





BCHA Summit 2027

Sponsorship Opportunities



About the Event



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.

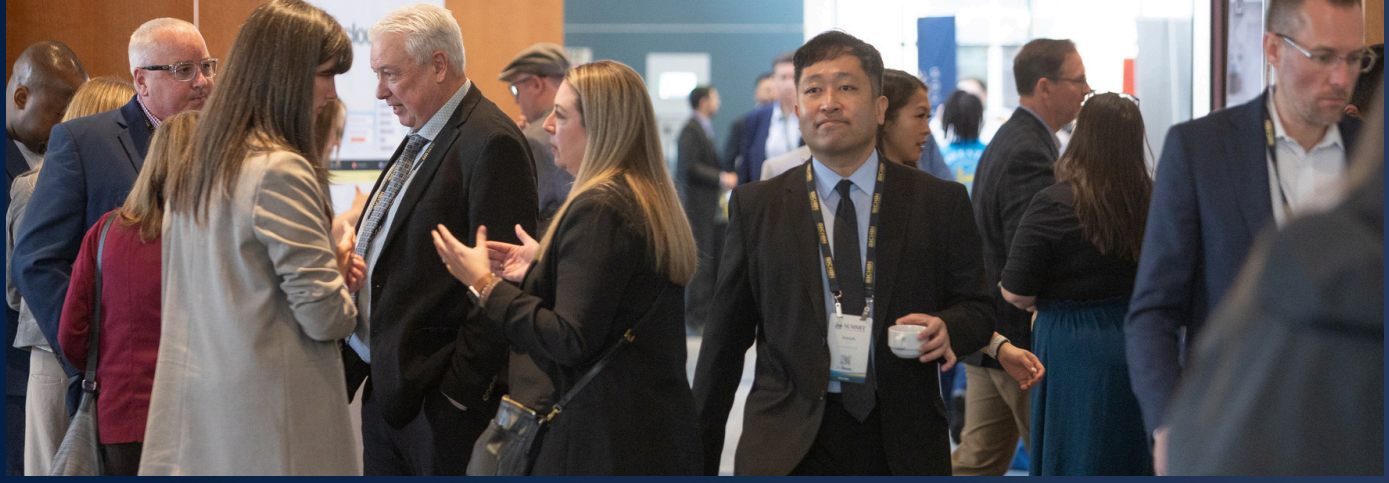


The two day forum brings together 375+ industry leaders, owners, operators, rising hospitality stars, innovative businesses, and tech partners to network, learn, and collaborate.

2027 Theme

Resilience: Leading Hospitality Through Change

The 2027 Summit theme will explore how hospitality leaders can adapt, evolve, and lead through a changing business and economic environment, with practical ideas and perspectives to prepare what lies ahead.





Audience & Reach

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.





Event Schedule

Resilience Through Leadership

MAY 10

Advocacy • Big Ideas • Trends • Data

A big-picture day focused on the forces changing hospitality in BC, what the data is telling us, and how industry leadership and advocacy can respond.

Resilience in Practice

MAY 11

Workforce • Operations • Sustainability • F&B

A practical day focused on how resilience shows up inside the hotel, from building capable teams and improving operations to managing costs, sustainability and new revenue opportunities.

BCHA SUMMIT

Benefits of Sponsorship

Two Days with 375+ Hospitality Decision-Makers

Connect directly with hotel owners, GMs, operators and senior leaders responsible for purchasing, partnerships and property investment.

More Than a Logo on a Screen

Put your business into the Summit experience through Marketplace presence, session sponsorships, activations and opportunities to engage directly with attendees.

Provincial Reach Beyond the Event

Extend your connections beyond the Summit with a full delegate list, plus exposure across BCHA's 700+ member network through event communications and digital promotion.





Platinum Sponsorship

$30,000

Available for one (1) of the following categories or activations:

Title Sponsor of the Awards Gala

Title Sponsor of the Welcome Reception

Marketplace Presenting Sponsor

Opening or Closing Keynote (3)

Included in your sponsorship

- Six (6) full conference registrations
  - Includes reserved VIP seating at Awards Gala with 2 guests
- Standard Marketplace Table
- Logo and link on the conference website and app
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage
- Sponsor recognition throughout your chosen category or activation
- Full-page ad in Spring 2027 issue of InnFocus Magazine
- Dedicated e-blast to BCHA database



Gold Sponsorship

$15,000

Available for one (1) of the following categories or activations:

Breakfast

Lunch

Networking Break

President's Reception

Included in your sponsorship

- Four (4) full conference registrations
- Includes reserved VIP seating at Awards Gala with 2 guests
- Standard Marketplace Table
- Logo and link on the conference website and app
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage
- Sponsor recognition throughout your chosen category or activation
- Full-page ad in Spring 2027 issue of InnFocus Magazine
- Dedicated e-blast to BCHA database



Silver Sponsorship

$7,500

Available for one (1) of the following categories or activations:

Plenary Session Vendor Patron (includes Marketplace table)

Included in your sponsorship

- Two (2) full conference registrations
  - Includes reserved VIP seating at Awards Gala with 2 guests
- Standard Marketplace Table OR Plenary Session Sponsor
- Logo and link on the conference website and app
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage
- Sponsor recognition on screen for sponsored plenary session
- Opportunity to activate/distribute promotional materials and display banners





Bronze Sponsorship

$5,000

Available for one (1) of the following:

- Marketplace Passport
- Registration (includes badge, website, and app)
- Registration Bag *plus cost of bag (paid by sponsor)
- Wi-Fi
- Delegate Gift *plus cost of the gift (paid by sponsor)
- Gamification

Included in your sponsorship

- One (1) special delegate priced registration
- Logo and link on the conference website and app
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage
- Sponsor recognition on the product of your choice



Awards Sponsorship

$7,500

Choose 1 Award Category

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

Included in your sponsorship

- Two (2) full conference registrations
- 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





Awards Gala Enhancement Sponsorship

$5,000

Available for one (1) of the following:

Entertainment Sponsor

Wine Sponsor (venue corkage fee for wine is $40/bottle if bringing in)

Decor Sponsor

Gala Reception Sponsor

Photobooth Sponsor

After Party Sponsor

Included in your sponsorship

- One (1) special delegate priced registration
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on sponsor signage



Additional Opportunities

Recharge Lounge	Seating, Hydration, Charging	**$5,000**
Headshot Studio	Professional Attendee Headshots	**$5,000**
Wellness Break	Stretch, Breathe, Reset	**$5,000**
Local Experience Sponsor	Hosted Local Experience	**$3,500**
Legacy/Impact or Community Sponsor	Local Community Initiative	**$3,500**
Activation Sponsor	Interactive Attendee Experience	**$3,500**
Reception Vendor	Reception Product Showcase	**$3,500**
Hotel Room Drops	In-Room Delegate Gift	**$3,500**



What Our Attendees Say

Michelle Le Sage, General Manager 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, General Manager 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, Vice President 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."



Partner With Us

Sponsorship goes beyond supporting the Summit. It’s an opportunity to partner with the BC Hotel Association and connect directly with the owners, operators, leaders, and decision-makers who make up B.C.’s hospitality sector.

Our sponsorship opportunities are designed to give your organization valuable visibility, direct access to delegates, and opportunities to build relationships that extend beyond the two-day event.

GET IN TOUCH

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