

TTRA CANADA CHAPTER CONFERENCE 2016

SEPTEMBER 28 TO 30, 2016

SUTTON PLACE HOTEL
EDMONTON, ALBERTA



Animating Places: Making Destinations Come Alive Through Research

Connecting People and Places

Destinations are taking an increased interest in placemaking - the reimagining and reinvention of spaces at the heart of communities to strengthen the connection between people and places. Tourism researchers play a critical role in understanding what drives destination appeal and visitor engagement.

With an agenda full of industry experts in a vibrant setting this year's conference will be truly unforgettable!

Who Attends the TTRA Canada Annual Conference?

Approximately **120 delegates** from across Canada involved in tourism research:

- Destination marketers
- Leading consultants and market research suppliers
- Representatives of city, regional and provincial tourism agencies
- Academics from Canada and beyond
- Travel and tourism research students

TTRA CANADA
CHAPTER

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Please contact Lydia Zorn (lydiaz@insigniaresearch.com
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TTRA is Canada's only network of travel and tourism researchers!

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Partnership Opportunities

2016 Partnership Packages	Platinum Plus \$5,000 1 available	Platinum \$4,000 2 available	Gold \$2,500 8 available	Silver \$1,500 11 available	Bronze \$500 7 available
Use of 'Partner - 2016 TTRA Canada Conference' Logo	✓	✓	✓	✓	✓
Logo and Link on Conference Page of TTRA Canada's Website and on TTRA Canada's Facebook Page	✓	✓	✓	✓	Logo only
Digital Ad on Conference Page of TTRA Canada's Website and on TTRA Canada's Facebook Page	✓	✓	✓		
Colour Logo in Conference Program	✓	✓	✓	✓	✓
Insert Printed Materials in Conference Delegate Bag	✓	✓	✓	✓	✓
Complimentary Conference Registrations	2	2	1 comp., 2nd at 50%	1	
Table Space for Collateral Materials (Materials are partner's responsibility)	Own Table	Own Table	Own Table	Shared	
Recognition at Respective Event	✓	✓	✓	✓	✓
Recognition in aTTRActions, TTRA Canada's monthly e-newsletter, for one year with the option of having your organization profiled in one aTTRActions issue.	✓	✓	✓		

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Preliminary Schedule

Wednesday, September 28th

Student Symposium 3x **Bronze**

Student presentations

Case Study **Silver**

Recognition (+ package)

Welcome Reception **Gold**

2 minute address to delegates (+package)

Thursday, September 29th

Breakfast **Gold**

2 minute address to delegates (+ package)

Welcome and Keynote Speaker **Gold**

2 minute address to delegates (+ package)

Refreshment Break 50% **Bronze**

Recognition at break (+ package)

Refreshment Break 50% **Bronze**

Recognition at break (+ package)

Presentation A **Silver**

Recognition at event (+ package)

Presentation B **Silver**

Recognition at event (+ package)

Awards Luncheon **Gold**

2 minute address to delegates (+ package)

Refreshment Break **Silver**

Recognition at break (+ package)

TTRA Marketplace 2 x **Silver**

Recognition at event (+ package)

Annual Banquet **Platinum Plus**

5 minute address to delegates (+ package)

Friday, September 30th

Breakfast **Silver**

Recognition (+ package)

Keynote Speaker **Gold**

2 minute address to delegates (+ package)

Refreshment Break **Silver**

Recognition at break (+ package)

AGM and Luncheon **Gold**

2 minute address to delegates (+ package)

Presentations C & D **Platinum**

Recognition at event (+ package)

Refreshment Break 50% **Bronze**

Recognition at break (+ package)

Refreshment Break 50% **Bronze**

Recognition at break (+ package)

Closing Reception **Silver**

Recognition at event (+ package)

Other Opportunities

Conference Survey and Research Services **Gold (In-kind)**

Provide services to conduct conference survey and analyze survey results in exchange for Gold-level conference exposure

Carbon Offsets **Gold**

Cover offsets of meeting, delegate travel and accommodation

Mini Conference Schedules **Gold**

Conference attendees will carry the card, showing your company name and logo, throughout the conference

Name Badges **Silver**

Opportunity to provide lanyards (+ package)

Conference Proceedings **Silver**

Opportunity to be associated with web page hosting this year's papers (logo and link on page) (+ package)

Program **Silver**

Half page ad (+ package)

Hospitality Suite 2x **Bronze**

One night event