

PARTNERSHIP PROGRAM

GoMedia Canada 2018

Calgary, Alberta | Presented by Destination Canada

September 30 – October 4, 2018





SHINE THE SPOTLIGHT ON YOUR DESTINATION

GoMedia is an unparalleled platform to share your destination's story with the world and compel travellers to visit now. Invest beyond the one-on-one media appointments to stand out from the crowd and bring your story to life through the various programming touch points throughout the show.

The GoMedia Canada team is happy to work with you to find the perfect opportunity aligned to your communication objectives. The following pages highlight a range of opportunities and activation ideas. But please – If you want to explore a new idea or change one up, let us know. We are here to help you succeed!

HOW TO BOOK A SPONSORSHIP OPPORTUNITY

Sponsorships are available on a first-come, first-serve basis. If you would like to express interest, discuss any of what you see here, or pitch an idea of your own please contact Jennifer Taylor.

Jennifer Taylor

Vice President, Marketing and Member Relations
Tourism Industry Association of Canada
902-698-0984

jtaylor@tiac.travel

NEW SPONSORSHIP IDEA

Have a new idea or want to customize an existing one, let us know. Call Jenn at 902-698-0984 or email

jtaylor@tiac-aitc.ca



ABOUT GOMEDIA CANADA

GoMedia Canada is about experiencing the best of Canada; it embodies the heart and soul of Canadian storytelling. Produced by Destination Canada in partnership with a different host province/city each year, the annual event connects top international and domestic media with Canadian tourism organizations through one-to-one meetings, engaging programming, networking events, and pre and post show tours across the country and host region.

In order to continually attract high-quality media delegates, GoMedia looks to provide media with every opportunity to create quality content in the moment, before and after the event. Since its inception in 2004, the show has become a highly valued platform for tourism partners to share authentic Canadian experiences and content that resonate with media and the target travellers they reach.

WHO YOU WILL REACH

Media

Media delegates include international and domestic media outlets producing content for top-tier print, broadcast, radio and online publications. Internationally, media are invited from the US, UK, Germany, France, Australia, Japan, South Korea, China, Mexico, and India.

GoMedia Canada attracts top talent from across the globe. All those who attend have been hand-selected from their respective countries. Their primary objective is to be inspired with great story ideas and solid leads to follow up on. They appreciate the opportunity to deepen their knowledge of Canada and make the personal connections they need to produce great content for the readers. They're also highly active on social media – so give them something worth tweeting/posting/snapping home about!

Industry Partners

Travel industry experts include Provincial, Territorial and Destination Marketing Organizations, tourism operators and attractions. Canadian tourism professionals are passionate about their product and proud to showcase their experiences to travellers worldwide. Connecting with media is their top priority, and GoMedia provides them a unique opportunity to reach a global audience.

Past Attendance numbers

	2017	2016	2015	2014
Location	Halifax, NS	Montreal, QC	Penticton, BC	Winnipeg, MB
Media	122	131	119	108
Travel Industry Experts	155	170	104	90

2017 GOMEDIA CANADA HIGHLIGHTS & FEEDBACK



In 2017 alone, coverage generated as a result of the GoMedia program reached over **850 million travellers** worldwide through online, print and broadcast channels;



122 Media and **155 Industry Partners** attended GoMedia 2017;



97% of Sponsors were satisfied with the 2017 GoMedia Canada Sponsorship Program and felt it met their key objectives of Networking, Lead Generation and Brand Awareness;



96% of Media would consider attending GoMedia Canada 2018;



98% of Media felt GoMedia 2017 helped achieve their intended objectives extremely well or very well;



95% of Partners felt GoMedia 2017 helped achieve their intended objectives extremely well or very well;



92% of Partners were very likely to attend GoMedia Canada 2018.

GOMEDIA CANADA 2018 SCHEDULE AT A GLANCE*

	Sunday September 30 th	Monday October 1 st	Tuesday October 2 nd	Wednesday October 3 rd	Thursday October 4 th
05:00-21:00	Media and Partner Arrivals – Free day for media – meals on own	Full and Half-Day Media Tours			Airport Shuttles and Departures for Post Tours
07:30-17:00		Registration for Delegates	Registration for Delegates		
08:00-9:00			Sponsored Breakfast	Sponsored Breakfast	
09:00-12:30		Professional Development for Industry Partners followed with Industry Partner Luncheon			
09:30-10:00			Marketplace Open for Partners Only – Set-up		
09:30-16:30				Marketplace Open	
10:00-12:00			Marketplace Appointments: Session 1	Marketplace Appointments: Session 3	
12:00-17:00	Registration for Delegates	Partner Table Set-up in Marketplace			
12:00-14:00			Sponsored Luncheon	Sponsored Luncheon	
14:15-16:30	Free Evening		Marketplace Schedule Appointments: Session 2	Marketplace Schedule Appointments: Session 4	
18:00-22:00		Host Opening Reception		Closing Reception	

