



**NATIONAL TOURISM JOB FAIR**  
SALON NATIONAL DE L'EMPLOI TOURISTIQUE



# ***SPONSORSHIP PACKAGES***



Tourism **HR**  
Canada



**RH** Tourisme  
Canada



**BAXTERMEDIA**  
Your partner in travel





## TIAC's National Tourism Job Fair: Connecting operators with job seekers and so much more!

The Tourism Industry Association of Canada (TIAC) is set to revolutionize the way tourism operators and job seekers connect with its upcoming National Tourism Job Fair, taking place virtually on **Thursday, February 1, 2024**.

**In partnership with Tourism HR Canada and Baxter Media**, this innovative virtual event brings employers and potential employees together for FREE and offers access to insightful speakers and learning opportunities.

**More than just a one-day event**, it is a platform for job seekers to explore career options and network with industry leaders, as well as engage in expert-led sessions on industry trends, skill development, and strategies for navigating the evolving landscape of travel and hospitality.

**The National Tourism Job Fair virtual platform will launch in January 2024.**

**TIAC's National Tourism Virtual Job Fair is an ecosystem of growth and collaboration.** As the travel industry adapts to new paradigms, this event promises to equip job seekers with the tools they need to excel and connect operators with the talented workforce that will drive the revival of the tourism sector.

For more information or to register for the event at no cost, visit

[TIAC-AITC.CA](https://TIAC-AITC.CA) >

# WHAT TO EXPECT

Job Seekers, Employers and Employment Service providers will all intersect virtually at the National Tourism Job Fair. Throughout the event,

## Job Seekers

will have the opportunity to:

- Meet with potential employers and connect with them live at their virtual booth
- View job opportunities within their tourism sector of interest
- Submit their resumes directly to potential employers
- Participate in training session and educational seminars
- Participate in employer-led information sessions
- Network throughout the event

## Employers

will have the opportunity to:

- Interact directly with job seekers
- Showcase employment opportunities
- Host attendees at their very own booth
- Include downloadable resources and upload short videos
- Host information sessions
- Attend educational seminars

## Employment Service Providers

will have the opportunity to:

- Promote the event to their tourism industry clients
- Showcase tourism specific programs and services to job seekers
- Host attendees at their very own booth
- Include downloadable resources and upload short videos

**TIAC**  **AITC**  
*VISIT OUR WEBSITE*





# Sponsorship Opportunities

We invite you to unlock a world of extraordinary opportunities by becoming a valued Partner of this highly anticipated event. As a sponsor, you'll be positioned at the forefront of the Canadian tourism industry, gaining unparalleled exposure and access to influential leaders, jobs seekers, operators and stakeholders.



	Complimentary	Silver	Gold	Platinum	Diamond
<i>All rates are CAD, 'net', plus applicable taxes</i>		\$1,000	\$2,500	\$5,000	\$7,500
Booth Managers	1	2	3	5	7
Video Gallery	1	2	5	7	10
Image Gallery	1	2	5	7	10
Brochure Rack	1	2	5	7	10
Content Updates		1	3	5	7
Listing Page Banner		Small	Medium	Large	Large
Dedicated Meeting Lounge (in # of seats)		2	4	8	16
Call to Action Button		✓	✓	✓	✓
Landscape Booth Banner		✓	✓	✓	✓
Sponsorship Recognition		✓	✓	✓	✓
Post Event Analytics		✓	✓	✓	✓
Custom Survey			✓	✓	✓
Featured Booth Status				✓	✓
Featured Dedicated Conference Room				✓	✓
Homepage Community Banner				✓	✓
Branded Contest				✓	✓
Session Sponsor Distinction					✓
Session Commercial Spot (60s Max)					✓
Curated Event Post					✓



# Feature Breakdown

## Basic Features

- **Organization Description:** Detailed outline of the organization and its current initiatives.
- **Contact Info:** Prominent display of organization email, website and social media links.
- **Business Card Slot:** Allows booth visitors to easily share their details with you for a personalized follow-up.
- **Fully Integrated Chat Function:** Share booth-specific polls, images, Q&A's and chats with visitors.
- **Connect:** Chat publicly or privately via text and video conferencing.
- **Booth Managers:** Dedicated organization representatives, including bio and full engagement portfolio. Number of managers scales with sponsorship level.

## Enhanced Features

- **Listing Page Banner:** Teaser banner on the exhibitors page + premium placement. Available in Small (385px x 250px), Medium (590px x 250px), and Large (1,200px x 250px).
- **Branded Banner:** Large vibrant banner (1,250 x 250px) at the top of your booth.
- **Sponsorship recognition:** Logo placement and recognition as a sponsor on the event platform, and in promotional materials associated with the event.
- **Video Gallery:** Feature videos in your booth. Number of videos scales with sponsorship level.
- **Image Gallery:** Feature images in your booth. Number of images scales with sponsorship level.
- **Brochure Rack:** Include collateral for attendees to download in your booth. Number of pieces scales with sponsorship level.
- **Dedicated Lounge:** Host multiple attendees simultaneously in a dedicated lounge area. Number of attendee seats scales with sponsorship level.
- **Survey:** Include an attendee survey in your booth.
- **Featured Booth status:** Appears prominently on the event home page.
- **Featured Dedicated Conference Room:** Give a live presentation to up to 500 attendees. Featured on the event home page.
- **Homepage Community Banner:** Large (1,200px x 400px) banner in rotation on the event homepage.
- **Branded Contest:** Develop a custom contest accessible during the event (Choose from Entry, Quiz, or Response type contests).
- **Session Sponsor Distinction:** Receive logo placement and recognition as a sponsor during a session of your choice.
- **Session Commercial Spot:** Feature a commercial (up to 60 sec.) during an official event session.
- **Curated Event Post:** A dedicated brand specific post during the event via the platform messaging application.
- **Content Updates:** Number of times you can make changes to content appearing in your booth.



To discuss sponsorship opportunities please contact Vicki Zeppa of Baxter Media at [vzeppa@baxter.net](mailto:vzeppa@baxter.net) or (705) 971-2313