

# AGENTS' CHOICE 2023

## READERSHIP SURVEY

Once again, travel agents across Canada have the unique opportunity to choose their 'Favourites' in the **Agents' Choice Readership Survey** that puts the spotlight on leaders in travel categories including Tour Operators, Cruise Lines, Airlines, Tourist Boards, and many more.

The results are published in the **Agents' Choice Results Publication** distributed to over 26,000 travel industry professionals across the country. In 2023, this year's favourites will be honoured at the renowned **Agents' Choice Gala and Awards Presentation** in Toronto.

As a Survey and Gala sponsor, you will be front and centre in the **Canadian Travel Press** and **Travel Courier** publications and the Gala, the industry's signature event of the year!

**Agents' Choice Survey Launch January 23, 2023**  
**Agents' Choice Awards Publication June 12, 2023**  
**Agents' Choice Awards Gala June 15, 2023**

**TRAVEL 55 PRESS**  
HOME OF CANADIAN TRAVEL PRESS

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# AGENTS' CHOICE SPONSORSHIPS – 2023

	Survey	GALA Feature	GALA Presenting	Survey and GALA Presenting
	\$10,000. net	\$12,500. net	\$15,000. net	\$22,500. net
Survey Launch – Canadian Travel Press & Travel Courier	◆			◆
Editorial Feature – Canadian Travel Press or Travel Courier	◆			◆
Inclusion in Agents' Choice editorial items on Press Today, travelpress.com, and social media channels	◆			◆
Logo inclusion in Readership Survey promotional content	◆			◆
Prize winner announced with photo in Agents' Choice supplement (prize to be provided by sponsor)	◆			◆
Acknowledgement from podium and in press release	◆			◆
Video during ceremony			◆	◆
On stage award presentation to one Favourite			◆	◆
One minute podium speech			◆	◆
Branded display lobby entrance			◆	◆
A table of up to 10 seats		◆	◆	◆
Table top signage		◆	◆	◆
Welcome acknowledgement from the podium		◆	◆	◆
Full page ad in GALA program		◆	◆	◆
Logo onsite GALA signage		◆	◆	◆
Branding of one featured element		◆		◆
Reference in promotional GALA stories on Press Today, Travelpress.com and other Baxter Media publications		◆	◆	◆
Logo on promotional TravelBlasts		◆	◆	◆
Recognition in AGENTS' CHOICE AWARDS issue		◆	◆	◆
Logo on GALA landing page		◆	◆	◆

\* **Feature Sponsors** – Cocktail Reception, Entertainment (Music Sponsor), "Drinks are on us!", Champagne Toast, Photo Booth, Customized sponsorships available upon request, including After Party.