

THE 8TH ANNUAL

NORTHERN • ONTARIO  
**TOURISM  
SUMMIT**



**NOVEMBER** **TUES 14** **WED 15** **THURS 16**

📍 SAULT STE. MARIE, ONTARIO

## SPONSORSHIP PACKAGE

[Learn More >](#)

[northernontariotourismsummit.ca](https://northernontariotourismsummit.ca)



Ontario



## NORTHERN • ONTARIO TOURISM SUMMIT



### ABOUT THE NORTHERN ONTARIO TOURISM SUMMIT

The Northern Ontario Tourism Summit (NOTS) was developed as a partnership event between Nature and Outdoor Tourism Ontario (NOTO) and Destination Northern Ontario (DNO) to bring together tourism businesses, organizations and suppliers as well as all levels

**SINCE  
2014**

The Northern Ontario Tourism Summit has hosted over **1700** delegates in four cities across the north!

of Government to find solutions to challenges facing the industry. This important event also brings industry together to learn about the latest trends, markets and tourism products in order to keep our industry offerings competitive on the world wide stage.



NOTS 2023





The agenda for this one-of-a-kind Northern Ontario tourism event includes training workshops, information sessions, and innovative problem solving workshops, a range of keynote speakers as well as numerous opportunities for networking including a trade show of product and service providers to the tourism industry.

The Northern Ontario Tourism Summit held its premiere event in November of 2014 in Thunder Bay, Ontario. Attendance at this first summit exceeded all expectations with just over 300 registered delegates.

The Summit has been held across the North since it's premiere year in Thunder Bay. Sault Ste. Marie, Sudbury and Timmins have hosted the event with a steady number of attendees each year.

The Northern Ontario Tourism Summit (NOTS) is quickly becoming a pivotal platform for the advancement of the tourism industry in Northern Ontario. We look forward to new partnerships and exciting developments for 2023.

