



BINATIONAL  
TOURISM ALLIANCE

**Binational Tourism Summit 2009  
Sponsorship Benefit Package  
April 30 & May 1, 2009**

**EMBRACING OUR BORDERS:  
The Competitive Advantages  
of  
Cross-Border Tourism Destinations**



Dear Binational Partner:

We are pleased to provide you with our Sponsorship Benefit Package for the **2009 Binational Tourism Summit** and look forward to your participation in this signature event with a growing list of esteemed cross-border sponsors.

**The theme for the 2009 Summit is: “EMBRACING OUR BORDERS: The Competitive Advantages of Cross-Border Tourism Destinations” - learn what other cross-border tourism destinations are doing and how binational regions can take better advantage of our locations to compete globally through binational product and program development, new technology and innovative partnerships with travel trade and media.**

St. Catharines Ontario has been selected as the host city for 2009. This high-profile event is taking place from Thursday, April 30 to Friday, May 1 at the Quality Hotel Parkway Convention Centre, with easy access off of the Queen Elizabeth Highway in the Niagara Region. Over 300 U.S. and Canadian delegates from across North America, representing the Tourism, Hospitality, Cultural, Heritage, Economic Development, Government, Business, Media and Academic Sectors, will be in attendance.

This is the fourth annual Binational Summit presented by the Binational Tourism Alliance and our sponsors and partners. Last year's event took place at the Adam's Mark Hotel in downtown Buffalo, and over 275 delegates from the U.S. and Canada attended that very successful two-day event, which was covered by media from both sides of the border.

**Our 2008 Sponsors included: Ontario Ministry of Tourism, Niagara Fallsview Casino Resort, Deloitte Touche LLP, Osprey Media Group, Entercom Radio Buffalo, Jackson-Triggs Niagara Estate Winery, Niagara Airbus, Canadian Consulate General Buffalo, U.S. Consulate General Toronto, Niagara's Finest Inns, Inniskillin Wines and Buffalo Business First, several of whom have indicated their interest in continue sponsorship for the 2009 Summit.**

Invited guest speakers include Ontario Minister of Tourism Monique Smith, Commissioner of Economic Development for New York State Marisa Lago, Klara Glowczewska, Editor in Chief of Condé Naste Traveler, Congresswoman Louise Slaughter, Justice Minister and MPP Rob Nicholson, Celebrity Chefs Anna and Michael Olson, and Senior Consultants from Deloitte Touche to share the latest global trends in the tourism industry. Along with an array of plenary and break-out session panelists including representatives from other international cross-border regions, travel writers and travel trade organizations, culinary, sport and cultural tourism product development specialists and government leaders with updates on improvements at our border crossings and between trade partners, this year's program promises to be engaging and productive.

Summit Topics include:

- Successes From Other Cross-Border Tourism Destinations Across North America
- Understanding The Global Economy and Tourism Competitiveness
- Creating Profitable Binational Tourism Products and Services

**This year we will kick-off the Summit with the Binational Star Awards Luncheon and end the opening day with our Binational Cornucopia Food & Wine Event . Keynote speakers, plenary sessions and working breakouts will take place the afternoon of April 30 and the morning of May 1, with a wrap-up luncheon to close the 4th annual Summit. The Trade Show will run both days in order to maximize the exposure and business networking opportunities for our sponsors and delegates, while at the same time ensuring the inclusion of those delegates in all plenary and breakout sessions.**

This sponsorship package has been developed with an extensive range of partnership and participation levels to ensure that a wide array of binational business partners can take part in this important event in order to showcase their products and services in a variety of ways over the 2 day event.

