



Partnership Opportunities

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



2026 HAC Conference at a Glance

HAC's National Conference is coming to **Toronto March 4 and 5** at the **Delta Hotels Toronto Airport & Convention Centre!**

Kick off your event season at Canada's premier hotel conference—where industry leaders converge and your brand takes centre stage.

From visionary keynotes to high-energy networking, this is the pulse point of Canada's hospitality sector. It's not just where the conversation happens—it's where your impact begins.



Feedback from Conference Exhibitors

“ 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.

Choose **one**:

- » **Keynote/Plenary** (2 available), includes a 2-3 minute video played before the session
- » **Welcome Reception** for all delegates (1 available), includes your signature cocktail and brand assets, plus a 2-3 minute video played during opening remarks on March 5th
- » **Networking Lunch** (1 available), includes opportunity for a 2-3 minute 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 space and branded water stations, plus a 2-3 minute video about your organization's commitment/leadership in sustainability.

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*» 1 x targeted social media post (LinkedIn/Instagram)* | <ul style="list-style-type: none">» VIP reserved seating in plenary sessions» Verbal acknowledgment from emcee during opening remarks» One branded slide to be played in partner acknowledgement carousel during lunch» 2 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.

Choose **one**:

- » **Morning & Afternoon Nutrition Breaks** (1 available)
- » **Bon Voyage Reception** (1 available), including to-go snacks with your branding

ADDITIONAL BENEFITS

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|--|---|
| <ul style="list-style-type: none">» 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* | <ul style="list-style-type: none">» 1 x targeted social media post (LinkedIn/Instagram)*» Verbal acknowledgment from emcee» 2 x conference registrations, including welcome reception (with partner ribbons)» Exhibit space in high traffic area 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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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)
- » **Wifi** (1 available)
- » **Registration Desk** (1 available)
- » **Lanyards & Badges** (plus the cost of goods) (1 available)

ADDITIONAL BENEFITS

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| <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 tab» 1 x conference registration, including welcome reception (with partner ribbon) |
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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
- » 1 additional conference registration, including welcome reception (with partner ribbon)



TRADE SHOW/ EXHIBITOR PARTNER

\$5,000 Affiliate Member

\$7,500 Non-Member

- » **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» Social media recognition |
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Not a Member?

Join Canada's network of hoteliers and hotel suppliers. Access exclusive content, research, and events to grow your business: [Hotelassociation.ca/membership](https://hotelassociation.ca/membership)

Interested?

To discuss your unique Partnership opportunity, please reach out to our **Events Team** at events@hotelassociation.ca.