



2024 CONFERENCE & TRADE SHOW SPONSORSHIP PACKAGE

Tuesday, February 20th, to Thursday, February 22nd, 2024
The Delta Hotel Conference Centre, St. John's





Hospitality Newfoundland & Labrador

Hospitality Newfoundland & Labrador (Hospitality NL) is the voice of the provincial tourism industry in Newfoundland and Labrador. As a not-for-profit industry association, Hospitality NL represents a diverse and dynamic membership of tourism operators, partners, and stakeholders.

Our mission is to promote and support the growth of a vibrant and sustainable tourism industry in the province through Advocacy, Communications, Skills & Knowledge Development, and Membership & Networking.

Annual Conference & Trade Show Overview

Each year, Hospitality NL hosts an Annual Conference and Trade Show, which serves as the premier event for the provincial tourism industry. The conference brings together tourism professionals, business owners, government officials, and industry partners for a unique opportunity to network, learn, and grow their businesses.

This annual event offers tourism operators and stakeholders in the province an exclusive opportunity to grow their industry network, enabling further development of their business and driving tourism demand.

For over 40 years, the conference aims to empower and enable tourism operators from all sectors and regions. It brings people together to identify the best path forward to new levels of success; using the tools, trends, and knowledge shared from the conference to enhance their businesses. The program will offer delegates insight into how to best identify their strengths and weaknesses, maximize opportunities for business development and growth, and maintaining their competitive edge.

We want to celebrate the tourism industry and its diverse services, products, and attractions, which can only be found within our province. We invite you to join us!

Key Highlights

- Inspiring Keynote Speaker
- Informative Sessions
- Networking Opportunities with Industry Leaders
- Trade Show showcasing products and services
- Engagement with National Tourism Organizations
- Awards ceremony honoring outstanding contributions
- Social events and more





OUR REACH:

Hospitality NL's Conference is the largest gathering of tourism services, attractions, and destinations in Newfoundland and Labrador each year. Generally, there will be hundreds of delegates from all over the province representing:

- Private tourism businesses: such as accommodations, restaurants, tour operations, adventures, outfitting, attractions, etc.
- Non-profit cultural, community and natural attraction providers: such as parks, interpretation sites, theatre groups, museums, festivals, events, etc.
- Suppliers of tourism products and services, both as delegates and as Trade Show Exhibitors, making it easy to find the solutions to your business needs.
- Destination Management Organizations, national, provincial, and regional tourism associations/networks, as well as sector association groups.
- Municipalities who are engaged in tourism development and operate tourism related events and attractions.
- Provincial/Federal government departments and agencies that are engaged in tourism and economic development.

**AVERAGE
ATTENDANCE**

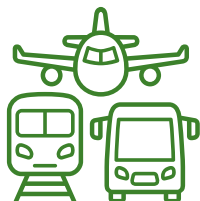


**300
DELEGATES**

Sectors Represented



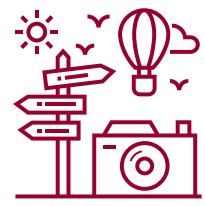
Food & Beverage



Transportation



Suppliers



Attractions



Accommodations



Retail



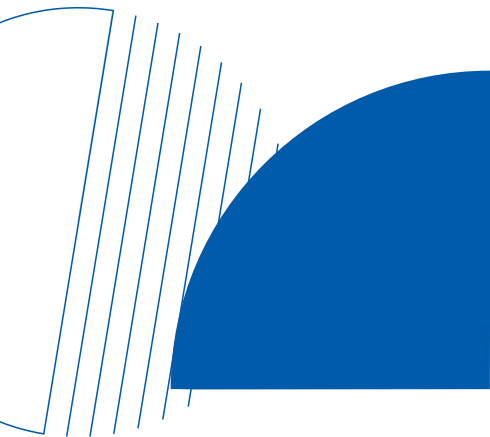
Tour Operators



Government

SPONSORSHIP:

Signature Opportunities & Benefits



PLATINUM \$10,000 and over

To maximize your exposure during the event:

- Exclusive business sector sponsorship
- Speaking opportunity during sponsored event
- Complimentary trade show booth, including one (1) full delegate registration
- Four (4) complimentary full delegate registrations
- Corporate reserved tables at luncheons and Awards Gala
- Inclusion in news releases, media interviews, and editorials
- Prominent logo placement on programs and marketing materials
- Link from event website to sponsor's website

OPPORTUNITIES



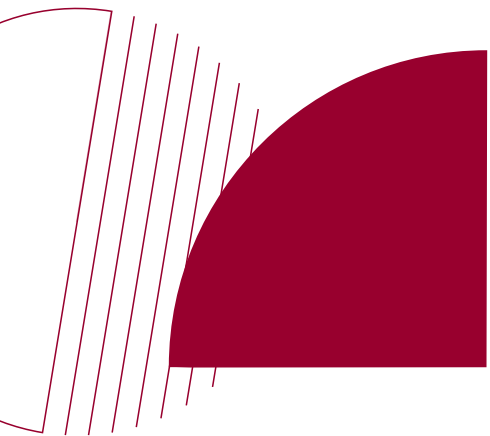
\$13,800 Keynote Speaker



\$11,500 Wednesday Luncheon **SOLD**



\$11,500 Thursday Luncheon **SOLD**



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

To maximize your exposure during the event:

- Speaking opportunity during sponsored event
- Link from event website to sponsor's website
- Three (3) complimentary full delegate registrations
- Prominent logo placement on program and marketing materials

OPPORTUNITIES



\$9,750 Wednesday Fun Night **SOLD**

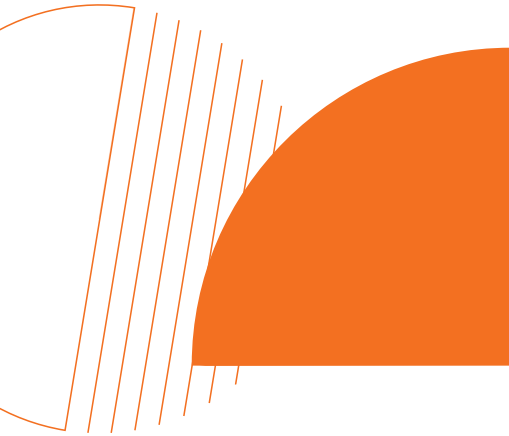


\$5,750 Tuesday Evening Opening Reception **SOLD**

**Looking for something different? All packages are negotiable.
Let us design a package that best suits your needs!**

SPONSORSHIP:

Signature Opportunities & Benefits



OPPORTUNITIES

SILVER \$2,500 to \$4,999

To maximize your exposure during the event:

- Speaking opportunity during sponsored event
- Link from event website to sponsor's website
- Two (2) complimentary full delegate registrations
- Prominent logo placement on program and marketing materials



\$3,450 Pre-Gala Reception **SOLD**



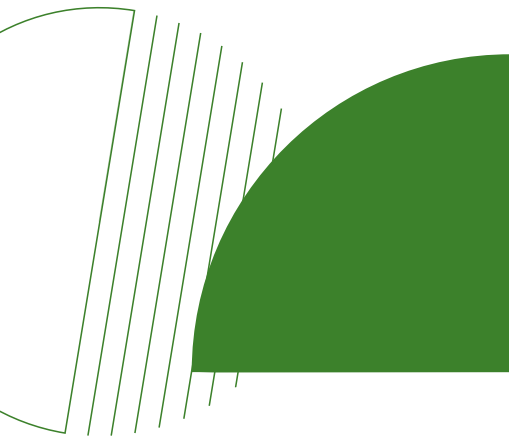
\$3,450 Wednesday Pre-Luncheon Reception **SOLD**



\$3,450 Thursday Pre-Luncheon Reception **SOLD**



\$4,600 Post-Gala Event



OPPORTUNITIES

BRONZE \$1,500 to \$2,499

To maximize your exposure during the event:

- Speaking opportunity during sponsored Conference Session or Awards Presentations. Verbal recognition for sponsored Breaks
- Prominent logo placement on program and marketing materials
- Link from event website to sponsor's website
- One (1) complimentary full delegate registration



\$2,300 Conference Session (1 Available)



\$2,000 Tourism Excellence Awards (3 Available) **SOLD**



\$1,500 Program Back Cover



\$1,725 Wednesday Early Morning Break **SOLD**



\$1,725 Wednesday Mid-Morning Break **SOLD**



\$1,725 Wednesday Afternoon Break



\$1,725 Thursday Early Morning Break **SOLD**



\$1,725 Thursday Mid-Morning Break

PARTNER WITH US!

Hospitality NL's Sponsorship Program offers a cost effective and convenient way for you to promote your products and services to the tourism industry. With business owners, key industry partners, and influencers in attendance, the Conference and Trade Show is your opportunity to position your brand as a provincial leader.

By becoming a sponsor of the Hospitality NL 2024 Annual Conference and Trade Show, your organization will play a pivotal role in supporting the growth of the tourism industry in Newfoundland and Labrador, while enjoying the numerous benefits of being associated with this premier event.

Join us in making a lasting impact on the tourism industry of Newfoundland and Labrador, and together we can shape a vibrant and prosperous future. We look forward to partnering with you for our 2024 Annual Conference and Trade Show.

Be a part of Newfoundland & Labrador's Tourism Industry event of the year!

Key Benefits of Sponsorship

Exposure through website, e-news, and social media before, during and after event.

On-site exposure to delegates from across the tourism industry through digital signage and verbal recognition.

An opportunity to position your organization as an innovator and supporter of the industry.

Gain access to industry insights, trends, and best practices enabling you to stay informed and competitive.

An opportunity to capitalize on the gathering of key industry players and develop new business relationships.

**Contact Hospitality NL
to secure your sponsorship opportunity:**

Amber Fitzgerald, Projects & Events Coordinator



(709) 722-2000 ext 234



afitzgerald@hnl.ca