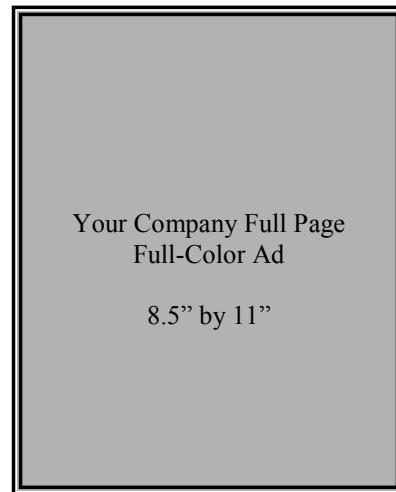
# PLATINUM PRESENTING SPONSOR

## \$25,000

*Exclusive recognition as the presenting sponsor of 2009 Summit in partnership with the Binational Tourism Alliance; your choice of sponsorship of any of the Keynote Speakers or Components of the 2009 Summit*

### CORPORATE RECOGNITION

- Your Company name and logo will appear on all signage and banners throughout the Summit as Presenting Sponsor 2009
- A full page full-color ad in the inside front cover of the 2009 Summit program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 12' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 8 Full Conference Program passes for Company Representatives
- 8 invitations for Company Guests to any of the components of the 2009 Summit
- The opportunity to provide opening and closing remarks at the start and finish of the Summit as well as introduce and thank the Keynote Speaker or open and close the Specific Program Component of your choice.



TO DISCUSS YOUR OPPORTUNITY FOR SPONSORSHIP CALL 888.849.5834  
THANK YOU IN ADVANCE FOR YOUR GENEROUS SUPPORT

**GOLD SPONSORS**  
**4 x \$10,000**

*Exclusive recognition as the sole sponsor of either the Binational Star Awards Luncheon or Binational Cornucopia Food & Wine Event Thursday April 30 or either of the Opening and Closing Keynote Speakers Friday, May 1*

**CORPORATE RECOGNITION**

- Your Company name and logo will appear on all signage and banners throughout the Summit as Gold Sponsor
- A 3/4 page full-color ad in the Summit Program
- Company and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 6' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 4 Full Conference Program passes for Company Representatives
- 4 invitations for Company Guests to the Binational Awards Luncheon, Binational Cornucopia Food & Wine and any of the Summit Sessions
- The opportunity to provide opening comments to delegates and to introduce and thank the Keynote Speaker sponsored

2009 BTA Summit  
EMBRACING OUR BORDERS: The Competitive Advantages of Cross-Border Tourism Destinations

LUNCHEON, CORNUCOPIA  
OR KEYNOTE SPEAKER  
BROUGHT TO YOU BY: ABC  
CO.

Your  
logo  
here

Event Segment or Keynote Speaker

Your Company 3/4 Page  
Full- Color Ad

8.5'' x 8.25''

**TO DISCUSS YOUR OPPORTUNITY FOR SPONSORSHIP CALL 888.849.5834  
THANK YOU IN ADVANCE FOR YOUR GENEROUS SUPPORT**

## SILVER SPONSORS

**4 x \$5000**

*Exclusive recognition as the sole sponsor of one of the following:*

*Summit Trade Show, Breakfast or Lunch Friday  
May 1, Summit Audio Visual Services*

### CORPORATE RECOGNITION

- Your Company name and logo will appear on all signage and banners throughout the Summit as Silver Sponsor
- A half page full-color ad in the 2009 Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- 6' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 2 Full Conference Program passes for Company Representatives
- 2 invitations for Company Guests to attend the Awards Luncheon or Binational Cornucopia Food & Wine Event
- The opportunity to provide opening comments during your sponsored session.

2009 BTA Summit EMBRACING OUR BORDERS: The Competitive Advantages of Cross-Border Tourism Destinations		
SUMMIT TRADE SHOW, BREAKFAST OR LUNCH FRIDAY MAY 1, AV SERVICES BROUGHT TO YOU BY: ABC CO.	Your logo here	Summit Trade Show, May 1 Breakfast or Lunch, Audio Visual Services

