

2024 BIA Conference

presented by Tourism Mississauga



TRADE SHOW PACKAGE

92 Lakeshore Road East, Mississauga, ON L5G 4S2
Tel: 905-271-7222 | obiaa.com | events@obiaa.com



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BIA Conference Overview

The BIA Conference is an annual training opportunity available to BIA management, with keynote speakers, leadership training, and endless opportunities for professional development, networking, and growth.

An anticipated attendance of more than 200 delegates and 30-plus exhibitors from across North America will provide an excellent networking and educational forum for everyone involved in this Conference. We look forward to being together again!



Our BIA Conference is a unique opportunity for our Sponsors and Partners to position themselves as supporters of BIA's and industry leaders.



The Benefits to You

Our BIAs are mandated to invest in and improve the public realm, and through their events bring the whole community together. With that, our BIAs count on suppliers, like you, to provide your products and services while they serve our local communities.

Join 250+ delegates and Trade Show Partners in this annual opportunity to share best practices, bring awareness to your brand, network and learn from subject matter experts.



AS A PARTNER, WE LOOK FORWARD TO HELPING YOU:

1

Boost Your Brand Awareness

The BIA Conference is the key time in the year that businesses, such as yours, get an opportunity to be in front of our delegates. Having your brand, message, products and services displayed to our delegates in-person and online can help you capture new leads and accelerate results.

2

Share Your Story With Your Ideal Audience

You have a story to tell and the best way to connect with your target audience is to share your story and the meaningful work that you are doing.

3

Give Back To The Community

As a not-for-profit, OBIAA's mission is to serve and support our Members and communities through guiding BIAs to increase their effectiveness, contribution to the economic, cultural and social well-being of our communities.

As a sponsor, you are partnering with us to help further this mission!

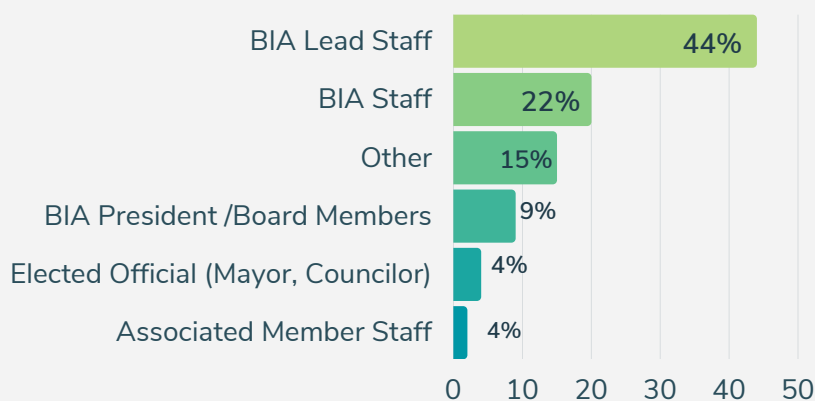
Audience & Target Markets

OUR DELEGATES



Our delegates represent BIA Staff, Directors, Presidents and/or Board Members. Our member BIAs are comprised of all sizes. From less than 100 members to those with over 500 members. With budgets ranging from less than \$20k to those with budgets of over \$1M. Our audience also includes BIA Boards of Management, Municipal Staff, Event Coordinators, and BIA Committee Chairs and Government Partners.

This chart displays the top positions delegate's hold within their organizations represented at The 2023 BIA Conference.

