



SUMMIT
BRITISH COLUMBIA HOTEL ASSOCIATION

Sponsorship Opportunities

THE MUST-ATTEND EVENT FOR BC'S
HOSPITALITY INDUSTRY



APRIL 14 - 15, 2026

NANAIMO, BC



The Must-Attend Event for BC's Hospitality Industry

The BCHA Summit is the premier gathering for British Columbia's vibrant hospitality industry, offering a dynamic program, Marketplace with 50+ exhibitors, and the prestigious Awards of Excellence.

The two day forum brings together 375+ industry leaders, owners, operators, rising hospitality stars, innovative businesses, and tech partners to network, learn, and collaborate.



Why Sponsor?



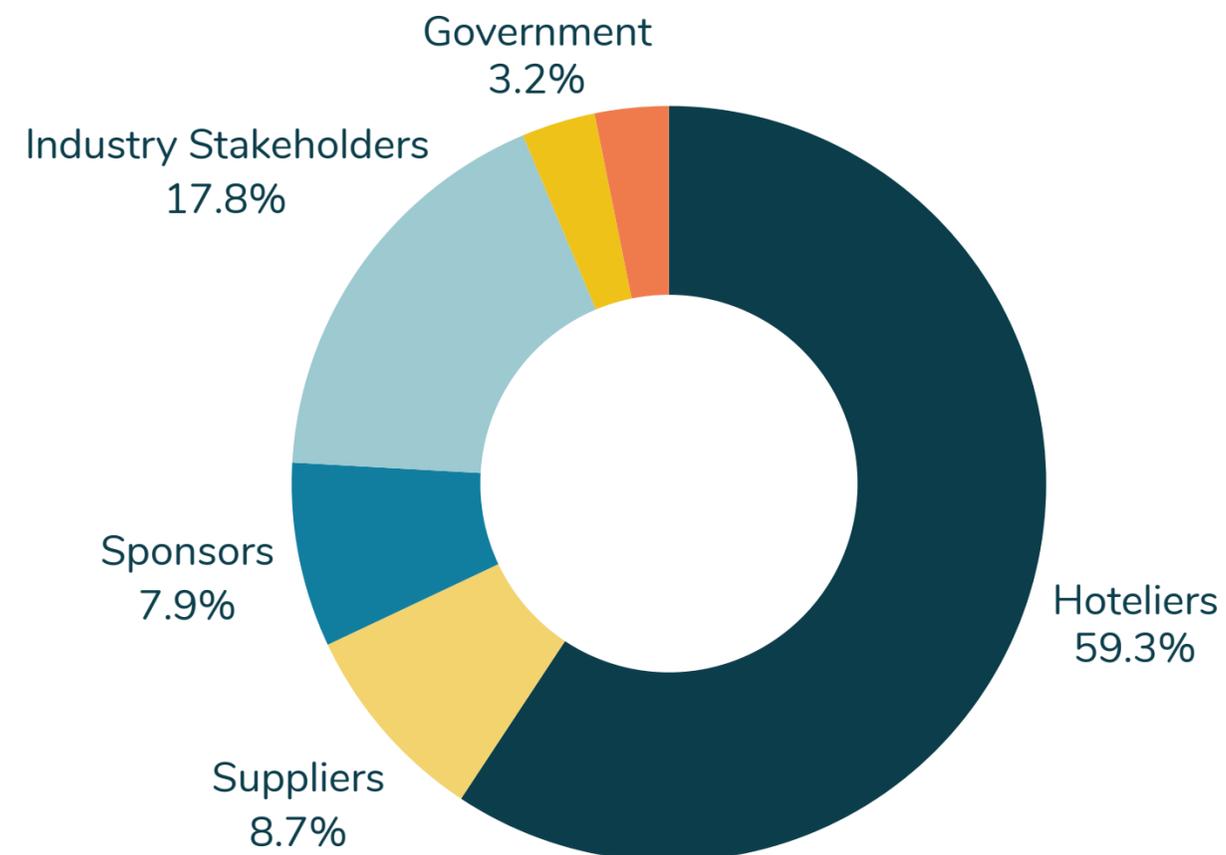
As a sponsor, you can connect with a targeted audience of influential decision makers and build valuable relationships with key players in the hospitality sector. The Summit provides your business with an opportunity to demonstrate your expertise and solutions to a captive audience and elevate your brand.