Your Company 1/2 Page Full-Color Ad  8.5" x 5.5"
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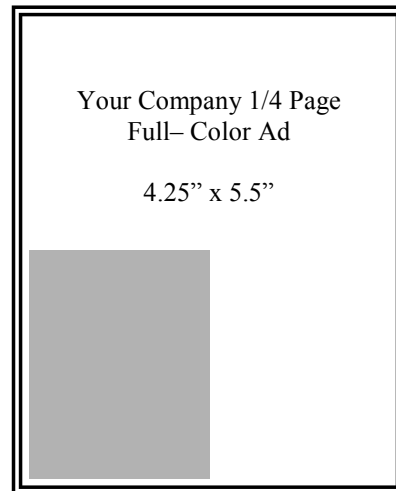
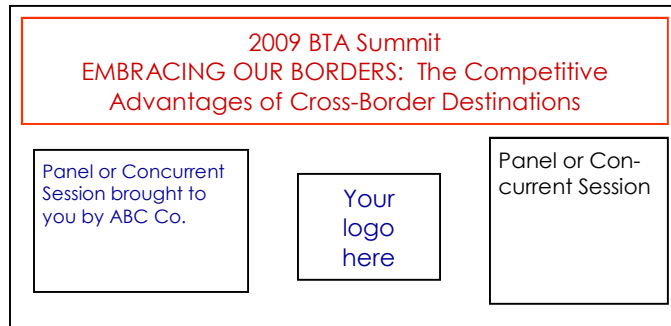
# BRONZE SPONSORS

## 6 X \$2500

*Exclusive recognition as the sponsor of  
Panel and Concurrent Sessions*

### CORPORATE RECOGNITION

- Your Company name and logo will appear on signage and banners throughout the Summit as Bronze Sponsor
- A 1/4 page full-color ad in the Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional materials
- 6' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 1 Full Conference Program pass for Company Representative
- 1 invitation for Company Guest to the Binational Awards Luncheon or Binational Cornucopia Food & Wine Event
- Verbal recognition for sponsorship of the Panel or Concurrent Session of your choice prior to that component and during the Summit program



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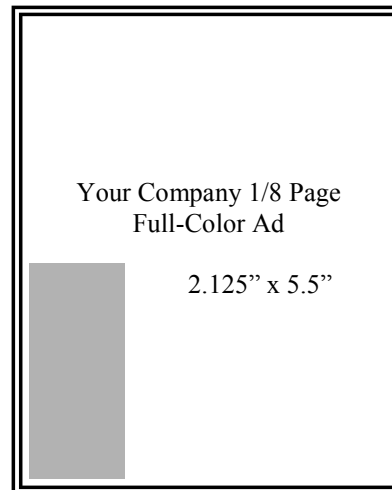
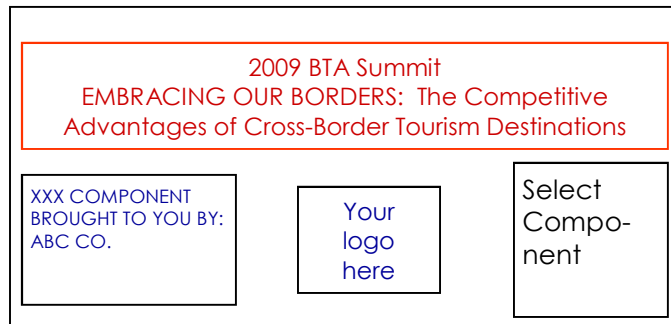
## PARTNERING SPONSORS

**10 X \$1000**

*Recognition as partnering sponsors of Daily Coffee Breaks, E-Telecasting, Pre and Post Summit and Spousal Tours, Summit Signage, Delegate Bags and Session Video Taping*

## CORPORATE RECOGNITION

- Your Company name and logo will appear on signage and banners throughout the Summit as Partnering Sponsor
- Your Company name and logo included on the selected component material
- A 1/8 page full-color ad in the Summit Program
- Company name and logo listed on our Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- The opportunity to insert promotional material in delegate conference bags
- Verbal recognition for sponsorship of the session of your choice prior to that component and during the Summit program
- Opportunity to distribute information about your company with the selected component



