

THE 11TH ANNUAL

NORTHERN • ONTARIO

TOURISM SUMMIT



NOVEMBER

TUES
25

WED
26

THURS
27

• THUNDER BAY • ONTARIO

SPONSORSHIP PACKAGE

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northernontariotourismsummit.ca



Ontario



NORTHERN • ONTARIO TOURISM SUMMIT



ABOUT THE NORTHERN ONTARIO TOURISM SUMMIT

The Northern Ontario Tourism Summit (NOTS) was developed as a partnership event between Nature and Outdoor Tourism Ontario (NOTO) and Destination Northern Ontario (DNO) to bring together tourism businesses, organizations and suppliers as well as all levels

**SINCE
2014**

The Northern Ontario Tourism Summit has hosted over **2000** delegates in five cities across the north!

of Government to find solutions to challenges facing the industry. This important event also brings industry together to learn about the latest trends, markets and tourism products in order to keep our industry offerings competitive on the world wide stage.

NOTS 2025



Ontario



LET'S GROW TOURISM



The agenda for this one-of-a-kind Northern Ontario tourism event includes training workshops, information sessions, and innovative problem solving workshops, a range of keynote speakers as well as numerous opportunities for networking including a trade show of product and service providers to the tourism industry.

The Northern Ontario Tourism Summit held its premiere event in November of 2014 in Thunder Bay, Ontario. Attendance at this first summit exceeded all expectations with just over 300 registered delegates.

Since its inaugural year in Thunder Bay, the Summit has been hosted in communities across Northern Ontario, including Sault Ste. Marie, Sudbury, Timmins, and North Bay, drawing a steady number of attendees each year.

The Northern Ontario Tourism Summit (NOTS) is quickly becoming a pivotal platform for the advancement of the tourism industry in Northern Ontario. We look forward to new partnerships and exciting developments for 2025.

AVERAGE ATTENDANCE



300
DELEGATES

EVENT RATING



4.4 / 5 STAR RATING

NOTS 2025





OVERALL CONFERENCE DEMOGRAPHICS

The Northern Ontario Tourism Summit is a vital annual gathering that unites tourism professionals, stakeholders, and community leaders from across the province, with a strong focus on Northern Ontario. This event fosters collaboration, learning, and networking to strengthen and grow the tourism sector in the region.

Who Attends?

The summit attracts a diverse group of attendees representing a wide range of industries and organizations involved in tourism and regional development, including:

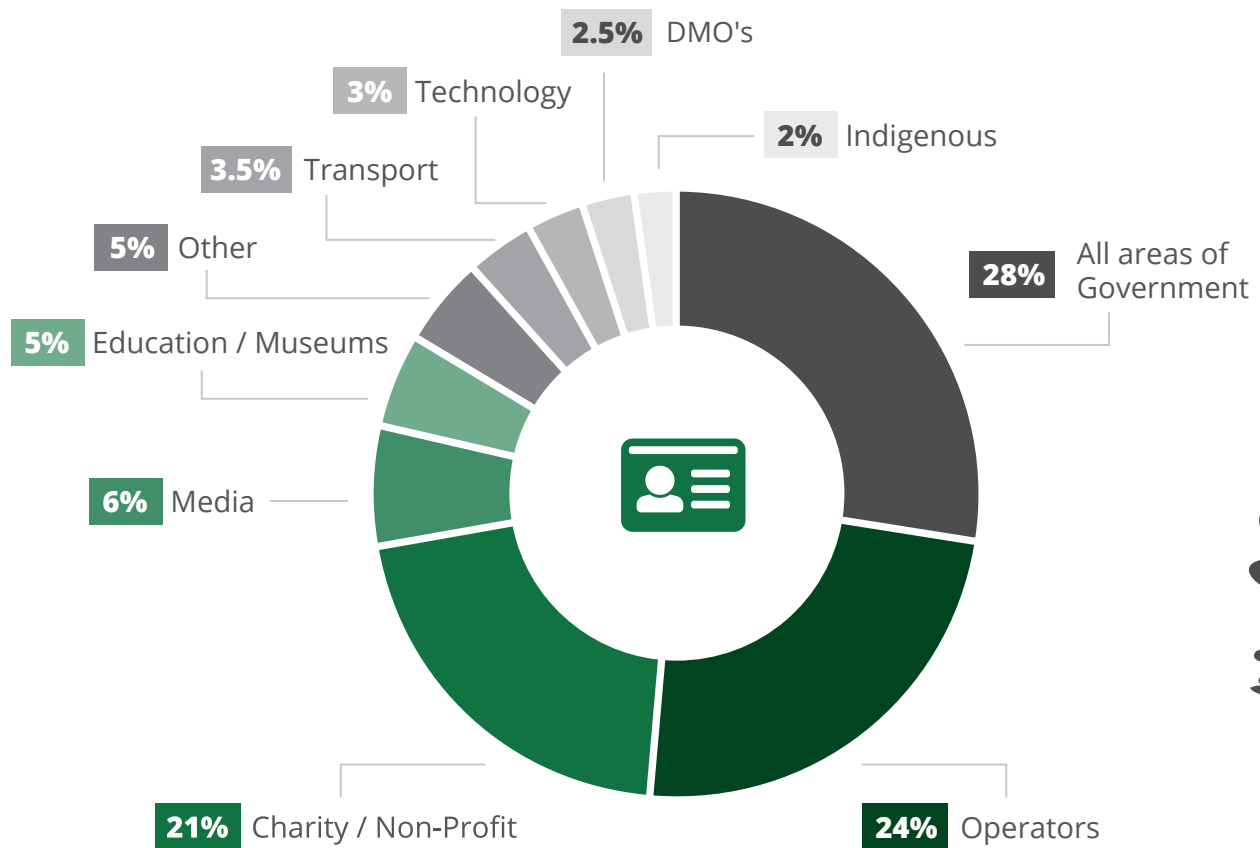
- ✓ Destination Marketing Organizations (DMOs)
- ✓ Indigenous communities and tourism operators
- ✓ Culinary professionals and food tourism advocates
- ✓ Educational institutions and training providers
- ✓ Government representatives (municipal, provincial, and federal)
- ✓ Charitable and not-for-profit organizations
- ✓ Transportation and travel service providers and more

