luncheon Manager.



## Gold

### ● **Breakfast Host - May 28, 29 or 30 - \$30,000**

As a Breakfast Host, your sponsorship will set the tone for the day's networking and business opportunities, creating a memorable start to each morning.

- Prominent brand visibility: Your organization's name and logo are clearly displayed at the breakfast.
- Showcase opportunity: 20-minute presentation showcase time.
- Culinary offerings: RVC provides food and beverage credit with the RBC Convention Centre.
- Standard AV package. Option to enhance AV at additional cost.
- Standard decor package includes select table linens and cloth napkins. Option to enhance decor at additional cost.
- Dedicated RVC Breakfast Manager.

### ● **Welcome to Canada Night Culinary Experience Sponsor - \$30,000**

Host a food station at the Welcome to Canada Night including:

- Brand visibility: Prominent logo display increases exposure to international travel trade, media and Canadian stakeholders.
- Culinary showcase: Highlight unique dishes and regional specialties.
- Product sampling: Generate interest and receive immediate feedback.
- Support for local economy: Position your organization as a supporter of local businesses.
- RVC food credit. Customized Sponsor Cuisine and additional decor items at the cost of the sponsor.

### ● **Marketplace Networking Lounge Sponsor - \$30,000**

The Marketplace Networking Lounge sponsorship allows continuous brand visibility as attendees gather to connect and engage in a vibrant, interactive space.

- A footprint of 20' by 32'
- Continuous beverage service provided by RVC.
- Standard facility tables and chairs.
- Option to enhance meal selection at additional cost.
- Option to enhance decor at additional cost.
- Option to place a branded halo over the zone at additional cost.

## Silver

### Welcome to Canada Night Entertainment Sponsor – \$20,000

- Brand visibility: Prominent logo display increases exposure to international travel trade, media and Canadian stakeholders.
- Audience engagement: Create memorable experiences to foster connections.
- Positive brand association: Align with fun, engaging entertainment to boost reputation.
- Creative branding: Integrate branding into performances and giveaways.
- RVC entertainment credit. Sponsor can enhance entertainment and decor for an additional cost.)

### Tech Innovation Hub Sponsor – \$20,000

The Tech Innovation Hub at RVC 2025 offers a unique sponsorship opportunity for a leading travel technology company to showcase innovations shaping the future of travel.

This dynamic space will feature cutting-edge solutions such as travel tools powered by artificial intelligence (AI), virtual reality experiences, sustainable travel technologies and mobile platforms designed to enhance the traveller journey.

With interactive displays, live demonstrations, expert presentations and a branded networking lounge, the Hub provides an ideal platform for sponsors to engage directly with international buyers and Canadian tourism suppliers, highlighting their role in driving travel technology advancements.

- Brand visibility: Position your brand at the forefront of cutting-edge tourism technologies with prominent signage and branding throughout the Hub.
- Audience engagement: Facilitate hands-on interactions as participants explore innovative tools like virtual reality experiences and AI-powered travel planning.
- Positive brand association: Align your brand with forward-thinking solutions that enhance the traveller experience, fostering a reputation as an industry leader.
- Creative branding: Showcase your brand's commitment to innovation by featuring your technology or services alongside the latest advancements in travel tech.
- Targeted marketing: Connect with tech-savvy attendees passionate about enhancing their travel experiences, providing direct access to a relevant audience.

### RVC Video Booth Sponsor – \$20,000

Sponsor a video booth during all three days at RVC and amplify your brand's presence. Gain premium brand visibility with your logo prominently displayed, while engaging attendees as they record and share their experiences. Connect your brand with positive memories through creative, interactive storytelling, and tap into targeted marketing by reaching an enthusiastic audience eager to share their RVC moments.