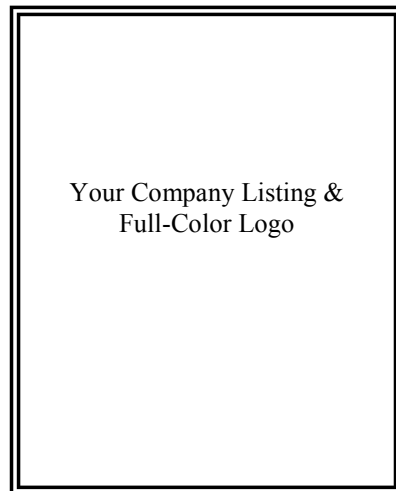
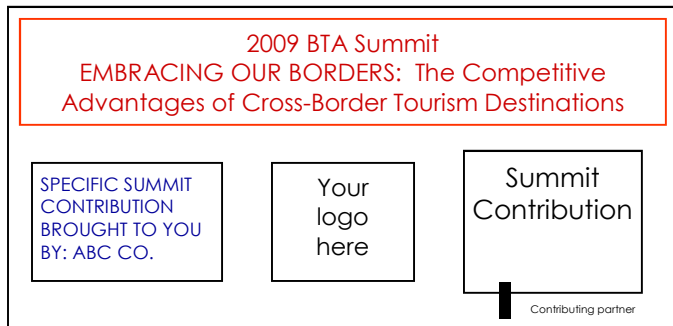
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## CONTRIBUTING SPONSORS 10 X \$500

Recognition as sponsor of one or more of the following:  
Summit Photography, Music, Entertainment, Decorations,  
Nametags, Volunteer Golfshirts, Print Materials, Program

### CORPORATE RECOGNITION

- Your Company name and logo will appear on signage and banners throughout the Summit as Contributing Sponsor
- Your Company name and logo on the selected component where possible (ie name badges, golf shirts, program, print materials)
- Your Company listing and full-color logo in the Summit Program
- Company name and logo listed on our Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- The opportunity to insert promotional material in delegate summit bags
- Verbal recognition for the Summit contribution made by your Company during the program



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## 2009 Summit Media Sponsors

Recognizing the tremendous support we've had from our Media partners over the past three Summits, and the importance of the contribution you provide, we are offering the following Media Sponsorships for your consideration:

### Platinum Sponsor \$20,000

- Your Company name and logo will appear on all signage and banners throughout the Summit as Presenting Sponsor 2009
- A full page full-color ad in the 2009 Summit program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 12' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 8 Full Conference Program passes for Company Representatives
- 8 invitations for Company Guests to any of the components of the 2009 Summit
- The opportunity to provide opening and closing remarks at the start and finish of the Summit as well as introduce and thank the Keynote Speaker or open and close the Specific Program Component of your choice.

### Silver Sponsor \$ 5,000

- Your Company name and logo will appear on all signage and banners throughout the Summit as Silver Sponsor of your selected Summit component
- A half page full-color ad in the 2009 Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional material
- 6' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 2 Full Conference Program passes for Company Representatives
- 2 invitations for Company Guests to attend the Awards Luncheon or Binational Cornucopia Food & Wine Event
- The opportunity to provide opening comments during your sponsored session.

### Gold Sponsor \$10,000

- Your Company name and logo will appear on all signage and banners throughout the Summit as Gold Sponsor
- A 3/4 page full-color ad in the Summit Program
- Company and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print, radio and promotional materials
- 6' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 4 Full Conference Program passes for Company Representatives
- 4 invitations for Company Guests to the Binational Awards Luncheon, Binational Cornucopia Food & Wine and any of the Summit Sessions
- The opportunity to provide opening comments to delegates and to introduce and thank the

### Bronze Sponsor \$ 2,500

- Your Company name and logo will appear on signage and banners throughout the Summit as Bronze Sponsor of your selected Summit component
- A 1/4 page full-color ad in the Summit Program
- Company name and logo listed on BTA website Home Page and Summit website Sponsor Page
- Your Company information and logo will be included in all print and promotional materials
- 6' Trade Show table with electricity will be available to promote your Company
- The opportunity to insert promotional material in delegate conference bags
- 1 Full Conference Program pass for Company Representative
- 1 invitation for Company Guest to the Binational Awards Luncheon or Binational Cornucopia Food & Wine Event
- Verbal recognition for sponsorship of the Panel or Concurrent Session of your choice prior to that component and during the Summit program

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