



October 2-4, 2016 Fredericton, New Brunswick Sponsorship Opportunities

Sponsorship for ACS 2016 is available to all supporters of the Atlantic Canada tourism industry.

Atlantic Canada Showcase (ACS) is a buyer-seated marketplace designed especially for the motorcoach, group, F.I.T. and specialty travel industry. ACS 2016 will bring approximately 60 buyers/tour operators and 120 tourism industry sellers to experience Atlantic Canada's premier tourism products and services. The three-day event includes a two-day marketplace, experiential networking events, and pre/post familiarization tours.

Mission Statement

Increase the number of visitors to Atlantic Canada by introducing new and expanding upon existing relationships with, groups, F.I.T. and specialty travel operators (buyers) to the region, through an enhanced trade show known as Atlantic Canada Showcase.

Goals for ACS

- ✦ Provide an opportunity for smaller sellers and regions to connect with travel trade Buyers to establish and maintain relationships that lead to sales
- ✦ Showcase the culture and tourism products of the Atlantic region
- ✦ Operate an interactive Marketplace with "Trade Ready" Sellers that will increase tourism revenue in Atlantic Canada
- ✦ Solidify Atlantic Canada's representation in Buyer's future marketing plans

The following outlines the available sponsorship opportunities and we would also be pleased to customize a partnership package that meets your specific needs as well as the delegate's needs.

SUNDAY, OCTOBER 2, 2016

afternoon	Arrivals from Pre-Fams or Direct
	<p>Airport & Event shuttle: <u>Sponsorship Opportunity:</u> This is a great way for transportation companies or local suppliers who offer shuttle services to provide some great exposure for your services to Buyers as they are transported to and from the airport and delegates travelling to/from social events.</p> <p style="text-align: center;"><u>Sponsorship:</u> Bronze Level \$1500 plus the cost of the transportation</p>
7:00 – 10:00	<p>Welcome Reception: Government House</p> <p><u>Secured Sponsorship:</u> NB Tourism, Heritage & Culture & Fredericton Tourism</p>

MONDAY, OCTOBER 3, 2016

	<p><u>Sponsorship Opportunities during Marketplace</u></p> <p>Delegate portfolio -Bronze Level : \$1500 plus portfolio</p> <p>Water Station - Help keep the delegates hydrated on the Marketplace Floor. Station will be set up in visible location of marketplace floor. Bronze Level \$1500 plus promotional cups, items. You have the opportunity to dress the water station area in corporate colours, banners</p> <p>Delegates Lounge : <u>Secured Sponsorship:</u> Destination Halifax</p>
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MONDAY, OCTOBER 3/16 continued

7:30-8:45 am	Welcome Breakfast Buyers <u>Secured Sponsorship:</u> Discover Saint John
7:30-8:45 am	<u>Sponsorship Opportunity:</u> Sellers Breakfast – Educational Session Make the grade and contribute to ACS's outstanding educational program by sponsoring a speaker for an important educational and motivational session. Sponsor will have up to 10 minutes for a presentation and can dress venue in corporate colours, logos etc. Silver Sponsorship \$5,000 includes venue, basic audio visual and food.
AM and afternoon	Nutrition Break <u>Secured Sponsorship:</u> Tourism Nova Scotia
9-12 and 2- 5 :30 pm	<u>Sponsorship Opportunity:</u> the Appointment Clock The Appointment Clock is a great way to have your logo or company name in a place for all delegates to see! The appointment clock is highly visible on the marketplace floor to help everyone keep on time. Bronze Sponsorship \$1500 plus equipment
12:30 pm – 1:45pm	All Delegate Luncheon <u>Secured Sponsorship:</u> Newfoundland& Labrador Tourism
6:30 pm – 10:30 pm	Evening Event <u>Secured Sponsorship:</u> New Brunswick Tourism, Culture & Heritage and the City of Fredericton

TUESDAY, OCTOBER 4/16

7:30-8:45 am	<u>Sponsorship Opportunity:</u> Welcome Breakfast Buyers Hosting the Buyer delegates at a full sit-down breakfast, provides an opportunity to capture their attention and show them all the hospitality you have to offer. Sponsor will have up to 10 minutes for a presentation and can dress venue in corporate colours, logos etc. Silver Sponsorship \$5,000 includes venue, basic audio visual and food.
7:30-8:45 am	Sellers Breakfast
AM and afternoon	Nutrition Break <u>Secured Sponsorship:</u> Tourism Nova Scotia
9 - 12 and 2 - 5:30 pm	Appointments/Marketplace
12:30 pm – 1:45 pm	All Delegate Luncheon <u>Secured Sponsorship:</u> Tourism Prince Edward island
6:30 pm – 10:30 pm	<u>Secured Sponsorship:</u> Final Evening Event presented by ACTP

Partnership Benefits

Gold \$10,000

- Acknowledgment in all printed and online materials as a Gold Sponsor
- Complimentary Exhibit Space at event (\$1500 value)
- Opportunity to dress the venue in corporate colours, banners, etc. for sponsored event
- The meal function room will have a permanent stage with appropriate draping, one draped screen and projector with basic sound system for one microphone and podium. Any additional AV requirements will be at an additional cost to the sponsor and billed to you post event
- Opportunity to address the delegates at sponsored event
- Allocated 1 full colour page ad in program (\$1,000 value)
- Company logo and name on the partnership page of above program
- Four complimentary tickets to Atlantic Canada Night Event (Oct 4) and recognition at the event as gold sponsor
- Opportunity to include a promotional piece in welcome bags for all delegates
- Opportunity to provide a turn down gift for buyers
- Gold Sponsor recognition on name badges of your delegates
- First right of refusal for this same sponsorship at the 2018 Atlantic Canada Showcase

Silver \$ 5,000 to \$9,999

- Acknowledgment in all printed and online materials as a Silver Sponsor
- Complimentary Exhibit Space at event (\$1500 value)
- Opportunity to dress the venue in corporate colours, banners, etc. for sponsored event if applicable
- Opportunity to address the delegates at an event
- Allocated 1/2 page full colour ad in program (\$500 value)
- Company logo and name on the partnership page of above program
- Two complimentary tickets to Atlantic Canada Night Event (Oct 4) and recognition at the event as silver sponsor
- Opportunity to include a promotional piece in welcome bags for all delegates
- Opportunity to provide a table gift for buyers
- Silver Sponsor recognition on name badges of your delegates
- First right of refusal for this same sponsorship at the 2018 Atlantic Canada Showcase

Bronze \$ 1,500 – \$4,999

- Acknowledgment in all printed and online materials as a Bronze Sponsor
- Allocated 1/4 full colour page ad in program (\$250 value)
- Company logo and name on the partnership page of above program
- One complimentary ticket to Atlantic Canada Night Event (Oct 4) and recognition at the event as bronze sponsor
- Opportunity to include a promotional piece in welcome bags for all delegates
- Bronze Sponsor recognition on name badges of your delegates
- First right of refusal for this same sponsorship at the 2018 Atlantic Canada Showcase

Please connect with Gail Bremner, Event Manager or Mary Ellen Hudson, Event Chairperson to discuss the opportunity that you are interested in.

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