

2024 Delegate Information Package



BIA_s The EVOLVING CHAMPIONS

2024 BIA Conference | April 28th - May 1st
Hilton Mississauga/Meadowvale, Mississauga ON





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CONFERENCE

Venue & Hotel Accommodations

The **2024 Business Improvement Areas Conference** is being held at the **Hilton Mississauga/Meadowvale Hotel** located at 6750 Mississauga Rd, Mississauga, ON L5N 2L3.

The Official Accommodation partner for the conference is **Hilton Mississauga/Meadowvale Hotel** located at 6750 Mississauga Rd, Mississauga, ON L5N 2L3. Room block rates will range from \$189 to \$209.00/night till March 28, 2024.

Rooms are available on a first-come, first-served basis.

Room Bookings

Delegates and Exhibitors are responsible for booking their own guestrooms.

Below are some other alternatives to consider:

<p>Courtyard Toronto Mississauga/Meadowvale 7015 Century Avenue, Mississauga, L5N 7K2 Telephone: +1 905-567-5566</p>	<p>Cambridge Suites Mississauga 7005 Century Ave, Mississauga, ON L5N 7K2 Telephone: +1 905-567-2577</p>	<p>Four Points by Sheraton Mississauga Meadowvale 2501 Argentia Road, Mississauga, L5N 4G8 Telephone: +1 905-858-2424</p>
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**We do not have official blocks at these alternative hotels and there is no group rate offered.*

Parking

Hilton Mississauga/Meadowvale Hotel

<p>On-Site Parking</p> <ul style="list-style-type: none"> • Complimentary upon registration at Conference Registration Table (Daily attendance only) • Complimentary with Hotel Room Booking 	<p>Off-Site Parking</p>	<p>Additional Parking Information On-site parking is limited and reserved for first come first serve.</p>
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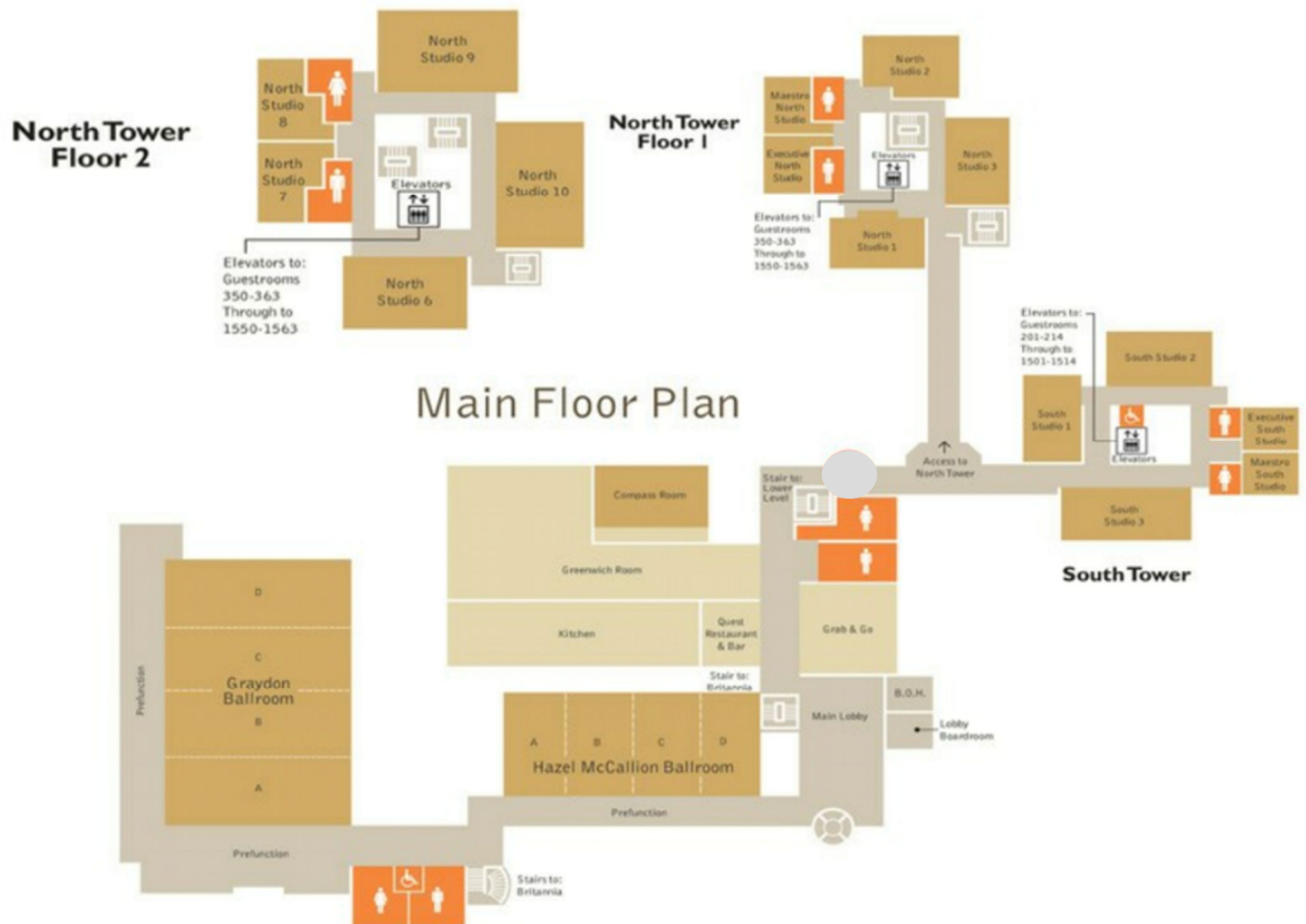
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Hilton Mississauga/Meadowvale Hotel: OBIAA Conference Floor Plan