#### AVERAGE ATTENDANCE



**300**  
DELEGATES

#### EVENT RATING (2019)

★★★★☆  
**4.4 / 5 STAR RATING**

NOTS 2023





LODGES  
67%



HOTELS/MOTELS  
13%

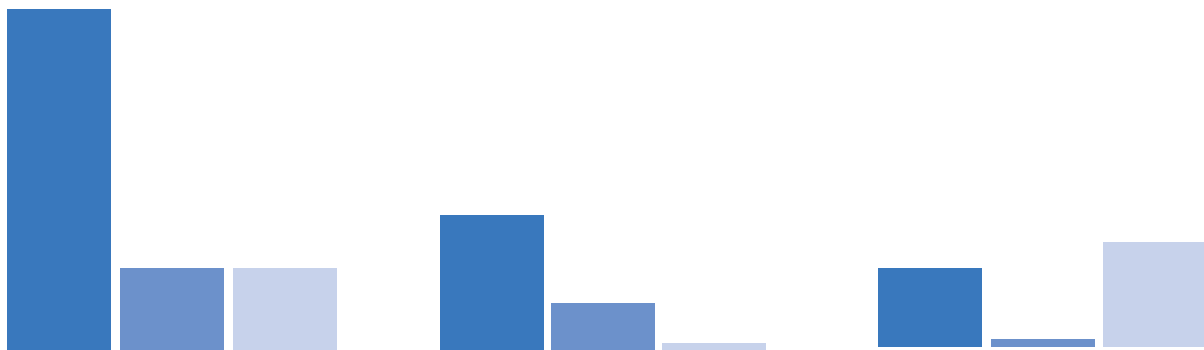


ATTRACTIONS  
20%

## OVERALL CONFERENCE DEMOGRAPHICS

📍 Sault Ste. Marie, Ontario

### DEMOGRAPHICS



NORTHWEST

ALGOMA / SAULT STE. MARIE

NORTHEAST

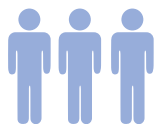
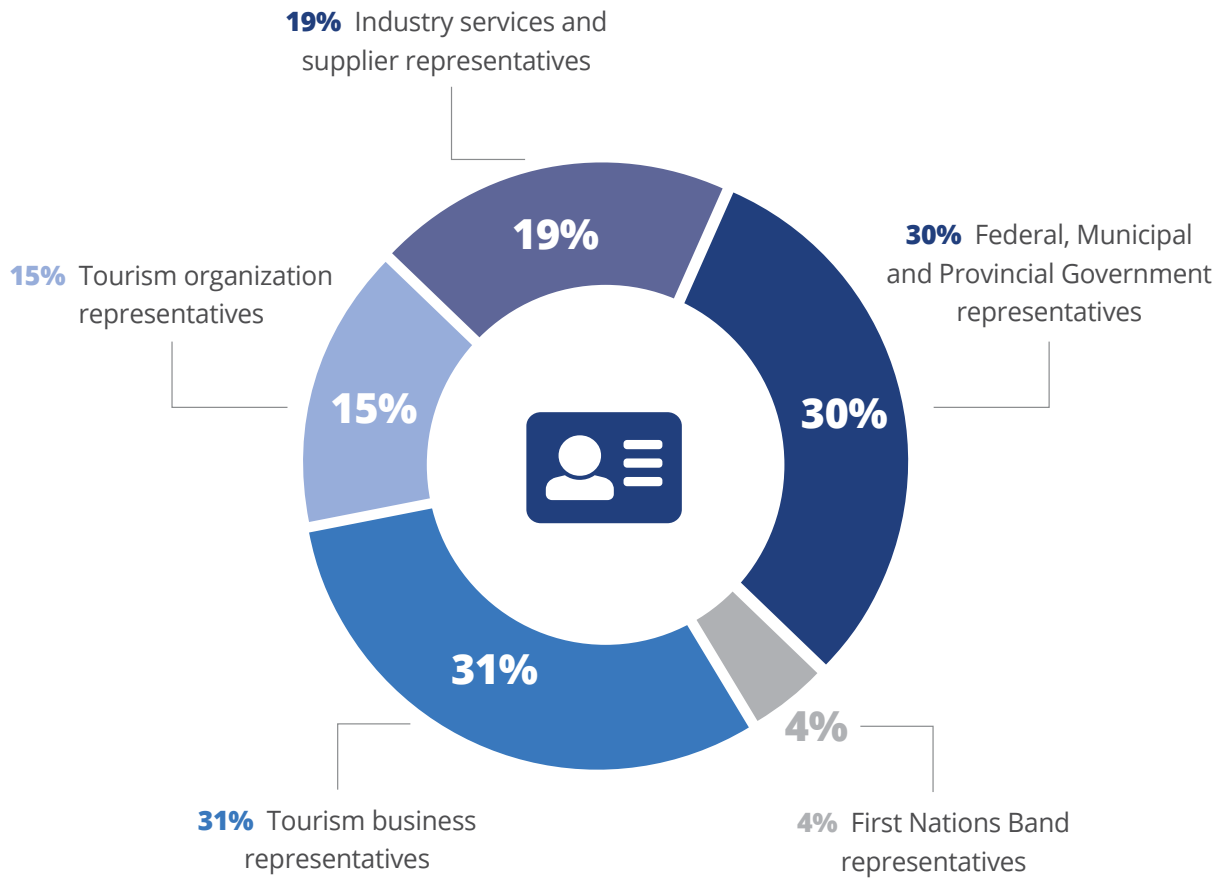
■ LODGES

■ HOTELS/MOTELS

■ ATTRACTIONS



## ATTENDEE BREAKDOWN





The 8th annual Northern Ontario Tourism Summit will be held at the **Quattro Hotel & Conference Centre** located in **Sault Ste. Marie**.

## LOCATION



### First-class accommodations nestled in a charming border town.

Suitably situated uptown Sault Ste. Marie, Ontario near many shopping centers, restaurants and much more. Local points of interest include the Canadian Bushplane Heritage Centre, the Agawa Canyon Tour Train, Searchmont Resort, Crimson Ridge, John Rowsell Hub Trail and Mill Market. Cambrian Mall is less than a mile away and features dozens of retailers and specialty stores. The hotel's on-site restaurant, Quattro Vinoteca, is a great place to unwind with a delicious meal after a long day or room service is available if you prefer to relax in your spacious suite.



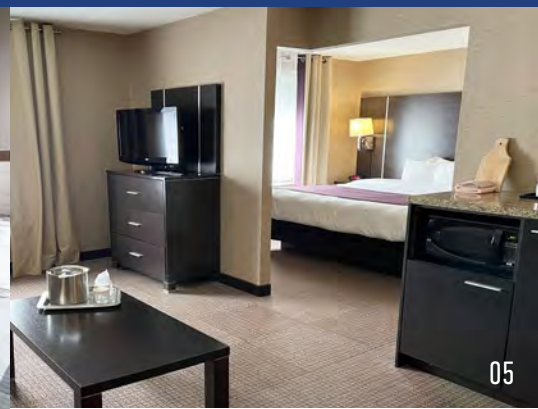
# NORTHERN ONTARIO TOURISM SUMMIT – 2023



