

Rendez-vous Canada 2026

Toronto, Ontario



Sponsorship & Branding Opportunities



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

There's only one event in Canada that
puts your brand in front of the world's most influential
travel and tourism leaders:

Rendez-vous Canada 2026

Toronto, Ontario

As Canada's premier international tourism marketplace, Rendez-vous Canada (RVC) 2026 will take place in Toronto, Ontario from May 26-29, drawing the global spotlight to one of the world's most dynamic destinations. Co-presented by Destination Canada and the Tourism Industry Association of Canada (TIAC), this flagship event unites international buyers with Canadian sellers for unmatched business opportunities.

More than 1,400 global tourism leaders will convene for over 45,000 one-on-one business appointments, immersive luncheons, exclusive breakfasts, and unforgettable networking moments—all under one roof.

Sponsorship at RVC 2026 means more than visibility. It's about influence, impact, and measurable results. Align your brand with Canada's signature tourism marketplace, position yourself at the heart of global connections, and stand out to decision-makers from across the world.

Choose from a suite of creative, high-value sponsorship opportunities designed to maximize exposure, deliver lasting value, and ensure a strong return on investment.

Why become a sponsor?

Sponsorship at RVC 2026 is more than logo placement; it's your chance to be woven into the delegate experience. Whether it's through branded spaces, immersive activations, or digital touchpoints, every opportunity is designed to keep your brand top-of-mind with the world's most influential buyers and sellers.

As a sponsor, you gain:

- Premium Visibility – Your brand is highlighted in high-traffic areas, ensuring repeated exposure throughout the four-day marketplace.
- Targeted Engagement – Align with activations that put you face-to-face with the right delegates and decision-makers.
- Thought Leadership – Showcase your commitment to strengthening Canadian tourism and supporting its global growth.
- Measurable Impact – Every sponsorship is built with ROI in mind, delivering tangible results and long-lasting connections.

At RVC 2026, sponsorship means stepping beyond attendance it's about elevating your brand, shaping the delegate journey, and standing out on Canada's global stage.





Who attends Rendez-vous Canada?

Forward-thinking decision-makers shaping Canada's visitor economy. At RVC, qualified international buyers meet Canadian tourism sellers to build itineraries, strike deals, and market Canada with confidence.

Participants include:

- Qualified Buyers (Canadian & International): Nominated by Destination Canada with industry partners, representing diverse global markets.
- Canadian Tourism Sellers: Nominated by TIAC, Destination Canada, and partners showcasing products and experiences from coast to coast to coast.
- Destination Marketing Organizations: Provinces, territories, cities, regions, and resorts spotlighting local offerings.
- Tourism Partners: Industry associations, airport authorities, suppliers and select travel trade media driving sector collaboration.
- Travel Media: International trade media from nine key markets—Australia, China, France, Germany, Japan, Mexico, South Korea, the United Kingdom, and the United States.

RVC is where Canada's tourism leaders meet to set the pace for the year ahead.



Reserve your sponsorship opportunity

Stand out at Canada's premier international tourism marketplace. Opportunities are first-come, first-served.

- Member Benefit: TIAC members receive 10% savings on all sponsorships
- Presence Required: All sponsors must be on-site at RVC 2026 in Toronto.
- Have a custom idea? We're all ears—let's co-create a sponsorship that fits your goals.

Next Step: Reserve your opportunity by contacting Ed Byers, Partnership Lead at sponsorship@tiac-aitc.ca

Let's make RVC 2026 unforgettable—for your brand and for the industry.



Highlights from RVC 2025 in Winnipeg



1,450+ delegates



24 international travel trade media representatives



48,110 total appointments scheduled



493 seller organizations represented by 862 delegates (584 appointment-taking)



390 qualified buyers from 22 countries, including:

Australia

France

Japan

Taiwan

Belgium

Germany

Luxembourg

UAE

Brazil

Hong Kong

Mexico

UK

China

India

Netherlands

USA

Czech Republic

Ireland

Switzerland

Canada

Denmark

Italy

South Korea

Survey Results

96.1% of delegates indicated they are likely to attend RVC again.

Based on survey responses and delegate feedback, it is estimated that \$89.4 million in business was confirmed on the trade show floor during the three days of Rendezvous.

57.6% reported sales contracts or verbal agreements advanced or closed worth up to \$500,000.