*Subject to change

GOMEDIA 2018 SPONSORSHIP AT A GLANCE

GoMedia Canada 2018 Calgary, Alberta Presented by Destination Canada September 30 – October 4, 2018	Investment	Complimentary Delegate Registration	Unique E-Blast to Delegates	Hyperlink Logo on GoMedia Website	Name/Logo inclusion in event promotion, on Site Signage and verbal Recognition	Appointment Binder Insert	Sponsor Ribbon
DIAMOND LEVEL SPONSOR OPTIONS							
Official Host of Tuesday Luncheon - Oct 2	SOLD	3	✓	✓	✓	✓	✓
Official Host of Wednesday, Luncheon - Oct 3	SOLD	3	✓	✓	✓	✓	✓
PLATINUM LEVEL SPONSOR OPTIONS							
GoMedia Breakfast Sponsor - Oct 2	SOLD	2	✓	✓	✓	✓	✓
GoMedia Breakfast Sponsor - Oct 3	SOLD	2	✓	✓	✓	✓	✓
GoMedia Branded Delegate Bag	\$5,000 plus product	2	✓	✓	✓	✓	✓
GOLD LEVEL SPONSOR OPTIONS							
Refreshment Sponsor	\$5,000	1		✓	✓	✓	✓
End of Day Wine Down - Oct 2	\$2,000 plus Beverage Cost	1		✓	✓	✓	✓
End of Day Wine Down - Oct 3	\$2,000 plus Beverage Cost	1		✓	✓	✓	✓
SILVER LEVEL SPONSOR OPTIONS							
Branded Appointment Binder	\$3,000			✓	✓	✓	✓
Branded Stapler	\$2,000 plus product			✓	✓	✓	✓
BRONZE LEVEL SPONSOR OPTIONS							
Media Room Drop - Oct 1	SOLD			✓	✓		
Media Room Drop - Oct 2	SOLD			✓	✓		
Media Room Drop - Oct 3	SOLD			✓	✓		

OPTION #1 – OFFICIAL HOST OF TUESDAY

LUNCHEON (TUESDAY LUNCHEON 2ND)
 \$10,000 per person on costs
SOLD
 – Exclusive Opportunity

– or –

OPTION #2 – OFFICIAL HOST OF WEDNESDAY

LUNCHEON (WEDNESDAY LUNCHEON 3RD)
 \$10,000 per person on costs
SOLD
 – Exclusive Opportunity

This is an excellent opportunity to engage and intrigue international and domestic media and industry partners during a lunch exclusively dedicated to telling your story.

Showcase the experience you offer with images, sights, sounds and culinary tastes that tell a story about why they need to experience it for themselves.

Luncheon Sponsorship includes:

- Official recognition as EXCLUSIVE Luncheon Host;
- Up to twenty (20) minutes of presentation time during the luncheon to showcase your destination;
- Venue space rental at the Telus Convention Centre;
- Standard audio-visual package (valued at over \$50,000);
- A credit of \$62.48 per person (includes \$50.00 per person plus 19% admin and 5% HST) to be applied against food & beverage;
- Sponsor may circulate promotional handout at hosted event (to be approved by GoMedia Canada);
- Sponsor may place pop-up banners and signage at hosted event (certain restrictions apply);
- Sponsor may have a welcome team present to greet delegates at hosted event. Sponsor is limited to the number of additional “non-registered” greeters;
- Any increase or addition to audio-visual or food and beverage is the sole responsibility of the Sponsor as well as all décor elements. Any changes or upgrades require GoMedia Canada review and approval.