LOCATION



➤ [CLICK HERE TO LEARN MORE!](#)





SAULT STE. MARIE

LOCATION



**SAULT  
STE. MARIE**



**SAULT STE. MARIE  
AIRPORT**

475 Airport Rd, Sault Ste. Marie, ON



**QUATTRO HOTEL & CONFERENCE CENTRE  
SAULT STE. MARIE, ON**

229 Great Northern Rd, Sault Ste. Marie, ON

**LOCATION**



📷 Miss Marie Soo Lock Boat Tours



📷 Ermatinger Clerge National Historic Site



📷 Canadian Bushplane Heritage Centre



# SPONSORSHIP LEVELS

SPONSORSHIP LEVELS





# SPONSORSHIP LEVELS

	<div> <div>DIAMOND SPONSORSHIP \$10,000 &amp; UP</div> <div>RUBY SPONSORSHIP \$5,000-\$9,999</div> <div>EMERALD SPONSORSHIP \$2,500-\$4,999</div> <div>SAPPHIRE SPONSORSHIP \$1,000-\$2,499</div> </div>			
RECOGNITION & BENEFITS				
Complimentary Registrations				
Number of complimentary registrations	5	3	2	1
Complimentary Booth Space				
Complimentary booth space (size and location to be discussed)	✓			
Verbal Recognition				
Live mentions at multiple venues during the event	✓	✓		
Live mentions at multiple venues on day of event			✓	✓
Sponsorship of two meals (to be discussed) with an opportunity to address delegates at one meal	✓			
Opportunity to speak at the sponsored event	✓	✓		
Print Advertising				
Business & logo to be included on printed agenda	✓			
Opportunity to include promotional materials in delegate packages or on tables excluding dinners	✓	✓		
Professional sign to be displayed at appropriate location during event	✓	✓	✓	✓
Digital Advertising				
Business logo included on event website	✓			
Premium digital advertising space on Summit website and Summit smartphone application including homepage splash, application homepage banner ads and video streaming during conference (valued over \$1500)	✓			
Digital advertising space on Summit website and Summit smartphone application including streaming video during conference		✓		
Advertising space on Summit website and Summit application			✓	✓



- ◆ All packages are negotiable.
- ◆ Let us design a package that best suits your needs!



## DIAMOND SPONSORSHIP

\$10,000+

★★★  
**FULL EVENT  
SPONSOR!**  
★★★

### Recognition for this level of sponsorship includes:

- ✓ Business Logo included on event website
- ✓ Business Logo to be included on printed event agenda
- ✓ Live mentions at multiple venues during the event
- ✓ Sponsorship of two meals (to be discussed) with an opportunity to address delegates at one meal
- ✓ Complimentary booth space (size and location to be discussed)
- ✓ Premium digital advertising space on Summit website and Summit smartphone application including homepage splash, application homepage banner ads and video streaming during conference (valued over \$1500)
- ✓ Up to five complimentary registrations
- ✓ Professional sign to be displayed at appropriate location during event
- ✓ Opportunity to include promotional materials in delegate packages or on tables excluding dinners





## RUBY SPONSORSHIP

\$5,000 – \$9,999

### Suggested opportunities included in this level are:

**Nov 15** – Opening Reception » Title Sponsor – \$7500

**Nov 16** – Gala Dinner » Title Sponsor – \$7,500

**Nov 16** – President's Luncheon » Title Sponsor – \$5,000

### Recognition for this level of sponsorship includes:

- ✓ Live mentions at multiple venues on day of event
- ✓ Opportunity to speak at the sponsored event
- ✓ Three complimentary registrations
- ✓ Professional sign to be displayed at appropriate location during the event
- ✓ Digital advertising space on Summit website and Summit smartphone application including streaming video during conference
- ✓ Opportunity to include promotional materials in delegate packages or on tables excluding dinner





## EMERALD SPONSORSHIP

\$2,500 – \$4,999

### Suggested opportunities included in this level are:

**Nov 16** – Gala Dinner » Wine Sponsor or Entertainment Sponsor – \$3,000

**Nov 15 & 16** – Breakfast Sponsor (entire event) » \$4,000

### Recognition for this level of sponsorship includes:

- ✓ Live mentions at multiple venues on day of event
- ✓ Two complimentary registrations
- ✓ Professional sign to be displayed at appropriate location during the event
- ✓ Advertising space on Summit website and Summit application





## SAPPHIRE SPONSORSHIP

\$1,000 – \$2,499

**Suggested opportunities included in this level are:**

**Nov 15 & 16** – Breaks (x3) » \$1000 each

**Recognition for this level of sponsorship includes:**

- ✓ Live mentions at multiple venues on day of event
- ✓ One complimentary registration
- ✓ Professional sign to be displayed at appropriate location during the event
- ✓ Booth at hospitality night (if sponsored)
- ✓ Advertising space on Summit website and Summit application.