2% reported sales contracts valued between \$1–2 million.

2% reported contracts valued at over \$5 million.

100% of travel trade media agreed RVC informed the content they produced in articles.

80.8% of sellers were satisfied with the number of buyers seeking their products

Social Media & Digital Reach



Rendez-vous Canada Newsletter

- 14 issues published
- 9,493 emails opened
- 2,606 unique clicks generated
- 18,423 total deliveries

Rendez-vous Canada Website

- 15,579 sessions
- 31,741 page views



Facebook

- 112 posts
- 17,982 reach
- 582 likes & reactions
- 690 link clicks
- 33 comments
- 21 shares

X (Twitter)

- 125 posts
- 36,440 reach
- 74 retweets
- 1,051 engagements
- 282 likes
- 464 clicks



Sponsorship & Branding Options at a Glance

Sponsorship Level	Investment	Options
Marquee/Diamond	\$125,000/\$75,000	Exclusive or Dual Partnership Airline Carrier
Diamond	\$65,000	Exclusive Luncheon Host
Platinum	\$50,000	Exclusive Breakfast Host
Gold	\$35,000	Marketplace Networking Lounges
		Legacy Grove Regenerative sponsorship
		Innovation Hub Branded zone
Silver	\$20,000	Entertainment Sponsor Welcome to Canada Night
		Registration Plus
		Experience Zone
		Digital Engagement
Bronze	\$15,000	Wellness Zone
	\$10,000	Conference Survival Kit
		Branded Water Bottle
		Food & Beverage Station - Welcome to Canada Night
		360° Photo Booth Welcome to Canada Night
	\$7,500	Wi-Fi Sponsor
		Charging Stations
		Water Stations
		Coat & Baggage Check
		Networking Corner Welcome to Canada Night
Branding	\$8,500	LED Video Wall
	\$8,500	Interior LCD Screens
	\$8,500	Pillar Wraps
	\$7,500	Custom Branded Meeting Pods
	\$5,000+	Room Drop
	\$4,750 (new) or \$1,750 (existing)	Halo
	\$4,000	Branded Connection Hub
	\$3,250	Lightbox
	\$3,000 per set	Restroom Branding
	\$500	Reserved Tables

Sponsorship Benefits

In addition to the benefits offered by the specific sponsorship option as noted in the next section, all sponsorships include logo online “Meet our Sponsors” page, sponsor recognition on name badge, enhanced mobile app listing and brand promotion onsite.

Branding options do not include sponsorship benefits.

A photograph of a man wearing a black fedora, glasses, and a red t-shirt under a dark jacket. He is smiling and looking towards the left. He is holding a white piece of paper and a pair of glasses. The background is a blurred indoor setting with other people. The entire image has a red overlay.

2026 Sponsorship Options

Airline Carrier

Rendez-vous Canada is pleased to offer two options under the Official Airline Carrier status: Exclusive and Shared Designation.

RVC uses the following Rules & Fairness Framework:

If one airline commits to the Exclusive Marquee Official Airline Carrier level at \$125K, RVC will not offer or negotiate a second carrier designation.

If no exclusive carrier has signed by an agreed date January 15, 2026, RVC reserves the right to pivot to a dual-partner model.

If an airline signs at \$125K (exclusive) and another later expresses interest:

- The first airline will be given first right of refusal to maintain exclusivity.
- TIAC may offer the new airline the Premier Airline Partner (\$75K) level only if the first declines exclusivity or agrees to shared status.
- If exclusivity is released, both airlines revert to the Premier Airline Partner level at \$75K each, with equal recognition and adjusted entitlements.