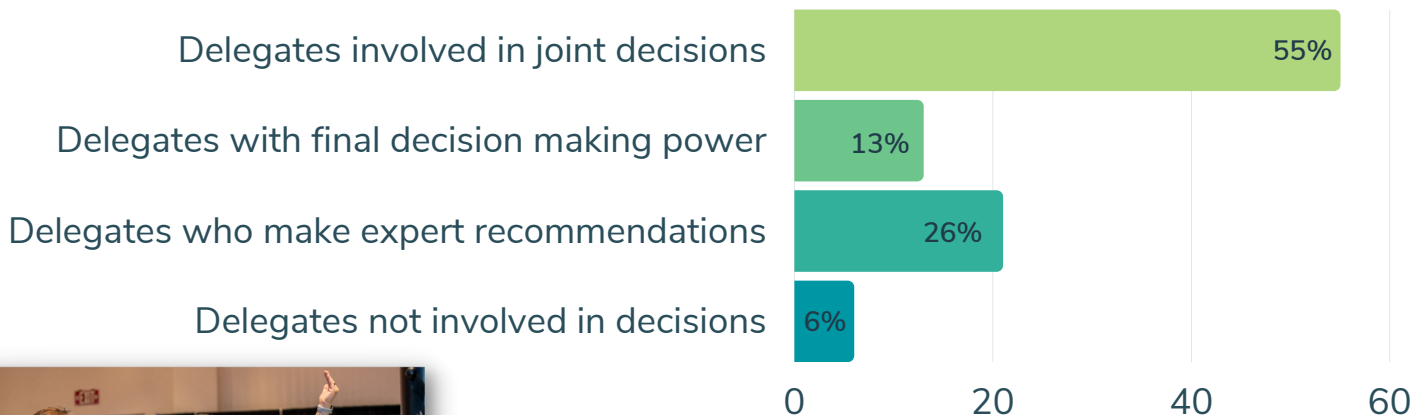


OBIAA and our Members represent the furthest reach across the entire province of Ontario. We are happy to have supporters out of province as well.

RESIDENCE	PERCENTAGE
Toronto/GTA	26%
Hamilton, Halton and Brant	11%
Southwest Ontario	11%
Huron, Perth, Waterloo and Wellington	10%
Northeastern Ontario	7%
Bruce Peninsula, Southern Georgian Bay and Lake Simcoe	7%
Niagara Region	5%
York, Durham and Headwaters	5%
Ottawa Region	4%
South Eastern Ontario	3%
Kawartha Northumberland	3%
Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound	2%
Northwest Ontario	2%
Haliburton Highlands to the Ottawa Valley	2%
Provinces other than Ontario	2%
Outside of Canada	2%

DELEGATES WITH DECISION MAKING POWER WITHIN THEIR ORGANIZATIONS

As represented at the 2023 BIA Conference



2024 BIA Conference Details

BIAs: The Evolving Champions

DATES:



Sunday, April 28 to Wednesday, May 1, 2024

Trade Show Dates: Sunday, April 28 - Tuesday, April 30

Trade Show Setup, Social Events and our Sunday Dinner Event take place on April 28, 2024

LOCATION:



Hilton Mississauga/Meadowvale

6750 Mississauga Road,
Mississauga, ON, L5N 2L3

[VISIT OUR
CONFERENCE
WEBSITE HERE](#)



ACCOMMODATIONS:

Hilton Mississauga/Meadowvale

6750 Mississauga Road,
Mississauga, ON, L5N 2L3

Book before March 28, 2024. (Cut off for group)
Availability: Rooms are available on a first-come, first-served basis.

Guest rooms: \$189.00 - \$209.00 on Group Booking Only
Book your accommodations using the link below

[CLICK HERE TO
RESERVE YOUR ROOM TODAY](#)

Trade Show Benefits

2024 BIA CONFERENCE - MISSISSAUGA, ONTARIO

April 28 to May 1, 2024

TRADE SHOW BOOTHS

We currently have only in-person Trade Show Opportunities available

STANDARD + HST & FEES

\$1,850-\$2,000 CAD

- ☐ One (1) Full Trade Show Registration (one exhibitor) and either an 8x10 booth in ballroom foyer (\$1,850) or a 10x10 booth in ballroom foyer (\$2,000)
- ☐ Designated and scheduled time with delegates
- ☐ Access to the Delegate Contact Email List & Supplier Catalogue Listing
- ☐ Exposure to 200+ delegates over a 3-day period, in person
- ☐ Includes Meals for one exhibitor per day: Breakfast, Lunch & Snacks for Monday & Tuesday