- Brand visibility: Your logo and branding will be clearly displayed in the video booth area, ensuring high visibility as attendees capture their experiences.
- Audience engagement: Allow attendees to actively participate by recording and sharing their moments, creating an interactive and memorable experience.
- Positive brand association: Connect your brand with joyful memories and shared experiences, enhancing your reputation.
- Creative branding: Use creative elements in the video booth design, integrating your brand into the storytelling process of each recorded experience.
- Targeted marketing: Engage directly with event participants who are enthusiastic about sharing their experiences, providing a targeted avenue for brand interaction.

## **RVC Photobooth Sponsor - \$20,000**

Capture the excitement at RVC by sponsoring a branded photo booth during all three days.

- **Brand visibility:** Your logo will be prominently displayed on every photo, ensuring long-term visibility as attendees share their images across social media platforms, email, and more. This guarantees extended reach beyond the event itself.
- **Audience engagement:** Encourage active participation as attendees take photos and share them instantly, creating a fun and interactive experience that boosts attendee engagement and connection with your brand.
- **Positive brand association:** Align your brand with happy, memorable moments that attendees cherish, enhancing your reputation and creating a positive emotional connection with your audience.
- **Creative branding:** Customize the booth's design and photo frames with creative elements that reflect your brand's identity, allowing for seamless integration of your message into the attendee experience.
- **Targeted marketing:** Reach a specific and engaged audience by connecting directly with attendees who are eager to share their experiences, giving your brand valuable exposure to key demographic segments.

## **RVC Digital Wall Sponsor - \$20,000**

Sponsor a large digital display at RVC that showcases live social media feeds, attendee highlights and your brand's messages for maximum visibility.

- **Brand visibility:** Showcase your brand prominently on a large digital display, ensuring high visibility through live social media feeds and sponsor messages.
- **Audience engagement:** Engage attendees in real time by featuring attendee highlights, encouraging them to interact and participate throughout the event.
- **Positive brand association:** Foster a lively and dynamic event atmosphere, aligning your brand with innovation and connectivity in the minds of attendees.
- **Creative branding:** Customize the digital display with your unique branding elements, creating a visually captivating experience that stands out.
- **Targeted marketing:** Reach a focused audience by featuring content that resonates with attendees, enhancing your brand's appeal and relevance.

## **Registration Plus Sponsor - \$20,000**

As the exclusive Registration Plus sponsor, your brand will be prominently displayed on the event's online registration page, on the lanyards worn by all delegates, and at the on-site registration countertop. This high-visibility sponsorship ensures that your brand is among the first and last touchpoints for every attendee.

## **Experience Zone (RVC Marketplace Entrance) Sponsor - \$20,000**

Positioned at the main entrance of the RVC Marketplace, this prime (20 feet x 10') Experience Zone offers your brand continuous visibility as all delegates pass through. This high-traffic area provides repeated exposure and an ideal setting to connect directly with buyers, sellers, media and VIP attendees, maximizing engagement throughout the event. Sponsor is responsible for all costs to create the zone.

### ● **Sustainability Sponsor - \$20,000**

Become a Sustainability Sponsor at RVC 2025 and elevate your brand visibility, while actively contributing to the development of a comprehensive Sustainable Tourism Report and a carbon offset program for the event.

- Enhanced brand visibility: Enjoy prominent logo placement on the Sustainable Tourism Report, promotional materials and all event communications associated with the carbon offset program.
- Gain recognition in both pre-event and post-event marketing initiatives, including newsletters and social media campaigns, amplifying your commitment to sustainability.
- Engagement activities: Showcase your sustainability initiatives and products in a dedicated display area at the event, providing an interactive platform to engage with delegates and share your sustainability story.

### ● **Closing Social Mixer Sponsor - \$15,000**

Close out RVC 2025 with an end-of-show Social Mixer at your destination booth.

- Deliver a message over the sound system to delegates of the Social Mixer acknowledging your organization as a sponsor.
- Sponsor assumes the cost of the food and beverage, as well as service fees.
- Sponsor may add decor elements at their own cost.

### ● **Welcome to Canada Night Photobooth Sponsor - \$15,000**

Capture the fun by sponsoring a branded photo booth where attendees can snap and share memorable moments. Your logo will be featured, providing lasting visibility as they are shared across social media and beyond.

