

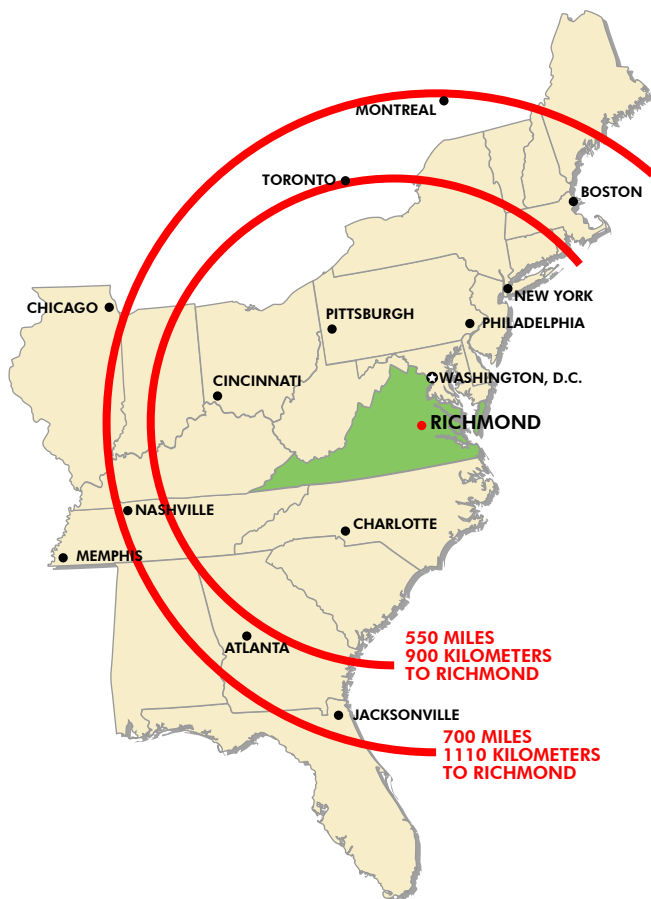


2015 CANADIAN VISITATION

550,000
VISITORS TO VIRGINIA

2015 CANADIAN SPENDING

\$216
MILLION



2017 TRADE PARTNERSHIP OPPORTUNITIES

OUR REPRESENTATIVES WILL:

- Distribute brochures at consumer shows
- Distribute brochures during sales calls and CAA trainings
- Translate your news release or brochure for Quebec market (max 700 words)

PARTNER OPTIONS:

- Partner with VTC at consumer shows
- Provide press releases to Canadian reps
- Participate in a promotion by providing in-kind trade
- Support trade FAM's
- Participate in Canadian promotions
- Send brochures to Canada for distribution

APPLY FOR A VTC MARKETING LEVERAGE GRANT!

It is a reimbursable matching funds program with two levels of funding and a minimum of three partners. For more information, visit vatc.org/grants.

2017-18 CONSUMER SHOWS

ONTARIO SHOWS

CAA Consumer Show Niagara
September 17, 2017

Zoomer Show
October 28-29, 2017

Toronto Womens Show
November 10-12, 2017

Gourmet Food & Wine Show
November 16-19, 2017

Toronto Outdoor Adventure Show
February 23-25, 2018

Toronto Golf & Travel Show
February 23-25, 2018

Ottawa Travel & Vacation Show
March 17-18, 2018

QUEBEC SHOWS

International Tourism & Travel Show
October 20-22, 2017

Montreal Bicycle Show
February 23-25, 2018

ExpoGolf Montreal
March 16-18, 2018

Montreal Outdoor Adventure & Travel Show
April 7-8, 2018

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VISIT VATC.ORG FOR MORE INFORMATION