Option 1: Exclusive Official Airline Carrier

Investment: \$125,000 cash, plus 20 return flights in Canada

Sponsorship Level: Marquee

Descriptor: Exclusive Official Airline Carrier

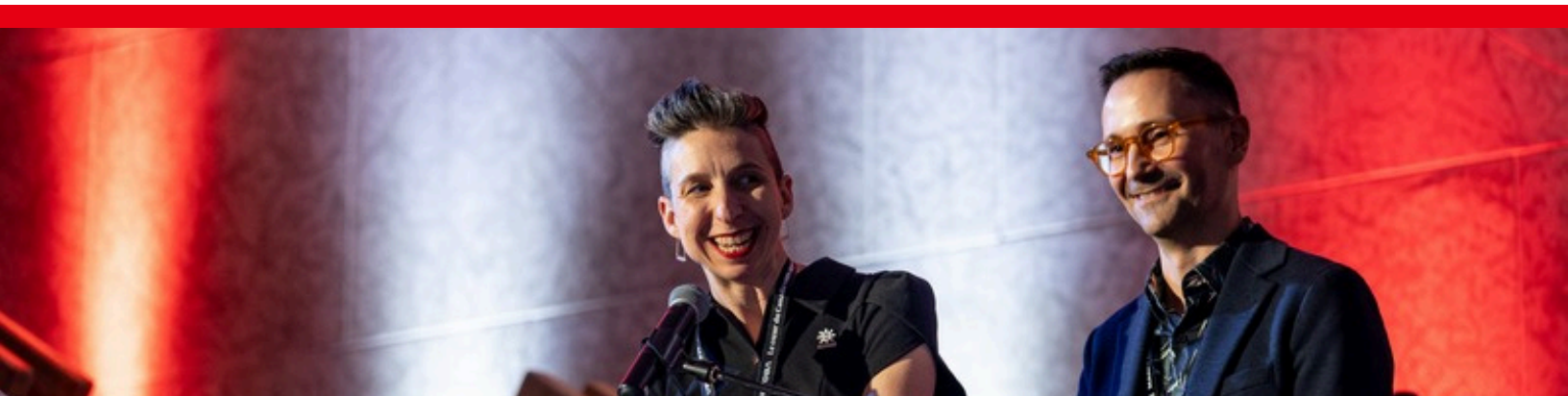
- Option to place a booking widget on the “How to get there” RVC webpage.
- 20’ wide x 10’ deep showcase space at the entrance of Marketplace
- Marketplace aisle marker branding.
- Sponsor to provide a special discount code for RVC delegates to use for travel to and from RVC 2026 in Toronto.

PLUS

- One (1) full RVC Booth (8’ wide x 10’ deep) Registration, including one (1) appointment-taking delegate
- Two (2) appointment-taking delegates
- Four (4) non-appointment-taking delegates
- One (1) RVC Newsletter editorial
- One (1) e-blast (email) to delegates
- One (1) VIP Table at the Luncheons

ROI: As the exclusive Marquee-level airline partner, you’ll enjoy maximum visibility across every delegate touchpoint from premium branding at the Marketplace entrance to being the only airline listed on the RVC website. With an integrated showcase space, aisle marker branding, and direct booking options, your brand will be positioned as the preferred carrier for both international buyers, media and Canadian sellers.





Option 2: Dual Partnership Model – Premier Airline Partner

Investment: \$75,000 cash, plus 12 return flights in Canada

Sponsorship Level: Diamond

Descriptor: Official Airline Carrier - Shared Designation - Premier Airline Partner

- Each receives equal billing on the RVC website, marketing materials, and signage (“Air Travel Supported by [Airline A] and [Airline B]”).
- Shared Marketplace presence near the entrance – each with a 10’x10’ showcase space in a mirrored layout.
- Aisle marker branding alternating between the two carriers (e.g., odd/even aisles).
- Each carrier may offer its own delegate discount code for RVC travel.

PLUS, each carrier receives:

- One (1) full RVC Booth (8’ wide x 10’ deep) Registration, including one (1) appointment-taking delegate
- Two (2) non-appointment-taking delegates
- One (1) RVC Newsletter editorial
- One (1) e-blast (email) to delegates
- One (1) VIP Table at the Luncheons

ROI: By becoming an Official Airline Carrier, your brand gains direct access to the international and Canadian tourism leaders driving inbound and outbound travel to Canada. With high-traffic placements, dual-brand visibility, and direct delegate engagement, you’ll strengthen market share and brand loyalty in front of global decision-makers.

Diamond

\$65,000

Luncheon Hosts - Wednesday, Thursday or Friday

Descriptor: Exclusive host of one of the RVC luncheons (Wednesday, Thursday or Friday). Includes 20-minute presentation, full branding on menus, signage, screens, and opportunity to theme elements of the meal.