Diamond Level Benefits Include:

- Three (3) Complimentary Delegate Registrations (does not include appointment schedule). Note: complimentary delegate registration includes a full accreditation to GoMedia Canada including:
 - Access to the on-line media directory and all official documentation;
 - Destination Canada information and educational sessions on Monday;
 - Access to GoMedia programmed luncheons and evening events;
 - Complimentary airport transfer between Calgary International Airport to / from official hotels as per published schedule;
 - Shuttles between official hotels and the marketplace venue and official evening function as per published schedule.
- One (1) reserved table at GoMedia Canada Luncheons (printed invites to be provided) to ensure maximum networking opportunities;
- One (1) doubled sided, bilingual, three-hole punched inserts in the GoMedia Appointment Book (8½” x 11” page). Sponsor to provide/deliver 400 copies to GoMedia On-site Office;
- Company Name/Logo listed and hyperlinked on 2018 GoMedia Canada website;
- Sponsor recognition in all 2018 GoMedia Canada onsite signage and computer displays as well as verbal recognition;
- Company name/logo listed and hyperlinked on 2018 GoMedia Canada e-promotions;
- GoMedia Canada will circulate, on the Sponsor’s behalf, a bilingual e-vite to delegates. Sponsor to provide bilingual one-page (max 8½” x 11”) pdf – deadline and specs to be provided;
- Sponsor ribbon for each registered delegate of your organization.

PLATINUM LEVEL SPONSORSHIPS | \$5,000 PER OPTION PLUS ACTIVATION COSTS

OPTION #1 – GOMEDIA CANADA BREAKFAST SPONSOR, **SOLD** OCTOBER 2ND

\$5,000 plus activation costs – Exclusive Opportunity

– or –

OPTION #2 – GOMEDIA CANADA BREAKFAST SPONSOR, **SOLD**, OCTOBER 3RD

\$5,000 plus activation costs – Exclusive Opportunity

A 15 minute pre-posted/advertised stage time during the breakfast for a sponsor to present a story or highlight their particular destination/service.

Breakfast Sponsorships include:

- Recognition as Breakfast Session Host;
- Sponsor will be allocated fifteen (15) minutes of presentation time during the breakfast;
- Venue space rental at the Telus Convention Centre;
- Sponsorship includes staging, podium and in-house audio. Sponsor responsible for all other Audio Visual requirements;
- Sponsor will be allocated one (1) Reserved tables at which you can host selected Media;
- Sponsor may circulate promotional handout at hosted event (to be approved by GoMedia Canada);
- Sponsor may place pop-up banner and signage at hosted event (certain restrictions apply);
- Any increase or addition to AV or food and beverage is the sole responsibility of the Sponsor, as well as all décor elements. Any changes or upgrades require GoMedia Canada approval.

OPTION #3 – GOMEDIA BRANDED DELEGATE BAG

\$5,000 plus product – Exclusive Opportunity

This unique and exclusive opportunity provides both functionality and brand impact. The GoMedia Canada delegate bag will include your logo prominently presented

on a quality custom-designed bag that is used daily by 300+ delegates. As an event take home; your brand will travel the world and connect with potential clients from over eleven (11) countries. Sponsor to provide GoMedia Canada approved delegate bag.

Platinum Level Benefits Include:

- Two (2) Complimentary Delegate Registrations (does not include appointment schedule). Note: complimentary delegate registration includes a full accreditation to GoMedia Canada including:
 - Access to the on-line media directory and all official documentation;
 - Destination Canada information and educational sessions on Monday;
 - Access to GoMedia programmed luncheons and evening events;
 - Complimentary airport transfer between Calgary International Airport to / from official hotels as per published schedule;
 - Shuttles between official hotels and the marketplace venue and official evening function as per published schedule.
- One (1) doubled sided, bilingual, three-hole punched inserts in the GoMedia Appointment Book (8½" x 11" page). Sponsor to provide/deliver 400 copies to GoMedia On-site Office;
- Company Name/Logo listed and hyperlinked on 2018 GoMedia Canada website;
- Sponsor recognition in all 2018 GoMedia Canada onsite signage and computer displays as well as verbal recognition;
- Company name/logo listed and hyperlinked on 2018 GoMedia Canada e-promotions;
- GoMedia Canada will circulate, on the Sponsor's behalf, a bilingual e-vite to delegates. Sponsor to provide bilingual one-page (max 8½" x 11") pdf – deadline and specs to be provided;
- Sponsor ribbon for each registered delegate of your organization.

GOLD LEVEL SPONSORSHIPS | \$5,000-\$2,000 PLUS

OPTION #1 – GOMEDIA REFRESHMENT SPONSOR – (OCTOBER 2ND & 3RD)

**\$5,000 plus option to enhance at cost
– Exclusive Opportunity**

A Branded Break Zone in Marketplace for distribution of continuous hot and cold beverages. This opportunity includes:

- GoMedia Canada to provide continuous coffee, tea, juice, water and soft drinks throughout the conference. Sponsor has the option to enhance the menu selection such as adding juice bar selection, energy snacks; granola bars, etc., at their own cost;
- Sponsor has the option to increase brand exposure, at an additional cost, with branded cups, table skirts, napkins, etc.