All conference components including the keynotes, tradeshow, breakout sessions, and meals will take place at Hilton Mississauga/Meadowvale Hotel.

The **Registration desk** will be set up in the **Graydon Foyer**. All meals and trade show hours, including the trade show reception will take place in the **Graydon Ballroom**.

The Welcome and Introduction session, as well as the Keynote Speaker sessions will be held in the Ballroom.





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Conference Registration Desk

The BIA Conference Registration Desk is located on the **Graydon Foyer**. At the Registration Desk, you will be able to register, pick up your name badge and Delegate Program (a guide to the conference).

Our partners, **TicketPro**, are once again handling our Conference Registration Desk. Registration for Sunday Social events and Mobiles will also be available in-person at the Registration Desk while supplies last.

Registration Desk Hours

Sunday	Monday	Tuesday	Wednesday
12:00pm – 6:00pm	7:30am – 4:30pm	7:30am – 4:30pm	8:00am – 1:00pm

Conference Meals

A buffet serving style will be used for all Conference meals. Food will be served in the Graydon Foyer except the Gala Dinner, which will be plated and served in the Graydon Ballroom.

Your name badge must be worn at all times as there may be another group at the Convention Centre over the same dates and serving staff may question which group you are with. There is an Awards Gala Banquet ticket included in your Full registration package and **you must bring the ticket to the Awards Gala to enter**.

Included in your Full Conference Registration are the following:

Sunday	Monday	Tuesday	Wednesday
Tradeshaw Reception in Ballroom	Breakfast, Lunch, Gala Dinner* & one Refreshment Break (pm) <i>*Included with full registration only or as additionally purchased</i>	Breakfast, Lunch & one Refreshment Break (pm) – dinner will be on your own	Breakfast, one Refreshment Break (am) & Lunch

Conference Attire

We want you to be comfortable during your Conference experience, so please feel free to dress in either Business and/or Casual. A more formal dress code is encouraged for the **Awards Gala Dinner** on Monday night (see below).



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Mobiles

OBIAA aims to provide an interactive Conference which will give delegates hands-on tips, tools, and data to support community building contributing to the success of their area. This year, there are three (3) different mobile sessions. You will have the opportunity to get out and see a three BIA's in the surrounding area.

Keep in mind that you will be travelling via bus and/or on foot – wear comfortable walking shoes and bring an umbrella as these tours will go rain or shine.