- Showcase opportunity: 20-minute presentation showcase time.
- Culinary offerings: RVC provides food and beverage credit with the Metro Toronto Convention Centre. Option to enhance at an additional cost.
- 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 and Guide

PLUS

- One (1) full RVC Booth (8' wide x 10' deep) Registration, including one (1) appointment-taking delegate
- Two (2) non-appointment-taking delegates
- One (1) RVC Newsletter editorial
- One (1) e-blast (email) to delegates
- One (1) VIP Table at the Luncheons

ROI: Guaranteed engagement with 1,100+ delegates per lunch. Delegates associate the sponsor with key networking and a high-energy meal.



Platinum

\$50,000

Breakfast Hosts - Wednesday, Thursday or Friday

Descriptor: Host the daily breakfast for 750+ delegates. Branding on buffets, table signage, and the stage.

- Showcase opportunity: 20-minute presentation showcase time.
- Culinary offerings: RVC provides food and beverage credit with the Metro Toronto Convention Centre. Option to enhance at an additional cost.
- 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 Breakfast Manager and Guide

PLUS

- One (1) full RVC Booth (8' wide x 10' deep) Registration, including one (1) appointment-taking delegate
- One (1) non-appointment-taking delegate
- One (1) RVC Newsletter editorial
- One (1) e-blast (email) to delegates
- One (1) VIP Table at the Luncheons

ROI: Top-of-mind brand visibility during the start of the day. Sets the tone for networking and conversation.





Gold

\$35,000

1. Marketplace Networking Lounges

Descriptor: 20' x 36' branded lounge spaces inside the Marketplace with continuous coffee, tea, and refreshments. Sponsors include:

- A footprint of 20' by 36'
- Continuous beverage service provided by RVC.
- Standard facility tables and chairs, including food station tables.
- 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 no additional cost.

PLUS

- One (1) half RVC Booth (4' wide x 10' deep) Registration, including one (1) appointment-taking delegate
- One (1) non-appointment-taking delegate
- One (1) VIP Table at the Luncheons

ROI: Establish your brand as the connector of choice. Delegates naturally gravitate toward the Lounge for meetings and networking breaks, ensuring continuous engagement and repeated exposure in the heart of the Marketplace.



Gold

\$35,000

2. The Legacy Grove: RVC Regenerative Sponsorship

Descriptor: Work with a Canadian Organization that plants native trees and shrubs where people live and work, to make Canada greener and healthier. For every delegate in attendance, a native tree will be planted in the Greater Toronto Area. Planting will be carried out in partnership with a recognized national environmental group to ensure long-term care and national visibility.

At RVC, a branded “Living Wall” installation in the Marketplace will bring the concept to life, serving as both a striking visual feature and a networking hub. This sponsorship ensures RVC 2026 leaves a positive footprint, creating a lasting natural legacy in the host city while demonstrating the tourism industry’s leadership in regenerative practices.

PLUS

- One (1) half RVC Booth (4’ wide x 10’ deep) Registration, including one (1) appointment-taking delegate
- One (1) non-appointment-taking delegate
- One (1) VIP Table at the Luncheons

ROI: Align your brand with sustainability leadership. Your sponsorship delivers measurable environmental impact, high-visibility storytelling opportunities, and enduring goodwill as delegates associate your brand with meaningful regeneration.

3. Innovation Hub

Descriptor: Branded zone featuring new tourism tech, AI travel tools, or sustainable solutions, curated with sponsor input.

PLUS

- One (1) half RVC Booth (4’ wide x 10’ deep) Registration, including one (1) appointment-taking delegate
- One (1) non-appointment-taking delegate
- One (1) VIP Table at the Luncheons

ROI: Position your company at the forefront of tourism innovation. This sponsorship connects your brand directly with forward-thinking delegates exploring new technology, AI tools, and sustainability solutions.

Silver

\$20,000

1. Entertainment Sponsor - Welcome to Canada Night

Descriptor: Sponsor the headline entertainment, with on-stage callouts, branding on big screens, and possible co-curation of acts.

PLUS

- One (1) half RVC Booth (4' wide x 10' deep) Registration, including one (1) appointment-taking delegate

ROI: Delegates remember who provided the fun. As the entertainment sponsor, your brand becomes synonymous with energy, celebration, and connection earning lasting visibility in delegate social posts and event photography.



2. Registration Plus

Descriptor: Branding on registration counters, lanyards, and confirmation emails. Includes banner ads on the online registration page.

