



Sponsorship Package

BC Hospitality Summit
April 8-9, 2019
Delta Hotels by Marriott
Grand Okanagan Resort
Kelowna, BC

www.bchospitalitysummit.com



Hosted by



The BC Hospitality Summit, hosted by the British Columbia Hotel Association (BCHA) and the Alliance of Beverage Licensees of BC (ABLE BC), is an annual networking and educational event, bringing together the movers and shakers in BC's hospitality industry. Over the two days of the Summit, attendees will connect with key industry suppliers in the Marketplace, form new contacts with industry peers, and gain insight into key industry issues. Hospitality in British Columbia is a \$14 billion industry employing over 140,000 people and ABLE BC and the BCHA work to ensure a healthy business environment in which their members can grow and prosper.

When

Monday, April 8 to
Tuesday, April 9, 2019

Where

Delta Hotels by Marriott
Grand Okanagan Resort
1310 Water Street
Kelowna, BC

Contact

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www.bchospitalitysummit.com

What is the BC Hospitality Summit?

A two-day hospitality industry educational and networking event that includes:

- **Welcome Reception** – Monday, April 8th – A casual gathering to kick off the Summit, with good eats and drinks, and a great opportunity to make new contacts and reconnect with colleagues.
- **Marketplace** – Tuesday, April 9th – Hosted in conjunction with the Summit at the Grand Okanagan Resort, the Marketplace is a "mini-tradeshaw" featuring key industry suppliers.
- **Summit Keynotes and Educational Sessions** – Monday, April 8th and Tuesday, April 9th – Summit keynote speakers and presentations will provide delegates with insight into key industry issues, discuss relevant trends, provide practical business tactics and concepts, and inspire us to challenge ourselves on a professional and personal level.
- **BC Hospitality Industry Awards** – Tuesday, April 9th – The BC Hospitality Awards is a must-attend event celebrating the best in the industry. The evening includes a reception and dinner, as well as inspirational award presentations and fabulous entertainment!

James Chase
President & CEO
BC Hotel Association
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Tentative Schedule

Monday, April 8

- 1:00 – 2:30 pm Welcome and Opening Keynote
- 2:30 – 3:00 pm Networking Break
- 3:00 – 4:30 pm Breakout Sessions
- 5:30 – 8:00 pm Welcome Reception

Tuesday, April 9

- 8:00 – 9:30 am Breakfast and Keynote
- 9:30 – 10:00 am Networking Break in the Marketplace
- 10:00 – 11:00 am Breakout Sessions
- 11:00 – 11:30 pm Networking Break in the Marketplace
- 11:30 – 12:30 pm Breakout Sessions
- 12:30 – 2:00 pm Marketplace Lunch
- 2:00 – 3:30 pm Breakout Sessions
- 3:30 – 4:00 pm Networking Break in the Marketplace
- 6:00 – 7:00 pm BC Hospitality Industry Awards Reception
- 7:00 – 9:30 pm BC Hospitality Industry Awards Dinner

“I found attending the Summit very beneficial. That opportunity to network with my peers, meet potential new suppliers and work face to face with existing suppliers doesn’t happen often enough.

 I will definitely be attending and will be encouraging more of my colleagues to attend as well.”

Peter Dohan, Manager of Operations, Accent Inns



ABLE BC has...

1,000 Members

- 570 Pubs
- 350 Private Liquor Stores
- 80 Associate Members

Learn and Network in Kelowna, BC

The Delta Hotels Grand Okanagan Resort is ideally situated on Okanagan Lake in the heart of Kelowna's Arts and Cultural District. Close to the main downtown core, shops, restaurants and all of our city's attractions are easily accessible via the lovely waterfront boardwalk right outside our doorstep.

Our superior accommodations and first-class amenities complement our spectacular location, and on behalf of the entire team here, we look forward to welcoming your group to our resort.



Did you know...

