



Photo Credit: Sherpa Events & Meg Creative

Tourism Kelowna’s 2026 Meeting Spots Program (formerly referred to as the Meeting and Conference Program) connects our region’s meeting and conference partners with qualified planners through strategic sales initiatives, destination marketing, and relationship-driven opportunities. As a program partner, you’ll benefit from Tourism Kelowna’s national and international network, expertise in market development, and our commitment to driving measurable results for your business.

The program aligns with Tourism Kelowna’s four strategic pillars—seasonality, destination management, internal excellence, and external engagement—while advancing the economic success of our members through meaningful business event development.

**Why Partner with Tourism Kelowna?**

- Proven expertise in attracting high-value meetings and conferences.
- Access to national and international planners through national and provincial partnerships.
- Insightful industry data and customized coaching through the Partner Portal.
- Demonstrated ROI—driving millions in economic impact annually for our program partners.
- Benefit from Tourism Kelowna’s business event marketing and advertising campaigns, which drive qualified planner traffic to [tourismkelowna.com/meetings-groups](http://tourismkelowna.com/meetings-groups)—featuring all participating partners for increased collective visibility and exposure.

**Partnership Options**

Select the partnership option that best aligns with your business goals. Preferred Member pricing is available to Tourism Kelowna Base Program Members and advertising pricing (which incurs a 25% surcharge) is available for Tourism Kelowna Base Program advertisers.

*\*All fees subject to GST*

Partner Plus \$900 Members   \$1,125 Advertisers	Partner \$300 Members   \$375 Advertisers
Customized flat sheet for use at sales calls and functions	Profile in destination bid packages (where appropriate)
Customized profile in destination bid packages where appropriate	Website listing on <a href="http://tourismkelowna.com/meetings-groups">tourismkelowna.com/meetings-groups</a>
Website listing on <a href="http://tourismkelowna.com/meetings-groups">tourismkelowna.com/meetings-groups</a>	Eligibility for cost-shared marketing opportunities
Inclusion in site visits and FAM tours (where appropriate)	
Access to Meeting Spots dashboards and insights	
Partner Portal coaching and asset review	
Inclusion in #exploreKelowna blog (one mention with contact info)	
Invitation to workshops, presentations, and networking events	
Eligibility for cost-shared trade shows, sales events, and marketing opportunities	

**Cost-Shared Opportunities**

Tourism Kelowna’s cost-shared opportunities provide direct access to meeting planners and decision-makers. Partner Plus is required for trade shows and sales events.

**Trade Shows:**

- CSAE Tête-à-Tête  
*February 25, 2026 | Ottawa, ON – \$1,650*
- Canadian Meetings + Events Expo (CMEE)  
*August 11–12, 2026 | Toronto, ON – \$1,650*

**Sales Events:**

- Vancouver Sales Event  
*Week of April 20, 2026 – \$1,000*
- Toronto Sales Event  
*Week of May 4, 2026 – \$1,000*
- Ottawa Sales Event  
*Week of September 14, 2026 – \$1,000*

**Marketing Opportunities:**

- Ignite Destination Lure Guide  
*Starting at \$3,000 (advertising confirmed directly with Ignite)*





### Other Industry Events & Conferences

If you're planning to attend any of the additional industry events listed, we'd love to know! Sharing your participation helps us align efforts, coordinate networking, and amplify Kelowna's presence on the show floor.

*\*Registration for these events should be completed directly with the event organizers.*

- SITE Exchange  
*January 6-9, 2026 | Mt. Tremblant, QC*
- Cascadia Educational Conference  
*February 9-11, 2026 | Suncoast Resort, WA*
- Venue Series  
*Multiple cities (March-September 2026)*
- IMEX America (with Destination Canada)  
*October 12 - 15, 2026*
- Incentive Canada (with Destination Canada)  
*March 9 - 11, 2026*
- PCMA Fall Networking Event | Montreal  
*Date TBD*
- PCMA Canadian Innovation Conference  
*Location and Date TBD*

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ Tel: \_\_\_\_\_  
 City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Email: \_\_\_\_\_

### Terms and Conditions

- Upon receipt of the signed agreement, an invoice will be issued and can be paid through our secure online platform.
- All program fees are non-refundable should a partner choose to withdraw or cancel their participation after submitting this agreement.
- In the event of unforeseen circumstances where Tourism Kelowna must cancel or postpone an event, trade-show, or marketing initiative, a credit will be issued for use toward future programming opportunities of equal value. No refunds will be provided under any circumstances.
- If artwork is not supplied display-ready (where applicable), additional charges may apply.
- Tourism Kelowna reserves the right to approve or decline advertising placements.
- By signing, you acknowledge and agree to these terms and conditions.

**Check the box next to your program option choices** *(All fees are subject to GST):*

Partnership Options	Cost-Shared Trade Shows	Sales Events
Partner Plus Member <b>\$900</b>	CSAE Tête-à-Tête   February 25, 2026   Ottawa, ON <b>\$1,650</b>	Vancouver Sales Event <b>\$1,000</b>
Partner Plus Advertiser <b>\$1,125</b>	Canadian Meetings + Events Expo (CMEE)   August 11-12, 2026   Toronto, ON <b>\$1,650</b>	Toronto Sales Event <b>\$1,000</b>
Partner Member <b>\$300</b>		Ottawa Sales Event <b>\$1,000</b>
Partner Advertiser <b>\$375</b>		

**Marketing Opportunities Expression of Interest** - *Tourism Kelowna will have Ignite follow up with you directly to confirm your placement.*

Ignite Destination Lure Guide – starting at \$3,000 (advertising confirmed directly with Ignite)	<b>I am interested</b>
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**Total Cost Selected:**  
\_\_\_\_\_

Authorized Representative: \_\_\_\_\_ Title: \_\_\_\_\_  
 Signature (digital): \_\_\_\_\_ Signature (by hand): \_\_\_\_\_ Date: \_\_\_\_\_