Who Attends

The Summit brings together a distinguished gathering of hospitality industry leaders, including hoteliers, chief decision makers, and key stakeholders from across British Columbia.

Attendees represent a diverse range of organizations, such as government agencies, tourism associations, crown corporations, destination marketing and management organizations, transportation companies, educational institutions, and business suppliers.



FROM INDEPENDENT OPERATORS TO GLOBAL BRANDS, BC'S HOSPITALITY COMMUNITY GATHERS AT THE BCHA SUMMIT

Platinum Sponsorship

\$30,000

Select one (1) of the following show elements:

- Title Sponsor of the Awards Gala
- Title Sponsor of the Welcome Reception
- Marketplace Presenting Sponsor
- Closing Keynote



Included in your sponsorship

- Two (2) full conference registrations
- Two (2) gala tickets with reserved gala seating
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on all sponsor signage
- Sponsor recognition throughout your chosen event venue (logo on bars, food stations, etc.)
- Full-page ad in spring 2026 issue of InnFocus
- Dedicated e-blast to BCHA database
- Opportunity to activate/distribute promotional materials and display banners



Gold Sponsorship

\$15,000

Choose one (1) of the following show elements:

- Breakfast
- ~~Lunch~~ - **SOLD OUT**
- Opening Keynote
- Welcome Reception
- President's Reception



Included in your sponsorship

- Two (2) full conference registrations
- Two (2) gala tickets with reserved gala seating
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on all sponsor signage
- Sponsor recognition throughout your chosen event venue (logo on bars, food stations, etc.)
- Full-page ad in spring 2026 issue of InnFocus
- Dedicated e-blast to BCHA database
- Opportunity to activate/distribute promotional materials and display banners at the event

Silver Sponsorship

\$7,500

Choose one (1) of the following show elements:

- Marketplace Networking Break
- Plenary Session
- ~~Vendor Patron (includes Marketplace table)~~ - **SOLD OUT**



Included in your sponsorship

- Two (2) full conference registrations
- Two (2) gala tickets
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage
- Sponsor recognition throughout your chosen event session (logo on bars, food stations, etc.)
- Opportunity to distribute promotional materials and display banners at the chosen event session





Bronze Sponsorship

\$3,500

Select your choice of one (1) of the following show elements:

- Marketplace Passport
- Registration (includes website)
- ~~Registration Bag~~ - **SOLD OUT**
- ~~Wi-Fi~~ - **SOLD OUT**
- Delegate Gift *includes cost of product

Included in your sponsorship

- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage





Awards Gala

\$5,000 - \$7,500

Awards sponsorship opportunities include your choice of one (1) of the following award categories: **\$7,500**

- Hotel of the Year
- Housekeeping Excellence
- Leader of the Future
- Hotelier of the Year
- Sustainability Champion
- Culinary Excellence
- Guest Service Excellence



Other Gala sponsorship options also include: **\$5,000**

- Entertainment Sponsor
- Wine Sponsor
- Decor Sponsor
- E-Ticket Sponsor

Included in your sponsorship

- Award presentation speaking opportunity
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage



The Venue

The **Vancouver Island Conference Centre** is a modern venue in the heart of Nanaimo, celebrated for its striking design, state-of-the-art amenities, and stunning harbourfront setting.

As the host of the 2026 BCHA Summit, this landmark destination offers the perfect environment for hoteliers to connect, collaborate, and shape the future of the industry.



WHAT OUR ATTENDEES ARE SAYING

Why hospitality professionals call it a must-attend event



MICHELLE LE SAGE

VICTORIA MARRIOTT INNER HARBOUR

"Everytime I walk away from one of these events, I learn something new and can share it with my team members"



MANFRED STENZEL

COMFORT INN CHILLIWACK

"Here you get the real McCoy, you meet the people who are in the business, you get the vibe, you get the understanding"



MARC GIROUX,

LIEBERMAN TRANCHEMONTAGNE

"This is the show that we got the greatest value across the country and we look forward to coming back for many years."

Notable Past Sponsors





Sponsor the Summit

This is your chance to be part of the hotel industry's premier event of the year. Seize the opportunity to connect with future partners and grow your business.

Get in touch today to secure your place!



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