

AGENTS' CHOICE | 2024

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 2024, 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 22, 2024
Agents' Choice Awards Publication June 10, 2024
Agents' Choice Awards Gala June 2024 - Date TBD

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AGENTS' CHOICE SPONSORSHIPS – 2024

	Survey	GALA Feature	GALA Presenting	Survey and GALA Presenting
	\$12,500. net	\$15,000. net	\$17,500. net	\$25,000. 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.