PLUS

- One (1) half RVC Booth (4' wide x 10' deep) Registration, including one (1) appointment-taking delegate

ROI: Own the first and final brand impression. Every delegate interacts with your brand through confirmation emails, registration counters, and lanyards, delivering guaranteed exposure across 1,400+ participants.



Silver

\$20,000

3. 20' x 10' Experience Zone (Marketplace Entrance)

Descriptor: Immersive, branded activation space at the Marketplace entry (e.g., VR experience, regional showcase).

PLUS

- One (1) half RVC Booth (4' wide x 10' deep) Registration, including one (1) appointment-taking delegate

ROI: Captures the attention of every delegate entering the Marketplace. Great for storytelling or product launch.



4. Digital Engagement Sponsor

Descriptor: Branding on the RVC mobile app, push notifications, session reminders, and interactive features like polls

PLUS

- One (1) half RVC Booth (4' wide x 10' deep) Registration, including one (1) appointment-taking delegate

ROI: Direct digital impressions with delegates multiple times daily, reinforcing brand presence beyond the show floor.

Bronze

\$7,500 - \$10,000 - \$15,000



1. Wellness or Mental Health Break Zone - \$15,000

Descriptor: A relaxing branded space with massage chairs, aromatherapy or mindfulness activities.

ROI: Positive emotional association. Sponsor is seen as caring for the delegate's well-being.



2. Conference Survival Kit - \$10,000

Descriptor: Co-branded kit with such items as mints, sanitizer, hydration powder, etc., distributed at registration. Sponsor to provide the branded product. **Product not included.**

ROI: Your brand is literally in delegates' hands. With 100% distribution at registration, the kit creates multiple touchpoints throughout the event and beyond as items are reused post-show.



3. Branded Water Bottle - \$10,000

Descriptor: High-quality reusable bottle, co-branded with RVC and sponsor. Sponsor to provide the branded product. **Product not included.**

ROI: Multiple daily impressions. Long tail of brand exposure as delegates take bottles home.



4. Food & Beverage Station - Welcome to Canada Night - \$10,000

Descriptor: Sponsor-branded food/beverage station, showcasing regional dishes, wines, or cocktails. Includes signage, menu branding, and staff attire integration.

ROI: Delegates literally "taste your brand." Strong regional storytelling opportunity and direct cultural alignment.



5. 360° Photo Booth - Welcome to Canada Night - \$10,000

Descriptor: Interactive booth with sponsor logo on digital/print outputs. Photos and videos are shareable on social media.

ROI: Viral amplification. Delegates become brand ambassadors when sharing content.

Bronze

\$7,500 - \$10,000 - \$15,000



6. Wi-Fi Sponsor - \$7,500

Descriptor: Sponsor-branded splash screen and possible short video on Wi-Fi login.

ROI: Delegates log in multiple times per day. Sponsor brand tied to connectivity and productivity.



7. Charging Stations - \$7,500

Descriptor: Branded charging hubs across the Marketplace and session areas.

ROI: High dwell time. Delegates linger while charging, providing sustained brand exposure.



8. Water Station Sponsor - \$7,500

Descriptor: Ten hydration stations branded with sponsor signage and messaging.

ROI: Repeated daily interaction. Links brand to wellness and sustainability.



9. Coat & Baggage Check - \$7,500

Descriptor: Branded signage and floor decals at coat check and baggage room.

ROI: A necessity for all delegates. Sponsor brand linked to convenience and security



10. Networking Corner - Welcome to Canada Night - \$7,500

Descriptor: Branded lounge area with soft seating, tables, and banners.

ROI: Natural hub for conversations. Sponsor associated with building connections.



Relax, recharge and refuel

Concierge

Air Canada Concierges are available in person or by phone 24/7 for all travel and airport-related matters. Experience this premium personalized service at more than 80 airports worldwide. Available any time to Aeroplan Super Elite Members and to Air Canada Signature Service customers at the airport on Day of travel.

Lounges

Relax and recharge before takeoff. Lounges are located at 78 airports across Canada, the U.S. and Europe. Enjoy complimentary light snacks and beverages, free high-speed Wi-Fi, business centre amenities and showers at select locations. You can also choose comfort on the go ahead of takeoff at the Air Canada Café. Now available at Toronto Pearson and Montreal-Trudeau International Airport.