- BC's liquor industry is worth an estimated \$2 billion to the economy and government
- Over 126,000 people work in tourism and hospitality in British Columbia



Courtesy of tourismkelowna.com - Shawn Talbot Photography





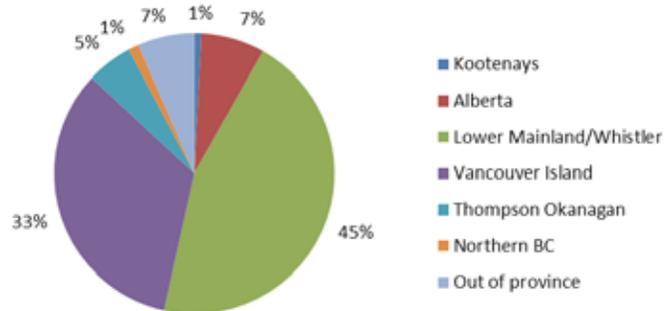
Past Attendees Include:

- Sheraton Vancouver Wall Centre
- Prestige Hotels
- Beach Club Resort
- Delta Hotels
- Fox'n Hounds Pub and Sahali LRS
- St. Eugene Golf Resort and Casino
- Pacific Inn - Inn on the Harbour
- Sheraton Vancouver Guildford Hotel
- Jolly Miller Pub and LRS
- Aqualini Group
- Queen's Cross Pub and Liquor Store
- Watermark Beach Resort
- Pemberton Valley Lodge
- The Sylvia
- Hotel 540
- The Fort Nelson Hotel
- Coast Hotels
- Village Liquor Store
- Wicklow Pub
- Crest Hotel
- Bowen Island Beer and Wine Cellar
- Accent Inns
- Hastings House Country House Hotel
- Victoria Airport Travelodge
- The Blarney Stone Irish Tavern
- Wyndham Hotels
- Quench Wines
- Long Beach Lodge Resort
- Strathcona Hotel
- Sidney Pier Hotel & Spa

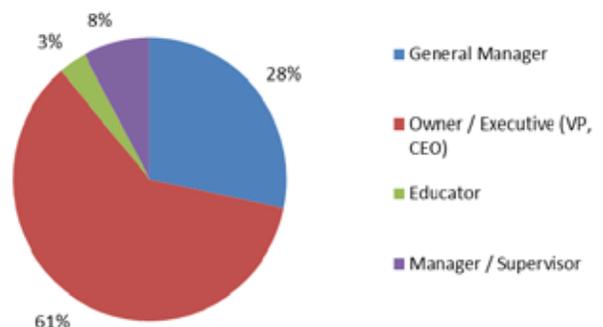
Who Should Attend?

The BC Hospitality Summit is the annual industry event of the year! In 2018, approximately 250 attendees travelled to Whistler, BC from all over the province and beyond to participate in the two-day event. Our attendees are generally the owners, senior executive, and management of hotels, bars, pubs, liquor stores and industry supplier organizations. These charts show the attendance breakdown:

Where do our attendees come from?



Our Attendees Positions



SUMMIT SPONSORSHIP OPPORTUNITIES



BCHA Mission Statement

Shaping the future of Hospitality. We advocate, communicate and educate.



BC Hotel Industry Facts

- Industry revenue in excess of \$3.2 billion
- 80,000 rooms and more than 60,000 employees



Highlight your organization to BC's Hospitality Industry!

As the leading hospitality industry event in British Columbia, the BC Hospitality Summit is an exceptional opportunity to build awareness of your organization and its products/services to an audience of hundreds of hoteliers and liquor industry professionals.

You aren't just a sponsor, you are our partner!

Our sponsors are integral to the success of the Summit each year. We place great value on knowing and understanding our sponsors' goals and objectives to ensure that we customize a package that provides real value and delivers on your investment. If you have a unique partnership idea that you would like to explore, please contact us.

The following pages outline a variety of opportunities that we can build your package from in the following areas:

- Events and Meals Sponsorships
- Summit Program Sponsorships
- Marketplace Sponsorships
- Hospitality Industry Awards Sponsorships
- Other Promotional Sponsorships

Sponsorships are available on a first come, first served basis. If you are interested in this notable opportunity to gain exposure to the key decision makers in BC's hospitality industry, please connect with us today!



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SUMMIT SPONSORSHIP OPPORTUNITIES

Events and Meals Sponsorship Opportunities

Welcome Reception – Exclusive Opportunity \$7,500

This is a great opportunity to host one of the key networking events of the Summit. As sponsor of this kick-off event, you will be recognized on all related event signage and promotional materials. The reception sponsor will receive three complimentary full package Summit registrations.

Eggs & Bacon Sponsor – Exclusive Opportunity \$5,000

Make sure the Summit delegates start their day with a good breakfast! The breakfast sponsor will receive two complimentary full package registrations to the Summit. They will also get VIP seating at the breakfast and the opportunity to thank the presenter(s).

Also included: positioning on the event signage, promotional materials, and event app, and the opportunity to provide table drops.