## Bronze

### Welcome to Canada Night Branded Networking Corner Sponsor - \$7,500

A dedicated seating area with comfortable lounge chairs and sofas for informal networking, including branded elements such as banners, tablecloths and cushions. Sponsor has the option to add interactive elements at their own expense.

### Welcome to Canada Night Themed Bar Sponsor - \$7,500

Elevate the event experience by sponsoring a branded bar where attendees can socialize. Your brand will be featured prominently in the bar's design, creating a lively, memorable atmosphere that keeps your company top of mind. Option to include customized Sponsor Cocktail and additional decor items at the cost of the sponsor.

### Welcome to Canada Night Signature Dessert Sponsor - \$7,500

Sweeten the event by sponsoring a signature dessert experience that delights attendees. Your brand will be showcased alongside a specially crafted dessert. Option to include customized Sponsor Dessert and additional decor items at the cost of the sponsor.

### Happy Hour Host - \$7,500

Opportunity to host a social hour at your destination booth at the end of marketplace appointments on RVC's free night. The sponsor is responsible for all costs associated with delivering the experience.

### Wi-Fi Sponsor - \$7,500

Static ad placement on the offline splash page. The splash page will consist of the RVC 2025 title, a welcome message and the sponsor logo.

- Online static ad placement. Once the delegate logs into Wi-Fi, the screen will automatically direct to the sponsor's URL.
- Interstitial video, with a five-second minimum watch time. Once the delegate logs into Wi-Fi, the screen will automatically direct to the sponsor's video.

### Marketplace Activation (non-appointment) Booth Sponsor - \$7,500

This 8' x 10' booth offers sponsors a dedicated space within the marketplace to showcase their brand creatively. Designed as a non-appointment-taking booth, it allows sponsors to enhance and activate the area at their own expense, providing a unique opportunity to engage with delegates in an interactive and memorable way.

### Charging Station Sponsor - \$7,500

One branded charging station will be strategically located on the Marketplace Floor.

### Water Stations Sponsor - \$7,500

Ten branded hydration stations will be strategically located on the Marketplace Floor.

### Coat and Baggage Check Sponsor - \$7,500

Sponsors benefit from branded signage and floor decal outside the coat and baggage check room.

# Branding Opportunities

In addition to the sponsorship levels, RVC offers a variety of branding opportunities to enhance your presence. Each option provides your brand with dedicated exposure to attendees. Opportunities are as follows (excluding sponsorship recognition):

## **Connection Lounges - \$3,000**

Designed as inviting spaces for delegates to continue discussions and foster new connections, the Connection Zones provide a relaxed, informal setting to enhance networking opportunities. Enjoy prominent branding in these high-traffic areas, ensuring visibility as delegates engage and interact throughout the event.

## **Restroom Branding - \$3,000 (per set)**

Branding sponsor to cover cost of production, installation and dismantling.

## **Halo or Above-Booth Branding - \$750**

Available to full booth exhibitors only.

Branding sponsor to cover cost of production, installation and dismantling.

## **Reserved Tables at Breakfasts or Luncheons - \$500**

- Branding sponsor benefits from signage on the tables.
- Tables of 10 guests per
- Invited delegates must be registered.

## **Lightbox - \$2,000**

Branding sponsor to cover cost of production, installation and dismantling.

## **Room Drops - \$4,000**

Branding sponsor to cover cost of product and room drop fee.

The following dates are available:

- Monday, May 26
- Tuesday, May 27
- Wednesday, May 28
- Thursday, May 29

## **Escalator Branding - \$15,000**

Branding sponsor to cover cost of production, installation and dismantling.

## **Stairway Branding - \$10,000**

Branding sponsor to cover cost of production, installation and dismantling.

## **Other branding opportunities may become available closer to the event.**

Contact **Ed Byers**, Partnership Lead at [sponsorship@tiac-aitc.ca](mailto:sponsorship@tiac-aitc.ca) if you have another branding proposal.