PREMIUM \$2,150 CAD

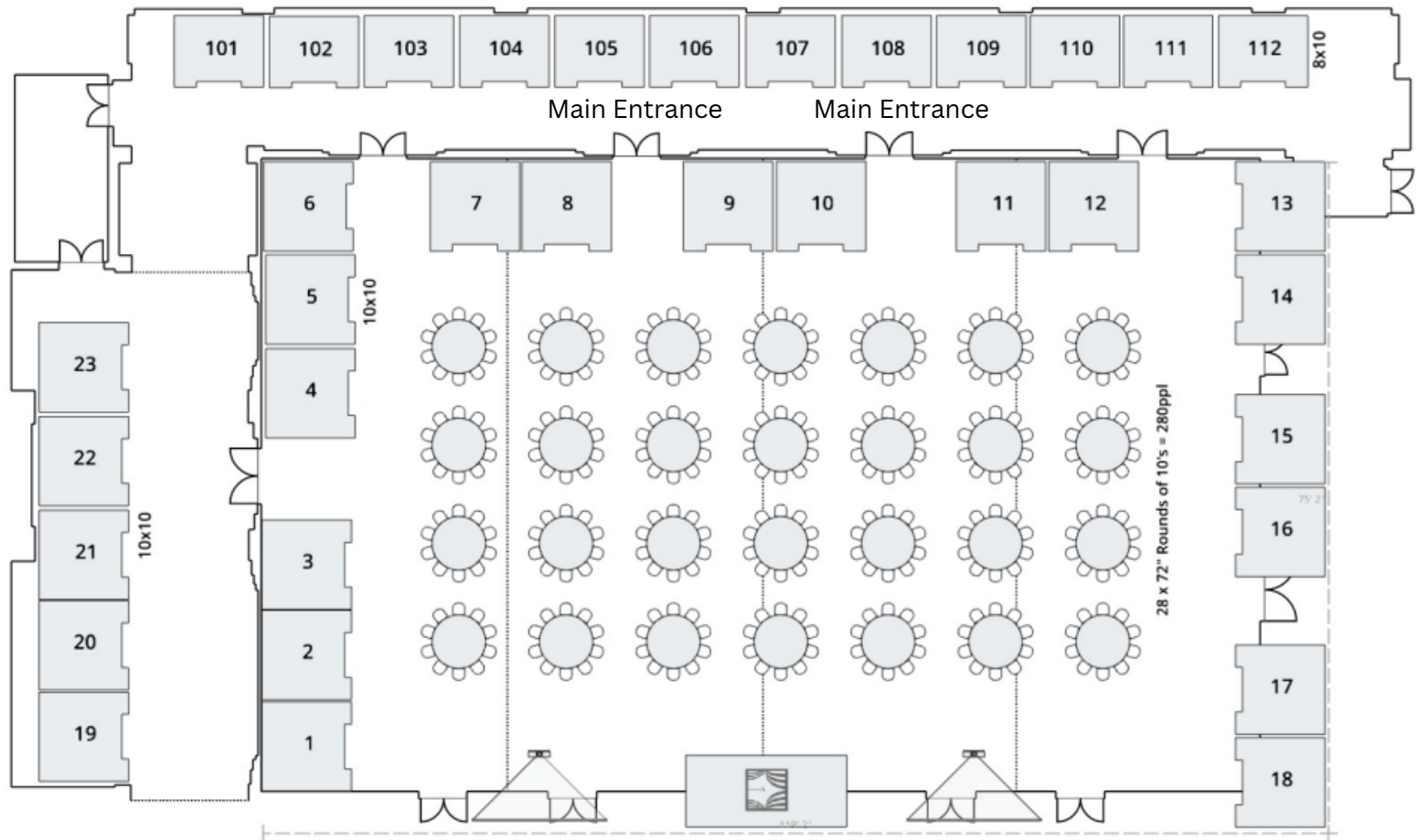
+ HST & FEES

- ☐ One (1) Full Trade Show Registration (one exhibitor) and Standard 10x10 Booth in the Main Ballroom
- ☐ Designated and scheduled time with delegates
- ☐ Access to the Delegate Contact Email List & Supplier Catalogue Listing
- ☐ Exposure to 200+ delegates over a 3-day period, in person
- ☐ Includes Meals for one exhibitor per day: Breakfast, Lunch & Snacks for Monday & Tuesday

