

BAXTER MEDIA
AGENTS'
CHOICE | 2024

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BAXTERMEDIA



This year, we celebrate the small wins and accomplishments, those incentives that build confidence in the successes our partners have achieved through consistent forward motion. As we roll, we pick up speed, propelling us towards bigger outcomes that challenge and motivate our industry. **We have momentum, let's keep it going!**

In 2024, 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.

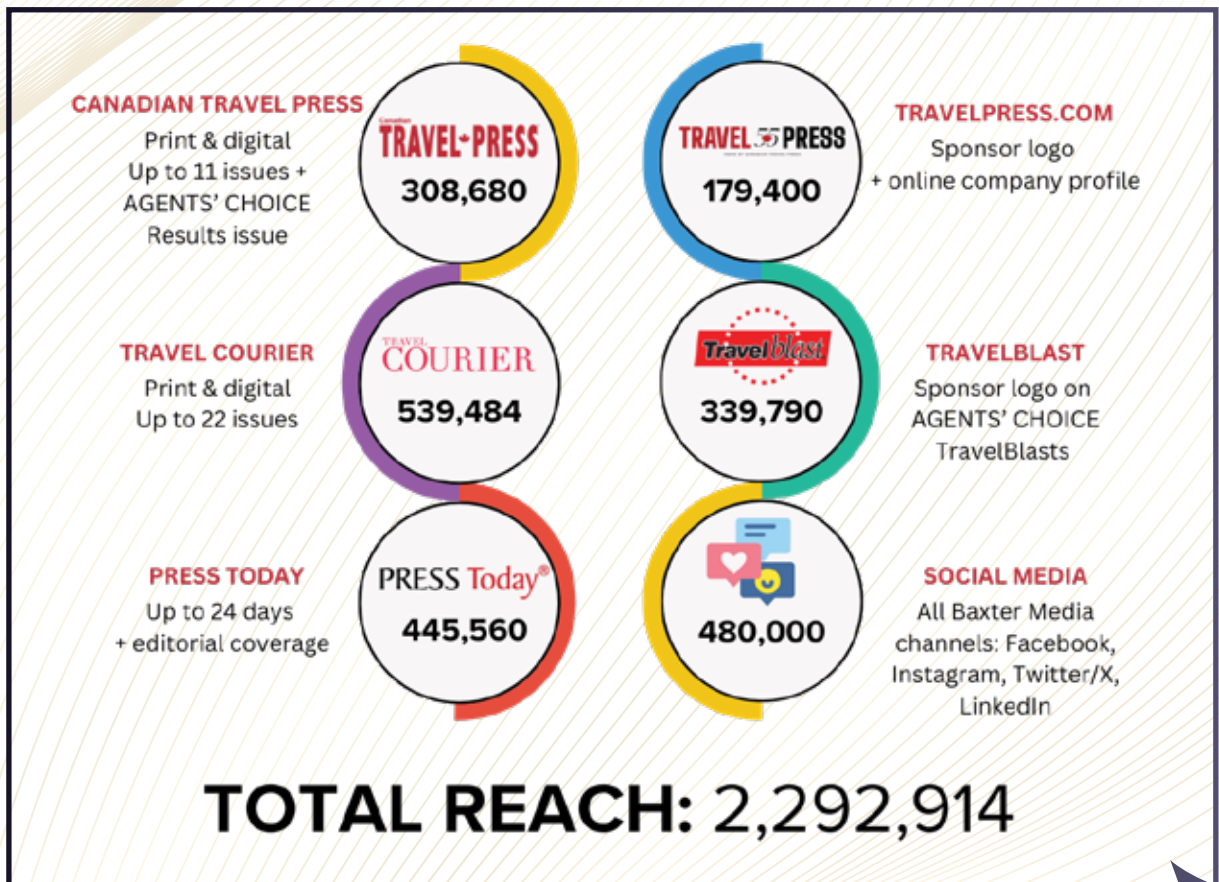
Voting begins January 22 and closes on April 19.

The results are published in the **AGENTS' CHOICE** Results issue distributed to over 26,000 travel industry professionals across the country. This year's favourites will be honoured at the renowned AGENTS' CHOICE Gala and Awards Presentation in Toronto.

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

Survey Launch: January 22, 2024
Awards Gala: June 20, 2024
Results Issue: June 24, 2024





The **AGENTS' CHOICE Readership Survey** – now in its 24th year of publication is the one and only Canadian travel industry survey that let's Canadian travel advisors pick their favourite suppliers. There are more than 40 award categories that highlight the agency community's top 10 favourites along with the #1 choice. Regional breakdowns are calculated as well. The AGENTS' CHOICE Survey Results are published in a special issue and released first at the AGENTS' CHOICE Awards Gala in June before being distributed to the Canadian Travel Press and Travel Courier subscribers.

The **AGENTS' CHOICE Awards Gala** – a dazzling annual affair, brings the industry together for an evening of celebration and style. Over 400 attendees comprised of industry executives, top bdm's, and exceptional travel agents from coast to coast to coast applaud industry favourites in 40 categories.

Strategic Marketing Outcomes: *Brand Awareness, Industry Authority, Thought Leadership, Travel Agent Loyalty, Market Research, Sponsorship Recognition.*



	SURVEY	GALA FEATURE	GALA PRESENTING	SURVEY & GALA PRESENTING
	*\$12,500	\$13,000	\$15,000	\$25,000
SURVEY LAUNCH – CANADIAN TRAVEL PRESS (JAN. 22) & TRAVEL COURIER (JAN. 25)	●			●
EDITORIAL FEATURE – CANADIAN TRAVEL PRESS OR TRAVEL COURIER	●			●
INCLUSION IN AGENTS' CHOICE EDITORIAL ITEMS ON PRESS TODAY, TRAVELPRESS.COM, OR SOCIAL MEDIA CHANNELS	●			●
BRANDING IN READERSHIP SURVEY PROMOTIONAL CONTENT	●			●
ONE MINUTE BRAND VIDEO DURING CEREMONY			●	●
ON STAGE AWARD PRESENTATION TO ONE FAVOURITE			●	●
ONE MINUTE PODIUM SPEECH			●	●
BRANDED SIGNAGE AT LOBBY ENTRANCE			●	●
A TABLE OF UP TO TEN SEATS		●	●	●
TABLE TOP SIGNAGE		●	●	●
FULL PAGE AD IN GALA PROGRAM		●	●	●
SPONSOR LOGO ONSITE GALA SIGNAGE		●	●	●
BRANDING OF ONE FEATURED ELEMENT *		●		
REFERENCE IN PROMOTIONAL GALA STORIES ON PRESS TODAY, TRAVELPRESS.COM AND OTHER BAXTER MEDIA PUBLICATIONS		●	●	●
SPONSOR LOGO ON SURVEY OR GALA PROMOTIONAL TRAVELBLASTS	●	●	●	●
RECOGNITION IN AGENTS' CHOICE RESULTS ISSUE	●	●	●	●
WELCOME ACKNOWLEDGEMENT FROM THE PODIUM	●	●	●	●
SPONSOR LOGO ON GALA WEBSITE	●	●	●	●

* **All prices net**

* **Feature Sponsors:** Cocktail Reception, Activities (multiple sponsorships available), Entertainment (multiple sponsorships available), "Drinks are on us!" Bar Service, Dinner Wine, Centerpieces, Photo Booth, After Party, "Getting you home" Uber Voucher, Customized sponsorships available upon request.