

More than 4 million visitors spend over \$1B a year in Calgary.

Are You Getting Your Share?

Join us for the First Annual



White Hat Marketplace

presented by **White Hat** Hospitality and **Tourism Calgary**

Your Opportunity to:

Build Mutually Beneficial Business Relationships

Package Product for Tourists

Meet Potential Sponsors

Corinne Wilkinson of **White Hat** Hospitality, in partnership with **Tourism Calgary**, is pleased to conduct Calgary and area's First Annual Tourism Marketplace – **White Hat** Marketplace.

White Hat Marketplace brings together tourism industry suppliers such as hotels and transportation services with Calgary's dynamic attractions, festivals, arts and cultural champions, neighborhoods and communities who all entice tourists to Calgary.

Purpose: Meet face-to-face in a formalized environment that promotes business exchange, networking, and the opportunity for future discussion to form mutually beneficial business relationships.

Goal: Grow sales (and attendance at events) through the lucrative tourism market.

Why to attend: By forming new business relationships, exploring sponsorship opportunities, and building enticing visitor packages that attract tourists to Calgary, we grow the tourism industry together and enhance the overall economic impact. But to accomplish this, it is imperative to meet each other and establish a contact for future discussions to occur.

Who Should Attend: Businesses and organizations that want to grow their sales and attendance through tourism. Attendees will include directors of sales, marketing and sales staff and representatives, festival and arts producers, and those who are responsible for the marketing efforts of your organization. Participants must have the ability to conduct marketing business and commit to future business partner discussions as well as offer product that is of interest to tourists.

White Hat Hospitality specializes in grassroots tourism marketing. Our passion is helping businesses and organizations meet, with the common goal of growing their tourism sales. *(con't)*

Format:

- 12:30 pm Check-In and Review of Marketplace Seating
- 1:00 pm Introductions and Important Announcements
- 1:30 – 3:00 pm Tourism “product” (ie festivals, attractions, BRZs) are seated at the marketplace while accommodation and transportation stakeholders move to partners of interest to exchange business cards and explore future meetings.
- 3:00 – 3:30 pm Break
- 3:30 – 5:00 pm Accommodation and transportation partners are seated at the marketplace while tourism product partners move to stakeholders of interest to exchange business cards and explore future meetings.
- 5:30 – 7:30 pm Tourism Calgary has generously invited all attendees to its Annual Open House immediately following the marketplace such that discussions and networking may continue beyond the formal appointments. Please note: the Open House is restricted to marketplace attendees only. Each registered participant will receive the formal invitation at check-in which is non-transferable and for one person only.

Marketplace appointments are 10 minutes in length in a “speed-dating” fashion. While there are no pre-scheduled appointments, time will be regulated such that fair opportunity exists to meet as many potential partners as possible with the intent that future discussions occur beyond the marketplace afternoon. The seating switches to help ensure maximum opportunity for product and accommodation/transportation partners to meet.

A list of all attendees and a floor map will be provided in the event check-in package. An updated attendance list will be emailed to confirmed participants before January 25 in order to prioritize whom you want to connect with.

What to Bring: A good supply of business cards is critical. Feel free to also bring promotional print material of your product or service, photographs, or other materials conducive to sharing with your appointment across a table in ten minutes. PLEASE NOTE: Electrical power is NOT supplied, so if you are bringing a laptop, iPad, or alternate devices, please ensure they are fully charged before arriving.

- Date:** Wednesday, January 25, 2012
- Time:** White **Hat** Marketplace 12:30 pm – 5:00 pm
Tourism Calgary Annual Open House 5:30 pm – 7:30 pm
- Location:** Hyatt Regency Calgary
700 Centre Street SE
- Cost:** \$69 per person + GST
(Invoice will be emailed for payment due prior to January 25)
- RSVP:** Contact for further details and to register:
Corinne Wilkinson, Sheriff
White **Hat** Hospitality
Corinne@white**hat**hospitality.com
403.984.3321

Sponsorship Opportunities: A number of sponsorship opportunities exist for business services and partners who would like to display materials during the check-in and coffee break sessions and to participate with one table in the marketplace. Services and products must be relevant to the goal of marketing Calgary as a destination to tourists. Please contact Corinne Wilkinson for more information (contact info as above).

White **Hat** Marketplace is proud to have the support and participation of the following partners:

