



Tourism Kelowna's 2025 M&C Program is designed to drive sustainable growth of the region as a premier event destination while supporting program partners in achieving economic success. The program aligns with Tourism Kelowna's four strategic pillars: seasonality, destination management, internal excellence, and external engagement.

The organization's Business Development team plays a crucial role in supporting these objectives by implementing proactive sales strategies that leverage Kelowna's key economic sectors, as highlighted in the OKGo campaign, while building awareness in key emerging markets. The program emphasizes the importance of meetings and conferences beyond economic activity, positioning them as catalysts for long-term growth, investment, talent attraction, and innovation in the region.

By focusing on these strategies, Tourism Kelowna aims to connect with new audiences, inspire planners, and enhance the sales efforts of its partners, ensuring both short-term and long-term success for the Central Okanagan.

Business Name	<input type="text"/>	Contact	<input type="text"/>
Address	<input type="text"/>	Tel	<input type="text"/>
City/Prov	<input type="text"/>	Email	<input type="text"/>
Postal Code	<input type="text"/>		

Program Fees

Basic Program

- \$800
- Customized flat sheet for use at sales calls and functions.
- Website listing on tourismkelowna.com/meetings-groups
- Customized Partner Portal coaching and asset review.
- Inclusion in Tourism Kelowna's #exploreKelowna blog (one business mention with contact information).
- Invitation to educational workshops, presentations, and industry familiarization tours, and an annual networking event.

Cost-Shared Tradeshows*

- \$1,500 CSAE Tête-à-Tête | February 26, 2025 | Ottawa, ON | csaeteteatete.ca
- \$1,500 Canadian Meetings + Events Expo (CMEE) | August 12 & 13, 2025 | Toronto, ON | cmeexpo.ca

Cost-Shared Sales Events**

- \$1,000 Vancouver Sales Event (week of April 28-May 1)
- \$1,000 Toronto Sales Event (week of May 12)
- \$1,000 Edmonton Sales Event (week of November 3-7)
- \$1,000 Seattle Sales Event (week of April 28- May 1)
- \$1,000 Montreal Sales Event (week of October 1)

*Basic Program required for participation.

**Additional cost-shared events may be added throughout the year; we will communicate opportunities as they become available.

Payment

Amount Owed: Fee(s) x 5% GST 1.05 =

Payment Method: Cheque Etransfer (send payment to accounting@tourismkelowna.com. Answer: Kelowna)

Credit Card: Name on Card Card No.
 Expiry Month Expiry Year CSV

Terms and Conditions

Payment is due at time of booking. Participation is subject to approval. No refunds will be issued after commitment.

I agree to these terms and conditions.

Date Signature

Please indicate your participation by December 13, 2024.
 Please contact Julia Garner: julia@tourismkelowna.com or 250-300-0633 for more info.