By bringing together voices from so many sectors, the Northern Ontario Tourism Summit serves as a powerful platform for sharing ideas, building partnerships, and exploring new opportunities to support tourism development throughout the North.





ATTENDEE BREAKDOWN



DEMOGRAPHICS

20+

**WORKSHOPS
& SESSIONS**

80+ YEARS
OF SUCCESSFUL CONFERENCES
IN THE TOURISM SECTOR

 **INSIGHT**
ON latest trends, markets
and tourism products



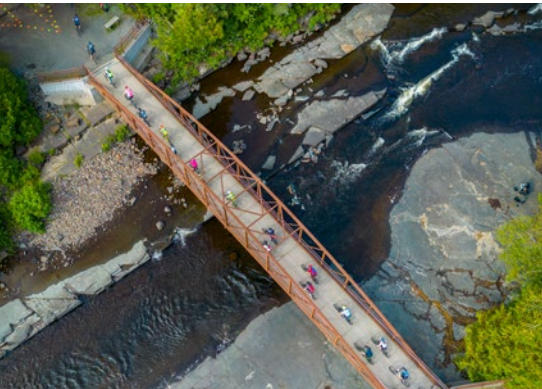


WELCOME TO THUNDER BAY!

LOCATION



Visit
THUNDER BAY.COM



NORTHERN ONTARIO TOURISM SUMMIT – 2025



**THUNDER BAY
INTERNATIONAL AIRPORT**

100 Princess St
Thunder Bay, ON



**THE VALHALLA INN
THUNDER BAY**

1 Valhalla Inn Road
Thunder Bay, ON

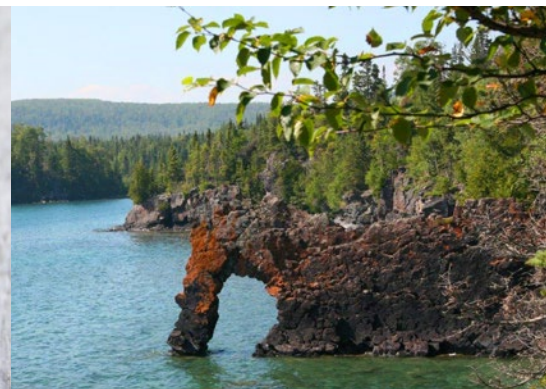
LOCATION



📷 "Niagara of the North" Kakabeka Falls



📷 Thunder Bay Amethyst



📷 Sleeping Giant Provincial Park

Valhalla

HOTEL & CONFERENCE CENTRE

ACCOMMODATIONS



Experience True Northern Hospitality at the Valhalla Inn.

