



Annual Tourism HR Forum Partnership Program

Canadian Tourism Human
Resource Council (CTHRC)

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The Tourism HR Forum centers on the challenges, issues and opportunities faced by industry professionals in the tourism sector with a clear focus on sharing ideas and solutions. This national event brings tourism management, human resource executives, and corporate trainers from all industries of the tourism sector together with industry association representatives and educators. More than 200 delegates from hospitality, travel and tourism organizations will discuss progressive, relevant topics showcasing best practices in human resource development.

Be one of this year's Tourism HR Forum Partners!

Promote your brand identity to tourism operators and educators. Showcase your organization as a leader in supporting improved HR practices.

Where: • Edmonton Marriott at River Cree Resort, Edmonton, AB

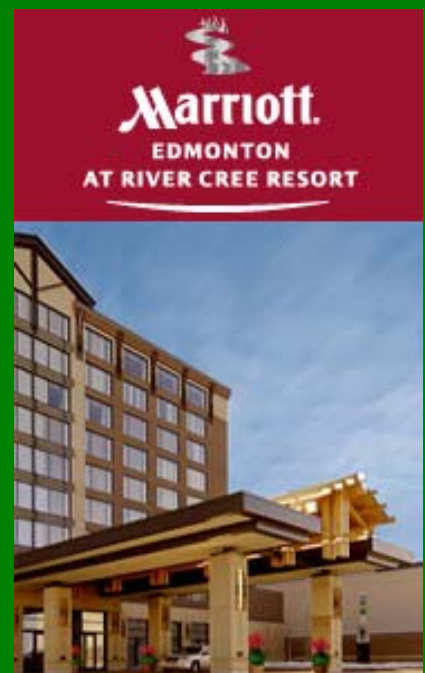
When: • November 15-17, 2010

Who: • The event attracts general managers, human resource executives, educators, and corporate trainers from all areas of the tourism sector.

- Over 200 delegates

What: • Discuss HR solutions for issues facing the tourism sector.

- Focus on diversity, labour shortages, employee education and training, recruitment and retention challenges and future HR issues.
- Renowned speakers
- Strong dialogues
- Sharing of ideas and best practices.



Menu of Partner Opportunities

Benefits for all Partners

All 2010 HR Forum Partners receive:

- listing in the Final Program
- recognition on collective Partner signage
- partner acknowledgments throughout the Forum
- link on CTHRC Web Site for an extended period
- Partner recognition on personnel badges
- opportunity for display space in the foyer
- opportunity to insert item in delegate bags
- logo on the projection backdrop during general announcements

Following are events/items/opportunities to create your partnership:

Host Keynote Speaker (\$10,000)	Host Dinner (\$10,000)
<ul style="list-style-type: none"> • opportunity to introduce the speaker and inform the audience about your company • three complimentary full delegate registrations • large logo on the projection backdrop before and after speaker • full page ad and logo in the Final Program • name listed with session in the Final Program • large logo on the collective Partner sign 	<ul style="list-style-type: none"> • opportunity to address delegates • two complimentary full delegate registrations • large logo on the projection backdrop before and after dinner • full page ad and logo in the Final Program • name listed with dinner in the Final Program • large logo on the collective Partner sign
Monday Opening Reception (\$5,000)	Tuesday Reception before Dinner (\$5,000)
<ul style="list-style-type: none"> • opportunity to address delegates • two complimentary full delegate registrations • logo on the projection backdrop during reception • ½ page ad and logo in the Final Program • name listed with reception in the Final Program • logo on the collective Partner sign 	<ul style="list-style-type: none"> • opportunity to address delegates • two complimentary full delegate registrations • logo on the projection backdrop during reception • ½ page ad and logo in the Final Program • name listed with reception in the Final Program • logo on the collective Partner sign
Host Cyber Café Partner (\$5,000)	Host Lunch or Breakfast (\$5,000)
<ul style="list-style-type: none"> • premier signage in the Cyber Café area • company web site as home page on all computers • two complimentary full delegate registrations • ½ page ad and logo in the Final Program • logo on the collective Partner sign 	<ul style="list-style-type: none"> • premier signage in dining area • two complimentary full delegate registrations • logo on the projection backdrop during meal • ½ page ad and logo in the Final Program • name listed with event in the Final Program • logo on the collective Partner sign

Delegate Bag (\$5,000)	Name Badge (\$5,000)
<ul style="list-style-type: none"> dual logo on bag or portfolio to hold conference materials for each delegate one complimentary full delegate registration ¼ page ad and logo in the Final Program logo on the collective Partner sign 	<ul style="list-style-type: none"> dual logo on name badge to hold conference materials for each delegate one complimentary full delegate registration ¼ page ad and logo in the Final Program logo on the collective Partner sign
Printing Partner (\$5,000)	Audio Visual Partner (\$5,000)
Printing of Final Program <ul style="list-style-type: none"> recognition on all printed items one complimentary full delegate registration ¼ page ad and logo in the Final Program logo on the collective Partner sign 	Provide reduced cost for AV throughout the conference <ul style="list-style-type: none"> one complimentary full delegate registration ¼ page ad and logo in the Final Program logo on the collective Partner sign
Program Translation Partner (\$2,500)	Conference Agenda (\$2,500)
Translation of paper conference materials <ul style="list-style-type: none"> recognition in Final Program for translation of content logo on the collective Partner sign 	<ul style="list-style-type: none"> logo with conference agenda found on the back of each delegate badge one complimentary full delegate registration ¼ page ad and logo in the Final Program logo on the collective Partner sign
Caffeine Connection (\$2,500)	Host a Concurrent Session/Panel (\$2,500)
<ul style="list-style-type: none"> premier signage during Networking Break name listed with break in the Final Program 	<ul style="list-style-type: none"> opportunity to introduce the session/moderate the panel name listed with session in the Final Program
Marketing Item	Advertising Partner
Provide the event with complimentary items to include in the delegate bags <ul style="list-style-type: none"> benefits to be negotiated based on space and content 	Provide the event with complimentary advertising space in their publications <ul style="list-style-type: none"> benefits to be negotiated based on space and content

Should your organization be interested in offering other items not listed here, please contact Judith Cabrita at tsjbc@eastlink.ca toll free at 877-434-7058 or mobile 902-440-3621.

CTHRC office: 613-231-6949. Conference information can be found at www.cthrc.ca.

Partner Form

Organization: _____ Contact Name: _____

Telephone: (_____) _____ Ext.: _____ E-mail: _____

Interested in the following Partnership(s): _____

Please complete and fax form to CTHRC at (613) 231-6853