On board

Our panel of celebrated Canadian culinary and wine experts have designed award-winning food and wine menus. Take advantage of our pre-order meal service, available online or through the Air Canada app. Available on flights departing from Canada in our Air Canada Signature Class, Business Class and Premium Economy cabins. Plus, enjoy beer, wine and premium snacks—now offered as well round-trip Economy Class.* More than 4,500 hours of quality in-flight entertainment awaits on board. Dive in by our wide selection of TV shows, movies, audiobooks and podcasts from our premium partners (Apple TV+, Audible, Amazon and more).

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):

1. 500 Level LED Video Wall - \$8,500

Descriptor: Highly visible from entrances to the South Building, ideal for welcoming attendees, highlighting sponsors, and reinforcing event messaging. Delivers your brand straight into delegates' hands, creating a memorable, personal touchpoint beyond the event floor.

ROI: Premium visibility to every attendee entering the venue, reinforcing brand leadership and event alignment.

2. Interior LCD Screens (Exclusive Use, Multiple Screens) - \$8,500

Descriptor: Gain exclusive use of multiple LCD screens throughout the convention centre, ensuring consistent branding visibility across registration and meeting areas.

ROI: Consistent, repeated impressions in key gathering spots ensure brand recall throughout the delegate journey.



3. Pillar Wraps (Pre-function Areas) - \$8,500

Descriptor: Sponsor graphics on pillars in busy lobbies and corridors. Wrap pillars in high-traffic lobbies and corridors, ensuring attendees see your brand at every turn in networking and transition areas.

ROI: Maximum exposure in networking zones, with branding impossible to miss as delegates circulate.

Branding Opportunities

4. Custom Branded Meeting Pods - \$7,500

Descriptor: The RVC Meeting Pods are sleek, semi-private spaces designed for focused conversations. Each pod offers customizable branded panels and will be strategically placed in the Marketplace, ensuring your company is front and centre throughout the event.

ROI: Your brand is visible during thousands of marketplace appointments, reinforcing credibility and trust with international buyers and sellers. Pods align your company with productivity and deal-making, deliver repeated impressions across three days, and showcase your business as a leader supporting meaningful industry connections.

5. Room Drops - \$5,000

Descriptor: Branded products delivered directly to delegate hotel rooms (purchaser covers product + drop fee).

ROI: Delivers your brand straight into delegates' hands, creating a memorable, personal touchpoint beyond the event floor

6. Branded Halos - \$4,750 (new) or \$1,750 (existing)

Descriptor: Branded overhead signage positioned in the Marketplace, includes production, installation and dismantling. Only available to Provincial and Territorial Marketing Organizations.

ROI: High-impact aerial branding that commands attention, ensuring sponsors are top-of-mind in the busiest areas.



Branding Opportunities

7. Branded Connection Hub - \$4,000

Descriptor: An 8' x 10' branded space in the RVC Marketplace where delegates can meet, work, or recharge. Includes back wall branding, two single-seater chairs, and a logo-branded end table. No staffing required.

ROI: Your brand becomes a natural gathering point, visible throughout the day as delegates pause, connect, and network. Continuous impressions in a relaxed environment position your company as a supporter of meaningful connections and delegate well-being.

8. Lightbox - \$3,250

Descriptor: Branded lightbox includes production, installation and dismantling.

ROI: Eye-catching, illuminated branding in a high-traffic zone ensures constant visibility and reinforces sponsor presence.

9. Restroom Branding - \$3,000 per set

Descriptor: Brand highly visible restroom areas with custom graphics on mirrors, stall doors, or other key surfaces. Purchaser responsible for product, production, installation, and dismantle.

ROI: Captures guaranteed, repeated impressions in high-traffic, unavoidable spaces. Unique placement ensures standout visibility, delivering strong brand recall in a creative, memorable way.

10. Reserved Tables at Breakfasts or Luncheons - \$500

Descriptor: Branded table signage and the ability to host selected delegates at your reserved table of 10.

ROI: Direct engagement with key delegates in a relaxed setting, creating targeted networking opportunities and stronger relationship-building.

Other branding opportunities may become
available closer to the event.

To book a sponsorship, or if you have another
branding proposal, contact:

Ed Byers

Partnership Lead

sponsorship@tiac-aitc.ca

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