Marketplace Networking Lunch Sponsor – Exclusive Opportunity \$5,000

This lunch will take place in the Marketplace and provide a key opportunity for delegates and our industry suppliers to connect and do business. As the sponsor, you will be recognized in signage at the lunch buffet stations and on event signage, the event app and other promotional materials. You will also receive two complimentary full package Summit registrations.

Networking Breaks (4 available) \$1,500

Sponsorship of a refreshment break will provide delegates with a much-needed energy boost and opportunity for networking! Breaks will take place in the Marketplace and sponsor recognition will be provided through signage at each refreshment station and in related event materials.

CREATE AN IMPACT!!!



All sponsorship packages include:

- Corporate logo and description as well as a link to your website on the Summit website and mobile app
- Company logo/name on event signage (as applicable)
- Logo recognition on video screens in Marketplace and plenary room
- Inclusion of promotional item in delegate bag
- First right of refusal for 2020 event



SUMMIT SPONSORSHIP OPPORTUNITIES

Program Sponsorship Opportunities

Keynote Speakers – Two opportunities \$7,500

1. Opening Keynote – Monday
2. Keynote – Tuesday Breakfast

Sponsorship of a keynote presenter provides an amazing opportunity to build awareness of your business as you will have the chance to address the delegates (two minutes) and introduce the speaker. We will promote your sponsorship of the keynote presenter on the speaker's bio page on the Summit website, as well as on the mobile app. The keynote sponsor will also receive three complimentary full registration packages along with VIP seating with the speaker at the presentation. Finally, you will receive logo recognition on event signage and promotional materials and the opportunity for table drops.

Breakout Sessions – Multiple Opportunities \$2,500

As the sponsor of a breakout session, you will have the opportunity to address the delegates in attendance and to introduce or thank the speaker(s) at the session. You will receive logo recognition on event signage and promotional materials, and on the event website and mobile app. This sponsorship also provides you with one complimentary full registration package.

BC Hospitality Industry Awards Sponsorship Opportunities

Hospitality Industry Award Category Sponsor Four Opportunities \$5,000

1. Hotelier of the Year
2. Liquor Retailer of the Year
3. Pub Owner of the Year
4. Housekeeping Awards

Sponsors of the award categories will receive two complimentary full package registrations to attend the Summit, but more importantly, will

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SUMMIT SPONSORSHIP OPPORTUNITIES

have the opportunity for VIP seating with the award winner, and to present the award onstage. Your logo will be prominently displayed on event signage, the category nomination form, awards program, and other promotional materials.

Hospitality Industry Awards Dinner – Exclusive Opportunity **\$10,000**

This gala event is a focal point, and generally the most well-attended function of the Summit. Delegates will be treated to a multi-course meal, specially created by the Executive Chef at the Delta Hotels by Marriott, Grand Okanagan Resort, complemented with sommelier-selected wine pairings. The dinner sponsor will be recognized by the MC from the podium and have the opportunity to address the dinner attendees. Your logo will be prominently displayed on event signage, the dinner program and other promotional materials. You will receive four complimentary full package registrations to the Summit and VIP seating at the dinner.

Awards Dinner Wine Sponsor **Product**

The wine sponsor for this evening will be very popular! We estimate that we will require 50 bottles each of a white (first course), a red (entrée course) and a dessert pairing in order to provide each guest with one glass per course. The wine sponsor will work with the Chef to pair the wines appropriately. In recognition, the sponsor will have the opportunity to introduce the wine as well as VIP seating at the dinner. Your logo will be prominently displayed on event signage, the dinner program and other promotional materials and you will receive two complimentary full package registrations to the Summit.

Entertainment Sponsor **\$3,000**

Sponsor the entertainment that enhances the awards evening and receive one complimentary full package registration for the Summit, VIP seating at the Awards Dinner, and positioning on the event signage and promotional materials.

Centre Piece Sponsor **\$3,000**

Help us make the Awards Dinner ballroom sparkle with sponsorship of the centrepieces for each table. You will receive one complimentary full package registration for the Summit, VIP seating at the Awards Dinner, and positioning on the event signage and promotional materials.

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- Inclusion of promotional item in delegate bag
- First right of refusal for 2020 event



SUMMIT SPONSORSHIP OPPORTUNITIES

Housekeeping Awards Reception Sponsor \$3,000

This special reception is all about honouring the winners of the Housekeeping Awards. As sponsor of this event, you will not only be recognized on all related event signage and promotional materials, but you will also have the opportunity to congratulate the award winners and take a few minutes to address the attendees. The Housekeeping reception sponsor will also receive one complimentary full package Summit registration.