## ADDITIONAL OPPORTUNITIES FOR SPONSORSHIP



### SUMMIT SWAG \$500–\$1,500

#### DELEGATE BAGS » \$800

(your logo on bag, alongside title sponsors, your promotional material in bag, digital advertising opportunity)

#### LANYARDS & NAME TAGS » \$1,500

(your logo/company name on tag OR lanyard, digital advertising opportunity)

*Other swag opportunities to be discussed/monetized as necessary.*



### PRE & POST TRAINING SESSIONS \$1,000–\$5,000+

If your organization provides training relevant to the tourism sector, please contact us to find out more about becoming an event sponsor through offering a pre or post training session for delegates.



### ENTERTAINMENT \$500–\$800

#### WELCOME RECEPTION MUSICAL GUESTS » \$800

(opportunity to speak before show, digital advertising opportunities, on site advertising opportunities)

#### NOTO “FUN”RAISER COCKTAIL BAND » \$500

(digital advertising opportunities, on site advertising opportunities)

#### NORTHERN ONTARIO TOURISM INDUSTRY GALA DINNER & AWARDS » \$5000

(digital advertising opportunities, on site advertising opportunities)

SPONSORSHIP LEVELS





## EXHIBITING IN THE NOTS INDUSTRY MARKETPLACE

**A display at the Northern Ontario Tourism Summit is the ideal place to:**



sell products



distribute samples



meet potential clients



promote your services or new products



meet with existing clients

Your display at the two-day NOTS Industry Marketplace puts you face to face with hundreds of industry delegates who come to NOTS to do business. Throughout the two day agenda, specific times will be dedicated to the exhibitors. Each coffee break and one lunch will be held in the tradeshow.





## TENTATIVE TIMES TO BE AWARE OF:

### TRADE SHOW SET-UP

TUESDAY NOV. 14, 2023

1:00pm – 7:00pm

### SHOW DAYS (Times subject to change depending on final agenda)

WEDNESDAY NOV. 15, 2023

10:30am – 11:00am

12:00pm – 1:30pm  
(walking lunch in exhibit hall)

2:40pm – 3:10pm

THURSDAY NOV. 16, 2023

10:15am – 10:45am

2:55pm – 3:10pm

### BREAKDOWN (Times subject to change depending on final agenda)

WEDNESDAY NOV. 15, 2023

3:30pm – 6:00pm

THURSDAY NOV. 16, 2023

7:00am – 10:00am





## EXHIBIT DISPLAY AREAS

### DISPLAY AREA PRICES:

	Tier I	Tier II	Regular Price
Payment	Paid by Aug 31, 2023	Paid by Sept 30, 2023	Paid after Sept 30, 2023
10' x 4' display area	\$350	\$400	\$500
Each additional 10' x 4' area	\$250	\$300	\$350

### DISPLAY AREAS INCLUDE:

	Tier I	Tier II	Regular Price
Free company listing in official program	✓	✓	✓
Free company listing on NOTS website	✓	✓	✓
One 6' draped table	✓	✓	✓
8' tall background drape	✓	✓	✓

\* **Note:** All display areas are 10' wide x 4' deep. These display areas are deep enough for table top displays only.





## DELEGATE SWAG BAGS

Include your promotional item in the highly anticipated official NOTS Swag Bag. Delivered directly into the hands of NOTS delegates, it's the fastest way to get the word out on your product or service. Plan ahead and create a lasting impression with samples, catalogues or promotional items that will make your business **stand out!**

This opportunity is **FREE** for Sponsors and companies registered for the NOTS.

Others who are interested can call **Laurie Marcil** at **705.499.7556** to discuss options and pricing.

**Suggested Quantity:** 400

**Maximum Size:** 12" x 14"

**Maximum Thickness:** 1/2"

\* **Please note:** Any material larger or thicker than these dimensions must be approved in advance.

For more information about any of these promotional opportunities, contact **Laurie Marcil** at:

**T:** 705.499.7556   **E:** laurie@noto.net

NORTHERN • ONTARIO  
**TOURISM  
SUMMIT**



**THANK YOU**



 705.575.9779

 [communications@destinationnorthernontario.ca](mailto:communications@destinationnorthernontario.ca)

 [northernontariotourismsummit.ca](http://northernontariotourismsummit.ca)



Ontario 