NOTE: There will be sign-up sheets available at the Registration Desk. *Space is limited for the mobiles.*

MOBILE #1: Streetsville BIA

Tuesday, April 30 from
9:00am – 11:30am
Meet in the lobby

MOBILE #2: Kerr Village BIA

Tuesday, April 30 from
2:00pm-4:30pm
Meet in the lobby

MOBILE #3: Downtown Brampton BIA

Wednesday, May 1 from
9:30am-12:30pm
Meet in the lobby

Trade Show

Again, this year we welcome Trade Show Exhibitors to the Conference. These Exhibitors are one of the reasons that we can offer your Conference at a reasonable price. They also provide a number of important elements to your Conference experience through education, creativity, and product availability. Take advantage of the 2 1/2 days to meet the Trade Show Exhibitors and learn about their unique offerings.

We thank our Trade Show Exhibitors for their continued support of the **2024 BIA Conference**.

Trade Show Hours:

Sunday
4:30pm–6:00pm
Opening Reception

Monday
8:30am–4:30pm
With a dedicated Trade Show
time from 1:30 to 2:30pm

Tuesday
8:30am–3:45pm
With dedicated Trade Show time
from 10:30 to 11:30 and last chance
from 1:30 to 2:00pm

Eco-Friendly Conference

Wherever possible, there has been an effort to reduce the amount of paper. All presentations will be placed on the [OBIAA Conference website](#) after the Conference for your interest. Please help us minimize our “carbon footprint” by minimising paper materials and waste.



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2024 Buddy Program

Is this your first time attending the BIA Conference? Are you looking for someone to show you the ropes? Take advantage of our Buddy Program! If you would like to be paired up with one of our Conference “veterans” please reach out to admin@obiaa.com to start the process! Alternatively, if you are a veteran and interested in helping out someone who is attending Conference for the first time, we are also looking for volunteers!

SOCIAL ACTIVITIES

Streetsville Walking Tour

Sunday, April 28 – 1:00 – 3:00pm

Kay Matthews conducted walking tours of Historic Streetsville for 22 years. Join Kay as she shares stories and history of this 1820s village that became a town in 1858 and was absorbed by the creation of the City of Mississauga in 1970. This tour is conducted rain or shine and is 1 1/2 hours long. **Transportation from/to the hotel is NOT included.**

Price: \$25.43 per person (includes all taxes & fees)

Port Credit Craft Beer & Art

Sunday, April 28 – 1:00 – 4:30pm

Explore Mississauga's most popular lakefront tourist destination for an afternoon of arts, culture, and beer! Visit Old Credit Brewery, walk through the heart of Port Credit, and then head to The Brogue Irish Pub to create a work of art you get to keep! Attendees will be entered into a draw to win a Port Credit gift certificate for a one-night stay at the Waterside Inn and a \$50.00 #INThePort gift certificate. Busing is included. **Space is currently limited.**

Capacity: 20

Price: \$75.00 per person (plus taxes & fees)

Feast & Funny: An Evening of Culinary Delights & Laughter

Sunday, April 28 — 6:30 – 9:00pm

Unleash laughter over a feast at Cuchulainn's Irish Pub! Join delegates from the 2024 BIA Conference as Streetsville BIA presents a hilarious Comedy Fest teaser. Talented comedians will tickle your funny bone and spice up your dining experience. Indulge in delicious pub fare cuisine and side-splitting entertainment. **Transportation from/to the hotel is NOT included.**

Price: \$75.00 (including all taxes & fees)



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Hospitality Suite

We will have two (2) Hospitality Suites for 2024, in the **Greenwich and Compass Rooms**:

Sunday, April 28:
9:00–11:00pm

Monday, April 29:
9:00–11:00pm

Join us to network in the Hospitality Suite, free entry and networking for everyone, a purchase of wristbands is required for those who wish to drink alcoholic beverages (beer & wine). Wristbands are available for both nights but can also be purchased on-site at the conference.