Other Promotional Opportunities

Mobile App Sponsor - Exclusive \$2,500

The BC Hospitality Summit app will be integral to the delegate experience. The Summit program, speaker information, presentations, important notifications, social media and more will all be accessible to delegates through this tool. It is a great way to improve your engagement with delegates as your brand is featured on the “splash screen” that appears as users enter the app, as well as on the header banner, in posts, and on a profile page.

Registration Sponsor - Exclusive \$2,500

The registration sponsor will be acknowledged with their logo on the delegate badges (badge holders are a possibility), on registration desk signage, materials as well as the registration web page. In addition, this sponsor will receive one complimentary Summit full package registration.

Lanyard Sponsor – Exclusive \$2,000 plus cost of lanyards

Be top of everyone’s mind as each attendee wears a lanyard branded with your logo for the duration of the Summit! Estimated expense is \$750 based on 300 lanyards.

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- Company logo/name on event signage (as applicable)
- Logo recognition on video screens in Marketplace and plenary room
- Inclusion of promotional item in delegate bag
- First right of refusal for 2020 event



SUMMIT SPONSORSHIP OPPORTUNITIES

Summit Bags – Exclusive \$2,000 plus cost of bags

A fabulous opportunity to have your branding (along with the Summit logo) splashed across the bags provided to each delegate when they check in at registration. We request that the bag is “reusable” and made from recyclable materials. Estimated expense is \$1,000 based on 300 bags.

Charging Station – Exclusive \$2,000 Plus Cost of Constructing/Renting Station

The sponsor of the Charging Station will be very popular – we all know how much we rely on our phones when we are away from the office, and how frustrating it is to have your battery run down. As the sponsor, you will receive recognition for your support with branding on the charging station and/or signage, as well as in conference promotional materials.



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- Company logo/name on event signage (as applicable)
- Logo recognition on video screens in Marketplace and plenary room
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VENDOR MARKETPLACE OPPORTUNITIES

Key Marketplace Partner/Supplier \$3,000

The Vendor Marketplace will offer a very limited number of table top display areas for key vendors to the hospitality industry. The Marketplace will be open for business for one day during the Summit - Tuesday, April 9th.

As a Marketplace Partner, you will receive:

- Tabletop display in the Marketplace at Summit
- One complimentary full package registration to the Summit
- Company logo/name on Summit signage and mobile app (as applicable)
- Opportunity to send a promotional notification to delegates through the Summit app
- Logo recognition on video screens in the Marketplace and plenary room
- Special badges for easy identification as a Marketplace Vendor
- List of registered BC Hospitality Summit attendees one week in advance of the event

Key Vendor Activities and Opportunities

As noted above, Marketplace Partners will receive a pass to attend the full BC Hospitality Summit, however, the Marketplace will only be open on the Tuesday, April 9th. The Monday evening Opening Reception and the Tuesday evening BC Hospitality Industry Awards Reception and Dinner are key networking opportunities for Vendors outside of the Marketplace.

CREATE AN IMPACT!!!



April 8 - 9, 2019
Delta Hotels by Marriott Grand Okanagan Resort

VENDOR MARKETPLACE OPPORTUNITIES

CREATE AN IMPACT!!!

The agenda below outlines the required* activities for Marketplace Partners as well as optional opportunities.

Monday, April 8

1:00 – 2:30 pm	Welcome and Opening Keynote
2:30 – 3:00 pm	Networking Break
3:00 – 4:30 pm	Breakout Sessions
1:00 – 5:00 pm	*Marketplace Setup
5:30 – 8:00 pm	Welcome Reception



Tuesday, April 9

8:00 – 9:30 am	Breakfast and Keynote
9:30 – 10:00 am	*Networking Break in the Marketplace
10:00 – 11:00 am	Breakout Sessions
11:00 – 11:30 pm	*Networking Break in the Marketplace
11:30 – 12:30 pm	Breakout Sessions
12:30 – 2:00 pm	*Marketplace Lunch
2:00 – 3:30 pm	Breakout Sessions
3:30 – 4:00 pm	*Networking Break in the Marketplace
4:00 – 5:00 pm	*Marketplace Teardown
6:00 – 7:00 pm	BC Hospitality Industry Awards Reception
7:00 – 9:30 pm	BC Hospitality Industry Awards Dinner



For more information, contact:
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