The **11th annual Northern Ontario Tourism Summit** will be held at the **Valhalla Inn** located in Thunder Bay, Ontario.

With rustic Scandinavian inspired architecture, the Valhalla Hotel is one of the most unique, and largest full service hotels in Northwestern Ontario.

The Valhalla Hotel & Conference Centre was built in 1981 by developer Peter Peachy. Unsatisfied with traditional hotel styles, Peachy drew inspiration from Northern Europe with the rustic modern Scandinavian influence. Located just minutes away from the Thunder Bay Airport and near some of the city's main attractions, The Valhalla Hotel suits every traveler's needs.



NORTHERN ONTARIO TOURISM SUMMIT – 2025



ACCOMMODATIONS



➤ [CLICK HERE TO LEARN MORE!](#)





SPONSORSHIP LEVELS

BECOME A SPONSOR!



- ALL PACKAGES ARE NEGOTIABLE.
- LET US DESIGN A PACKAGE THAT BEST SUITS YOUR NEEDS!

Interested in sponsoring the Northern Ontario Tourism Summit?
Contact Kate to learn more and get involved!

✉ kate@noto.net

SPONSORSHIP LEVELS





SPONSORSHIP LEVELS

	DIAMOND SPONSORSHIP \$10,000 & UP	RUBY SPONSORSHIP \$5,000-\$9,999	EMERALD SPONSORSHIP \$2,500-\$4,999	SAPPHIRE SPONSORSHIP \$1,499-\$2,499
RECOGNITION & BENEFITS				
Complimentary Registrations				
Number of complimentary registrations	5	3	2	1
Complimentary Booth Space				
Complimentary booth space (size and location to be discussed)	✓			
Verbal Recognition				
Live mentions at multiple venues during the event	✓	✓	✓	✓
Sponsorship of two meals (to be discussed) with an opportunity to address delegates at one meal	✓			
Opportunity to speak at the sponsored event	✓	✓		
Print Advertising				
Opportunity to include promotional materials on tables excluding dinners	✓			
Digital Advertising				
Premium logo recognition on event website and promotions	✓			
Business logo included on event website	✓	✓	✓	✓
Premium logo recognition on official event slide deck and agenda display	✓			
Logo recognition on official event slide deck and digital agenda display	✓	✓	✓	✓



DIAMOND SPONSORSHIP \$10,000+

★★★
**FULL EVENT
SPONSOR!**
★★★

Suggested opportunities included in this level are:

Nov 26 – Gala & Awards Dinner » Title Sponsor – \$10,000

Nov 26 – Keynote Speaker » Full Event Sponsor – \$10,000

Recognition for this level of sponsorship includes:

- ✓ Business Logo included on event website
- ✓ Live mentions at multiple venues during the event
- ✓ Sponsorship of one meal (to be discussed) with an opportunity to address delegates
- ✓ Complimentary booth space (size and location to be discussed)
- ✓ Premium logo recognition on event website and promotions
- ✓ Up to five complimentary registrations
- ✓ Opportunity to include promotional materials on tables excluding dinners
- ✓ Premium logo recognition on official event slide deck and agenda display





RUBY SPONSORSHIP \$5,000 – \$9,999

Suggested opportunities included in this level are:

Nov 26 – Keynote Speaker » \$5,000

Nov 26-27 – Breakfast Sponsor (Full Event) » \$5,000

Nov 26 – Gala Dinner & Industry Awards » Award Sponsor – \$5,000

Recognition for this level of sponsorship includes:

- ✓ Live mentions at multiple venues on day of event
- ✓ Opportunity to speak at the sponsored event
- ✓ Three complimentary registrations
- ✓ Logo recognition on event website
- ✓ Logo recognition on official event slide deck and digital agenda display





EMERALD SPONSORSHIP

\$2,500 – \$4,999

Suggested opportunities included in this level are:

Nov 26 – Gala & Awards Dinner » Wine Sponsor – \$3,000

Nov 26 – Hors D'Oeuvres » Cocktail Hour – \$2,500

Nov 27 – SPARK Program (x3) » Innovative Idea Sponsor – \$3,000 each

Nov 27 – Industry Marketplace Walking Lunch » Lunch Sponsor - \$3,000

Recognition for this level of sponsorship includes:

- ✓ Live mentions at multiple venues on day of event
- ✓ Two complimentary registrations
- ✓ Logo recognition on event website
- ✓ Logo recognition on official event slide deck and digital agenda display





SAPPHIRE SPONSORSHIP

\$1,499 – \$2,499

Suggested opportunities included in this level are:

