



Partnership Opportunities

To book an opportunity, please contact our Events Team at
events@hotelassociation.ca



2025 HAC Conference at a Glance

HAC's National Conference is coming to Ottawa **June 16-17** at the **Westin Ottawa!** This top-tier event is your opportunity to connect with industry leaders, explore innovative solutions, and shape the future of Canada's hospitality sector.

From innovative keynotes to fresh networking opportunities, it's where hospitality leaders connect—and where your brand can make an impact.



350+ Delegates including Ownership Companies, Brand Executives, and General Managers from across Canada (and beyond)



40 Exhibitors from across the hospitality sector, including new technology, hotel suppliers and solutions, sustainability, media, and brands

Feedback from 2024

“ The HAC Conference was **exceptionally well-organized**, and I had a fantastic time throughout the event. As a first-time attendee, I was thoroughly **impressed** and am eagerly looking forward to next year's conference.”

“ It was probably one of the **best conferences** I have attended in years ... I have been to 100's of conferences / industry events ... **this was a great one!**”

LEADERSHIP CIRCLE

\$25,000

Make a statement with top-tier partnership opportunities that amplify your voice and unique message. Speak with us about your priorities and we'll help you find the right fit!

Choose **one**:

- » **Keynote** (2 available), includes a 2-3 minute introduction or video **SOLD OUT!**
- » **Welcome Reception** for all delegates (1 available), includes your signature cocktail and brand assets
- » **Networking Lunch** (1 available), includes opportunity for 2-3 minute remarks or video

or

- » **Professional Headshot Lounge**: Branded headshot photography booth located adjacent to exhibit space. Opportunity to send out custom message with final headshots.

or

- » **Sustainability**: Recognition for supporting a carbon neutral event **SOLD OUT!**
space
- » ~~Branded water stations~~
- » ~~Optional – featured water bottles (plus the cost of goods)~~
- » ~~Opportunity to provide a 2-3 minute video about your organization's commitment/leadership in sustainability that will be shown during plenary programming.~~

ADDITIONAL BENEFITS

- | | |
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| <ul style="list-style-type: none">» Pre-conference delegate list in Excel» Post-conference delegate list in Excel» Highest level of logo visibility (Event Website, Industry Trade Publications, On-site Signage, Program Guide, Conference Eblasts)» Branded custom message to attendees via mobile app*» Banner ad on mobile app*» Banner ad in conference eblasts – 600 x 400 pixels* | <ul style="list-style-type: none">» 1 x targeted social media post (LinkedIn/Instagram)*» VIP reserved seating in plenary sessions» Verbal acknowledgment from emcee during opening remarks» 4 x conference registrations, including welcome reception (with partner ribbons)» Exhibit space in premier location consisting of:<ul style="list-style-type: none">» Tabletop display with 1 x 6 ft table and 1 chair (24 sq ft). Electrical not incl. |
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INDUSTRY CHAMPION

\$17,500

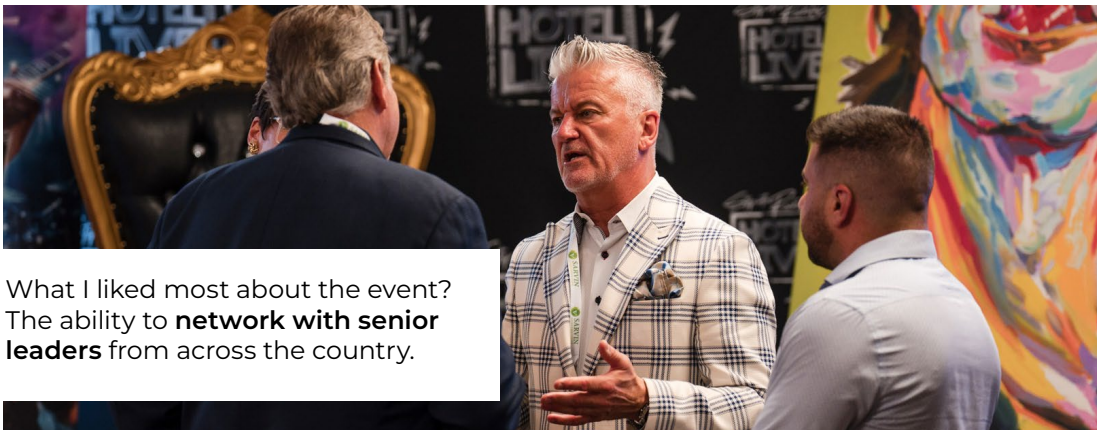
Elevate your profile and make meaningful connections with delegates. Speak with us about your priorities and we'll help you find the right fit!

Choose **one**:

- » **Concurrent Session** with a 2-3 minute introduction, plus featured logo
- » **Learning Tour or Workshop** with a 2-3 minute introduction (choice of 3)

ADDITIONAL BENEFITS

- » Pre-conference delegate list in Excel
- » Post-conference delegate list in Excel
- » Logo visibility (Event Website, Industry Trade Publications, On-site Signage, Program Guide, Conference Eblasts)
- » Logo on mobile app partnership tab
- » Branded custom message to attendees via new mobile app*
- » 1 x targeted social media post (LinkedIn/Instagram)*
- » Verbal acknowledgment from emcee
- » Opportunity to provide remarks at podium/ introduce speaker or panel
- » 3 x conference registrations, including welcome reception (with partner ribbons)
- » Exhibit space in high traffic area consisting of:
 - » Tabletop display with 1 x 6 ft table and 1 chair (24 sq ft). Electrical not incl.



“ What I liked most about the event? The ability to **network with senior leaders** from across the country.

EXECUTIVE PARTNER

\$7,000

Stand out and get noticed with our Executive Partner opportunities, which include exclusive branding/marketing benefits, ask us for details!

Choose **one**:

- » **Breakfast** (1 available) **SOLD OUT!**
- » **AM Break** (1 available)
- » **PM Break** (1 available)
- » **Wifi** (1 available)
- » **Registration Desk** (1 available)
- » ~~Lanyards & Badges (plus the cost of goods)~~ (1 available) **SOLD OUT!**
- » **Branded Bag (plus cost of goods)** (1 available)
- » **Phone charging station** (1 available)
- » **Relaxation/quiet room**

ADDITIONAL BENEFITS

- » Post-conference delegate list in Excel
- » Logo visibility (Event Website, Industry Trade Publications, On-site Signage, Program Guide, Conference Eblasts)
- » Logo on mobile app partnership tab
- » 1 x conference registration, including welcome reception (with partner ribbon)

ADD-ON OPTION: TRADE SHOW EXHIBIT SPACE \$5,000

- » Exhibit space consisting of: Tabletop display with 1 x 6 ft table and 1 chair (24 sq ft). Electrical not incl.
- » Logo on mobile app exhibitor tab
- » **NEW:** Inclusion in the trade show passport program
- » 1 additional conference registration, including welcome reception (with partner ribbon)



TRADE SHOW/ EXHIBITOR PARTNER

\$7,000

- » **Exhibit space** consisting of:
 - » Tabletop display with 1 x 6 ft table and 1 chair (24 sq ft).
Electrical not incl.
 - » **2 x conference registrations**, including welcome reception
(with partner ribbon)

ADDITIONAL BENEFITS

- | | |
|---|--|
| <ul style="list-style-type: none">» Post-conference delegate list in Excel» Logo visibility (Event Website, Industry Trade Publications, On-site Signage, Program Guide, Conference Eblasts) | <ul style="list-style-type: none">» Logo on mobile app partnership and exhibitor tabs» NEW: Inclusion in the trade show passport program |
|---|--|

Interested?

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