



## Sponsored Travel Trade Member Program (2019 Pilot) Application Form

To encourage a stronger Team Ottawa participation at external Travel Trade activities, Ottawa Tourism is launching a pilot program where a limited number of members, who meet the criteria, would be sponsored to attend sales activities. For more information contact Kelly Dean, [kdean@ottawatourism.ca](mailto:kdean@ottawatourism.ca).

### Program 1: Entry or Re-Entry into the Travel Trade Market

#### Part A – In-Market Sales Blitz with Ottawa Tourism

For a member entering the Travel Trade Market, this will be an initial step to experience the market and fine-tune their offering to be Market-Ready. (Can be used for a member to Re-enter the Travel Trade Market, on acceptance from Ottawa Tourism).

#### Please check all that apply:

- Member in good standing with Ottawa Tourism with the Tour and Travel Option
- Member has not participated with Ottawa Tourism for an In-Market Sales Blitz in the past

Or  Applying as a member who is re-entering the market (give reason for re-entry)

[Click or tap here to enter text.](#)

- Target Group and/or FIT markets

#### Agree to the following responsibilities:

- To pay for own transportation, accommodations, and any meals not covered as part of the Sales Blitz
- To prepare a one-page company profile (or similar document) to be handed out to the clients
- To meet all clients on the Sales Blitz
- To follow-up with interested clients
- To provide tracking details to Ottawa Tourism as a result of a successful Sales Blitz (i.g. New clients, new bookings, new tours, etc.)

I am applying to attend the following Ottawa Tourism Sales Blitz: [Click or tap here to enter text.](#)

If the member meets all the conditions and agrees to follow all the responsibilities, the application will be considered. If approved, the registration cost of a Sales Blitz will be waved.

**\*\*Ottawa Tourism reserves the right to limit the number of participating members for each In-Market Sales Blitz. This program can be used only once per member.**

(Please fill out the company details on Page 4)



## Sponsored Travel Trade Member Program (2019 Pilot) Application Form (con't)

### Part B – Domestic Marketplace

For a member entering the Travel Trade Market, this will be a second step to experience the market and fine-tune their offering to be Market-Ready. (Can be used for a member to Re-enter the Travel Trade Market, on acceptance from Ottawa Tourism).

Ottawa Tourism may designate a specific Marketplace each year to create a larger Team Ottawa presence.

#### Please check all that apply:

- Member in good standing with Ottawa Tourism with the Tour and Travel Option
- Member has not participated with Ottawa Tourism at this Marketplace level in the past
- Or  Applying as a member who is re-entering the market (give reason for re-entry)

[Click or tap here to enter text.](#)

- Target Group and/or FIT markets

#### Agree to the following responsibilities:

- To apply and pay for an association membership, if applicable
- To register as an Appointment Taking Delegate for the Marketplace
- To pay for own transportation, accommodations, and any meals not covered as part of the Sales Blitz
- To prepare a one-page company profile (or similar document) to be handed out to the clients
- To follow-up with interested clients
- To provide tracking details to Ottawa Tourism as a result of a successful Domestic Marketplace (e.g. New clients, new bookings, new tours, etc.)

I am applying to attend the following Domestic Marketplace: [Click or tap here to enter text.](#)

If the member meets all the conditions and agrees to follow all the responsibilities, the application will be considered. If approved, the registration cost of the Marketplace will be reimbursed after completion of the Marketplace. Proof of registration and Appointment List will be required to be submitted to obtain reimbursement.

**\*\*Ottawa Tourism reserves the right to limit the number of sponsored members for this program annually. This program can be used only once per member.**

(Please fill out the company details on Page 4)



## Sponsored Travel Trade Member Program (2019 Pilot) Application Form (con't)

### Program 2: Expanded Participation in North American Based Marketplace

To encourage and assist Ottawa Tourism Travel Trade members to support Ottawa Tourism's Travel Trade Sales Activities. This is to be used to bolster the Team Ottawa participation in North American based marketplaces, such as NTA, ABA, SYTA, and RVC. Ottawa Tourism may designate a specific Marketplace each year to create a larger Team Ottawa presence.

#### Requirements

**Applying as an Involved Member:** Have participated, as a paid, appointment taking delegate in at least two North American based and/or International based Travel Trade Marketplaces in 2018. Please list your previous years' paid Marketplaces here:

[Click or tap here to enter text.](#)

or

**Applying as a Returning Member:** Please provide a reason as to why your company is returning to the Travel Trade Market

[Click or tap here to enter text.](#)



## Sponsored Travel Trade Member Program (2019 Pilot) Application Form (con't)

**Please check all that apply:**

- Member in good standing with Ottawa Tourism with the Tour and Travel Option
- Target Group and/or FIT markets

**Agree to the following responsibilities:**

- To apply and pay for an association membership, if applicable
- To register as an Appointment Taking Delegate for the Marketplace
- To pay for own transportation, accommodations, and any meals not covered as part of the Sales Blitz
- To prepare a one-page company profile (or similar document) to be handed out to the clients
- To follow-up with interested clients
- To provide tracking details to Ottawa Tourism as a result of a successful Marketplace (e.g. New clients, new bookings, new tours, etc.)

I am applying to attend the following Marketplace: [Click or tap here to enter text.](#)

If the member agrees to all of the conditions, the registration cost of the Marketplace, up to \$2,000 Canadian, will be reimbursed after completion of the Marketplace. Proof of registration and Appointment List will be required to be submitted to obtain reimbursement.

**\*\*Ottawa Tourism reserves the right to limit the number of sponsored members for each year. If the pilot program continues, members would be eligible annually to participate if the requirements are met.**

### Company Detail:

<b>ORGANIZATION:</b> <small>(Information outlined on this registration form will be used, as recorded, for any and all acknowledgement of your participation in the Sponsorship Program)</small>			
<b>Company:</b>		<b>Department:</b>	
<b>Contact:</b>		<b>Title:</b>	
<b>Address:</b>	<b>City:</b>	<b>Prov:</b>	<b>Postal Code:</b>
<b>Email:</b>		<b>Website:</b>	
<b>Telephone:</b>	<b>Signature:</b>		