Nov 26 & 27 – Coffee/Networking Breaks (x4) » \$1,500 each

Nov 26 – Entertainment Sponsor » Cocktail Hour – \$1,500

Recognition for this level of sponsorship includes:

- ✓ Live mentions at multiple venues on day of event
- ✓ One complimentary registration
- ✓ Logo recognition on event website
- ✓ Logo recognition on official event slide deck and digital agenda display





ADDITIONAL OPPORTUNITIES FOR SPONSORSHIP



SUMMIT TRAINING SESSIONS

\$1,000–\$5,000+

If your organization provides training relevant to the tourism sector, please contact us to find out more about becoming an event sponsor through offering a pre or post training session for delegates.



ENTERTAINMENT

\$500–\$10,000

NORTHERN ONTARIO INDUSTRY LEADER AWARDS » \$5,000

Live mention during award presentation at Gala & President's Dinner, logo recognition on event website, official slide deck and agenda display.

COCKTAIL HOUR + HOR D'OEUVRES » \$2,500

Same benefits as an Emerald Sponsor.

SPONSOR A STUDENT! » \$1,000

Help bring a student to NOTS and speak at the Students Perspective Panel. Your support covers their room, registration and meals—making sure every voice is heard.

WELCOME RECEPTION MUSICAL GUESTS » \$800

Opportunity to speak before show, digital advertising opportunities, on-site advertising opportunities.

PHOTO BOOTH AT GALA & PRESIDENT'S DINNER » \$500

Digital advertising opportunities, on-site advertising opportunities.

DOOR PRIZE FOR ATTENDEES » UP TO \$1,000

Provide funds or donate product(s) to help us build a great prize that will be drawn during the networking break on Thursday, November 27th, 2025. Digital advertising opportunities, on site recognition available.





EXHIBITING IN THE NOTS INDUSTRY MARKETPLACE

A display at the Northern Ontario Tourism Summit is the ideal place to:



sell products



distribute samples



meet potential clients



promote your services or new products



meet with existing clients



Your display at the two-day NOTS Industry Marketplace puts you face to face with hundreds of industry delegates who come to NOTS to do business. Throughout the two day agenda, specific times will be dedicated to the exhibitors. Each coffee break and both lunches will be held in the tradeshow.

Interested in a tradeshow booth? Contact **Kate** to learn more.

✉ kate@noto.net





TENTATIVE TIMES TO BE AWARE OF:

TRADE SHOW SET-UP

TUESDAY NOV. 25, 2025	1:00 pm – 5:00 pm
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SHOW DAYS (Times subject to change depending on final agenda)

WEDNESDAY NOV. 26, 2025	10:00 am – 10:30 am
	12:00 pm – 1:00 pm (walking lunch in exhibit hall)
	2:00 pm – 2:30 pm
THURSDAY NOV. 27, 2025	10:00 am – 10:30 am
	12:00 pm – 1:00 pm (walking lunch in exhibit hall)
	2:00 pm – 2:30 pm

BREAKDOWN (Times subject to change depending on final agenda)

THURSDAY NOV. 27, 2025	2:00 pm – 5:00 pm – (exhibitors have the option to breakdown earlier)
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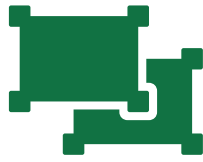


EXHIBIT DISPLAY AREAS

Price is for the booth space only. To attend information sessions, workshops, gain access to meals, the opening reception, gala dinner and industry awards ceremony, you must purchase a full-conference attendee ticket as well.

DISPLAY AREA PRICES:

	Tier I	Tier II	Regular Price
	Paid by Aug 31, 2025	Paid by Sept 30, 2025	Paid after Sept 30, 2025
10' x 4' display area	\$350	\$400	\$500
Each additional 10' x 4' area	\$250	\$300	\$350

DISPLAY AREAS INCLUDE:

	Tier I	Tier II	Regular Price
Free company listing in official program	✓	✓	✓
Free company listing on NOTS website	✓	✓	✓
One 6' draped table	✓	✓	✓
8' tall background drape	✓	✓	✓

* **Note:** All display areas are 10' wide x 4' deep. These display areas are deep enough for table top displays only.



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**TOURISM
SUMMIT**



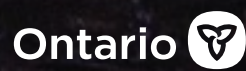
**SEE YOU IN
THUNDER BAY!**


NOTS 2025







THANK YOU



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 northernontariotourismsummit.ca