OPTION #2 – END OF DAY WINE-DOWN – OCTOBER 2ND

**\$2,000 plus beverage costs
– Exclusive Opportunity**

A sponsor branded wine/beverage hour taking place on the Marketplace Floor last hour of the day on October 2nd. Servers to walk Marketplace Floor offering a sponsor selected/branded beverage to Media and Industry Sponsors. Sponsor encouraged to tie beverage to their destination. Sponsor can bring in product subject to facility and provincial regulations.

OPTION #3 – END OF DAY WINE-DOWN – OCTOBER 3RD

**\$2,000 plus beverage costs
– Exclusive Opportunity**

A sponsor branded wine/beverage hour taking place on the Marketplace Floor last hour of the day on October 3rd. Servers to walk Marketplace Floor offering a sponsor selected/branded beverage to Media and Industry Sponsors. Sponsor encouraged to tie beverage to their destination. Sponsor can bring in product subject to facility and provincial regulations.

Gold Level Benefits Include:

- One (1) Complimentary Delegate Registrations (does not include appointment schedule). Note: complimentary delegate registration includes a full accreditation to GoMedia Canada including:
 - Access to the on-line media directory and all official documentation;
 - Destination Canada information and educational sessions on Monday;
 - Access to GoMedia programmed luncheons and evening events;
 - Complimentary airport transfer between Calgary International Airport to / from official hotels as per published schedule;
 - Shuttles between official hotels and the marketplace venue and official evening function as per published schedule.
- One (1) doubled sided, bilingual, three-hole punched inserts in the GoMedia Appointment Book (8½" x 11" page). Sponsor to provide/deliver 400 copies to GoMedia On-site Office;
- Company Name/Logo listed and hyperlinked on 2018 GoMedia Canada website;
- Sponsor recognition in all 2018 GoMedia Canada onsite signage and computer displays as well as verbal recognition;
- Company name/logo listed and hyperlinked on 2018 GoMedia Canada e-promotions;
- Sponsor ribbon for each registered delegate of your organization.

SILVER LEVEL SPONSORSHIPS | \$3,000-\$2,000 PLUS

OPTION #1 – GOMEDIA APPOINTMENT BINDER **\$3,000 (includes binder) – Exclusive Opportunity**

This exclusive option provides the sponsor the opportunity to co-brand the cover of the official GoMedia Appointment Binder with Destination Canada. This binder will be used by all delegates throughout the conference and taken back to their office or home to be used for many years to come.

OPTION #2 – BRANDED STAPLER **\$2,000 plus product – Exclusive Opportunity**

This branded tool will definitely move to the desks of many offices in many countries. This exclusive offer includes the production of 300 branded staplers to be distributed in the delegate bag at registration.

Silver Level Benefits Include:

- One (1) doubled sided, bilingual, three-hole punched inserts in the GoMedia Appointment Book (8½" x 11" page). Sponsor to provide/deliver 400 copies to GoMedia On-site Office;
- Company Name/Logo listed and hyperlinked on 2018 GoMedia Canada website;
- Sponsor recognition in all 2018 GoMedia Canada onsite signage and computer displays as well as verbal recognition;
- Company name/logo listed and hyperlinked on 2018 GoMedia Canada e-promotions;
- Sponsor ribbon for each registered delegate of your organization.

BRONZE LEVEL SPONSORSHIPS | \$750 PLUS HOTEL ROOM DROP COST

OPTION #1 – ROOM DROPS TO DELEGATE

ROOM (OCTOBER 1ST)
\$750 plus **SOLD** drop cost
– Exclusive Opportunity

– or –

OPTION #2 – ROOM DROPS TO DELEGATE

ROOMS (OCTOBER 2ND)
\$750 plus **SOLD** drop cost
– Exclusive Opportunity

– or –

OPTION #3 – ROOM DROPS TO DELEGATE

ROOM (OCTOBER 3RD)
\$750 plus **SOLD** drop cost
– Exclusive Opportunity

GoMedia Canada to coordinate room drops, sponsor to provide product and pay room drop fees.

Bronze Level Benefits Include:

- Company Name/Logo listed and hyperlinked on 2018 GoMedia Canada website;
- Sponsor recognition in all 2018 GoMedia Canada onsite signage and computer displays as well as verbal recognition;
- Company name/logo listed and hyperlinked on 2018 GoMedia Canada e-promotions.