Price: \$30.00 per person (includes fees, plus tax)

Awards Gala Dinner

Monday, April 29 — 6:00–9:00pm

Join us in celebrating the best that BIA's have to offer at our Awards Gala and Cocktail Hour! The Cocktail Hour begins at 6:00pm, followed by the Gala Dinner from 7:00 to 8:00pm. The theme this year is **"We are the Champions."**

Attire: Formal or semi-formal attire is encouraged. BIA's *are* champions of their communities and so we encourage you to dress in colours that represent your BIA and/or municipality.

Member Information Table

We invite you to bring samples of promotional information from your BIA or some examples of your creative and innovative work for a table that will be set up near the Registration desk. Bring plenty! These tables will be located opposite the Registration Desk.



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Safety Plan

To help keep everyone safe, OBIAA will again be implementing our Safety Plan outlining current regulations and best practices that will be implemented at the Conference. **Masks are no longer mandatory but please feel free to wear one if it makes you more comfortable.**

Comfort Level Stickers

This year we will again be using a handy sticker system to indicate your level of comfort when interacting with other delegates. Simply find the sticker that matches your comfort level at the Registration Desk and stick it on your delegate badge!



Mystery Bags – We are looking for your contributions!

OBIAA is looking for your contributions so we can offer these Mystery Bags. OBIAA is intending to sell Mystery Bags at Conference. *What are in these, you ask?* It's a mystery!

Here is how it will work:

- Purchase for \$20 and then select a bag that will be full of great mystery prizes valued at \$50 or more.
- Open your bag to reveal the mystery!
- If you don't like your prizes or are not sure you'll ever visit the location they're for, you can always trade with other people who have purchased bags. Or donate it back to OBIAA to resell (but you must keep it a mystery).
- If you would like to donate, please email admin@obiaa.com with information about the item(s) and their value as soon as possible so the bags can be organized - any item can be donated!

Note: Items must be received by OBIAA no later than 10am on Monday, April 29.

There will be a limited number of bags available, and they will only be for purchase on Monday & Tuesday during lunch. The Mystery Bags will only be available if contributions are received.

Headshots

If you purchased a headshot, we have set aside dedicated times for you to get your headshot done – you will need to register for a 10-minute timeslot during one of these times. **Sign-up sheets will be available at the Registration Desk.** The photographer will be taking the headshots in **North Studio 2** (see map on page 3).

Dedicated Headshot Times:

Monday, April 29
1:30pm–3:00pm

Tuesday, April 30
10:30–11:30am



TRANSPORTATION

Taxis

The hotel concierge will be happy to arrange a taxi for you. You can also call directly at the numbers provided below.

TAXI COMPANY	WEBSITE	PHONE NUMBER
Blue and White Taxi	www.blueandwhitetaxi.ca	905-274-4444
Mississauga Taxi	www.mississaugataxi.com	905-277-7777
All Star Taxi	www.allstartaxi.ca	905-602-0000

MiWay

To find out more about Courtesy Seating or other items related to Accessible Transit, inquiries can be directed to MiWay at 905-615-4636 and <https://www.mississauga.ca/miway-transit/>

Fare Types	Adults / Students / Senior	Child (12 yrs and under)
Cash (accepts coins and bills)	\$4.25	Free
Presto single fare	\$3.40	

There are free transfers between GO Transit and MiWay.

GO Transit

The Hilton Mississauga/Meadowvale is conveniently located close by to both the Meadowvale and Streetsville GO stations. Both stations are on the Milton Line. For more information or to plan your trip, visit <https://www.gotransit.com>
Fares are calculated based on type and length of trip. For more information, visit <https://www.gotransit.com/en/ways-to-pay/fare-information>

There are free transfers between GO Transit and MiWay.

VIA Rail Canada

To purchase the tickets with **10% off** the best available fare in Economy, Economy Plus, Business, Business Plus, Sleeper class, you must enter the event's VIA convention discount code **14538** as a corporate code.

Dates	Territory	Restriction
April 25 to May 3, 2024	From all stations throughout the VIA system to Brampton, Oakville or Toronto and return.	Fare applies to a maximum of two passengers per booking.