- All Trade Show Partners will be listed on our Conference website under our [Supplier Catalogue](#), Conference [Trade Show page](#) and in the printed conference program
- You will be provided with access to the Delegate Contact List of Conference attendees who have opted in to communications, upon request, post-conference
- Our Trade Show Registration does not include the Awards Gala Banquet on April 29, 2024. Tickets to the Gala can be purchased separately
- Additional Exhibitors can be added at an additional cost of \$400 per person
- Accommodations are not included with any of our Trade Show Packages
- There will be additional tours and off-sight meal options, to be determined. All Exhibitors will be offered the opportunity to attend at an additional cost
- As a Trade Show exhibitor, you are given the opportunity to talk directly with the delegates and offer your services within established boundaries. We strongly discourage exhibitors from attending as delegates and encourage you to join our Trade Show

2024 BIA Conference Floor Plan

Hilton Mississauga/Meadowvale



- Premium 10'x10' Booths, in Ballroom: #1-18
- Standard 10'x10' Booths, in Foyer: # 19-23
- Standard 8'x10' Booths, in Foyer: #101-112

DIGITAL MARKETING

RESPONSIVE E-MARKETING

Reach over 600 BIA contacts across Ontario

- | | | |
|---|---------|--------------|
| • One week (2 newsletters) | \$250 | |
| • One month (8 newsletters) | \$800 | SAVE \$200 |
| • Six months (48 newsletters) | \$4,200 | SAVE \$1,800 |
| • Stand-alone feature to 600+ BIA decision makers | \$2,000 | |

OBIAA WEBSITE

- | | |
|--|----------|
| • Online 'Supplier Directory' listing | \$500/yr |
| • Included with paid Trade Show Registration | FREE |

SOCIAL MEDIA

Exposure over 100,000 businesses and BIAs across Ontario

- | | |
|--|-----|
| • Collaborative post | TBD |
| • Highlighted story (restrictions apply - contact for details) | TBD |

ANNUAL OBIAA CONFERENCE

DELEGATE PROGRAM

Full Colour Printed & Website

- | | |
|------------------------------|--------|
| • Quarter Page | \$250 |
| • Half Page | \$400 |
| • Full Page | \$600 |
| • Inside Front / Inside Back | \$800 |
| • Back Page | \$2000 |

ANNUAL OBIAA CONFERENCE TRADESHOW

Full Colour Printed & Website

- | | |
|--|--------|
| • Standard Registration | \$2000 |
| ◦ Includes full conference registration and standard 10 X 10 booth | |
| ◦ Designated and schedule time with delegate | |
| ◦ One (1) exhibitor per booth | |
| ◦ (includes meals for one exhibit per day: Breakfast, Lunch & Snacks for Monday & Tuesday) | |
| • More options available here or contact for details | |

SPONSORSHIP

Annual conference, awards and professional development day partnership opportunities.
Contact for rates.

What The BIA Conference Means To Our Delegates

For our Members, attending the BIA Conference means stepping away from the busy-ness of their communities to connect with other Members and Leaders in Ontario to learn and network. It means connecting with suppliers, recharging and returning to their communities ready to make an impact.



Great speakers, valuable networking, great exhibitors, nice location!



A good mix of breakouts and master sessions, with lots of opportunities for networking and meeting trade show delegates. Excellent conference facility, fantastic meals and great service throughout the conference.



I was blown away by the conference. Incredibly helpful, motivating and inspiring. I left fired up, with a new-found passion for my role. Thank you!



Great speakers and even better networking opportunities!



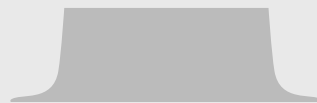
There are just SO MANY great speakers at conference that you can't fit it all in. A fantastic problem to have!! Well done committee... my deputy mayor said of all the conferences he attends, this one is THE BEST! So kudos to you :) We thought the whole conference was terrific!

Ready to get started?

Contact us to become a Partner today!

Email events@obiaa.com

We are happy to discuss a unique offering to suit your specific needs!.



[GET IN TOUCH OR REGISTER TODAY!](#)

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