

THE 12TH ANNUAL

NORTHERN · ONTARIO
**TOURISM
SUMMIT**



NOVEMBER TUES 03 WED 04 THURS 05
SAULT STE. MARIE, 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 2026





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 2026.

AVERAGE ATTENDANCE



300
DELEGATES

EVENT RATING

★★★★☆
4.4 / 5 STAR RATING

NOTS 2026





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:

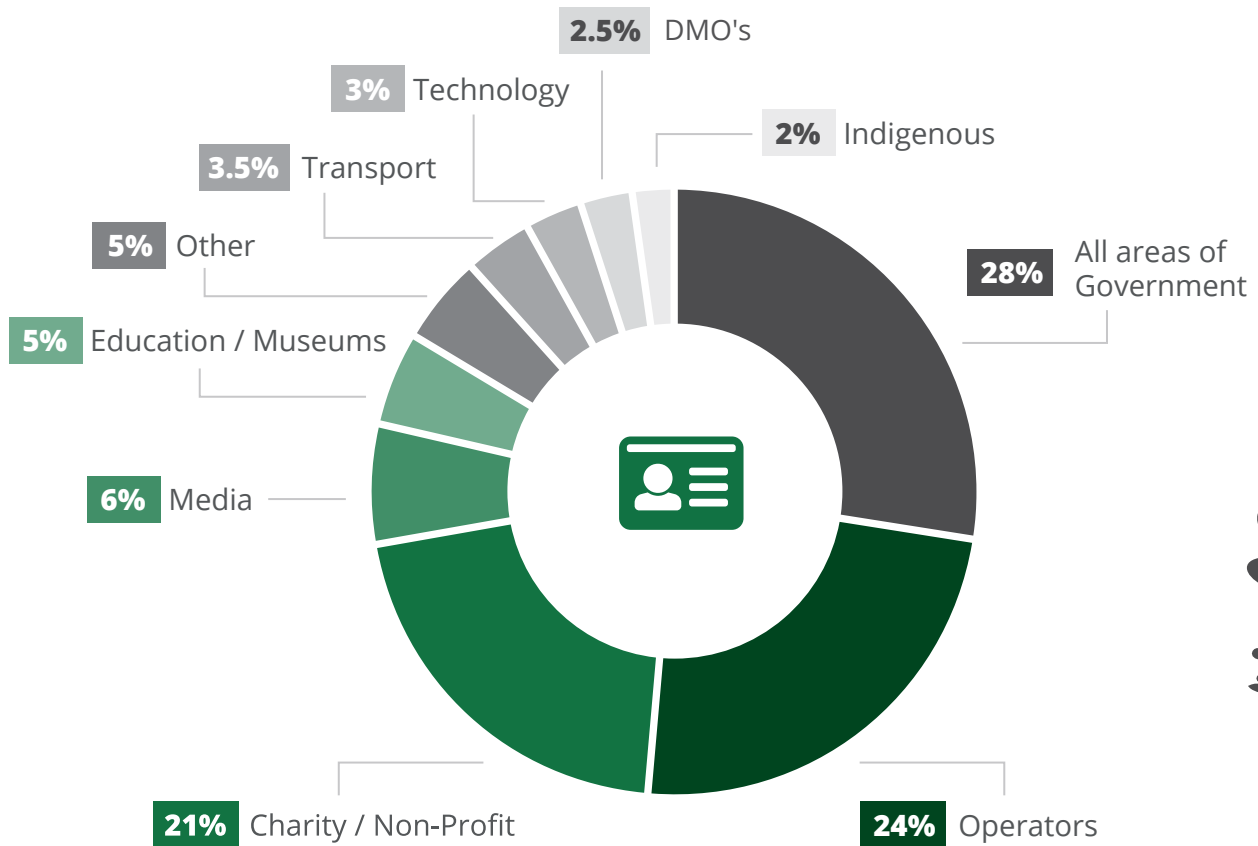
- ✓ Destination Marketing Organizations (DMOs)
- ✓ Indigenous communities and tourism operators
- ✓ Culinary professionals and food tourism advocates
- ✓ Educational institutions and training providers
- ✓ Government representatives (municipal, provincial, and federal)
- ✓ Charitable and not-for-profit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

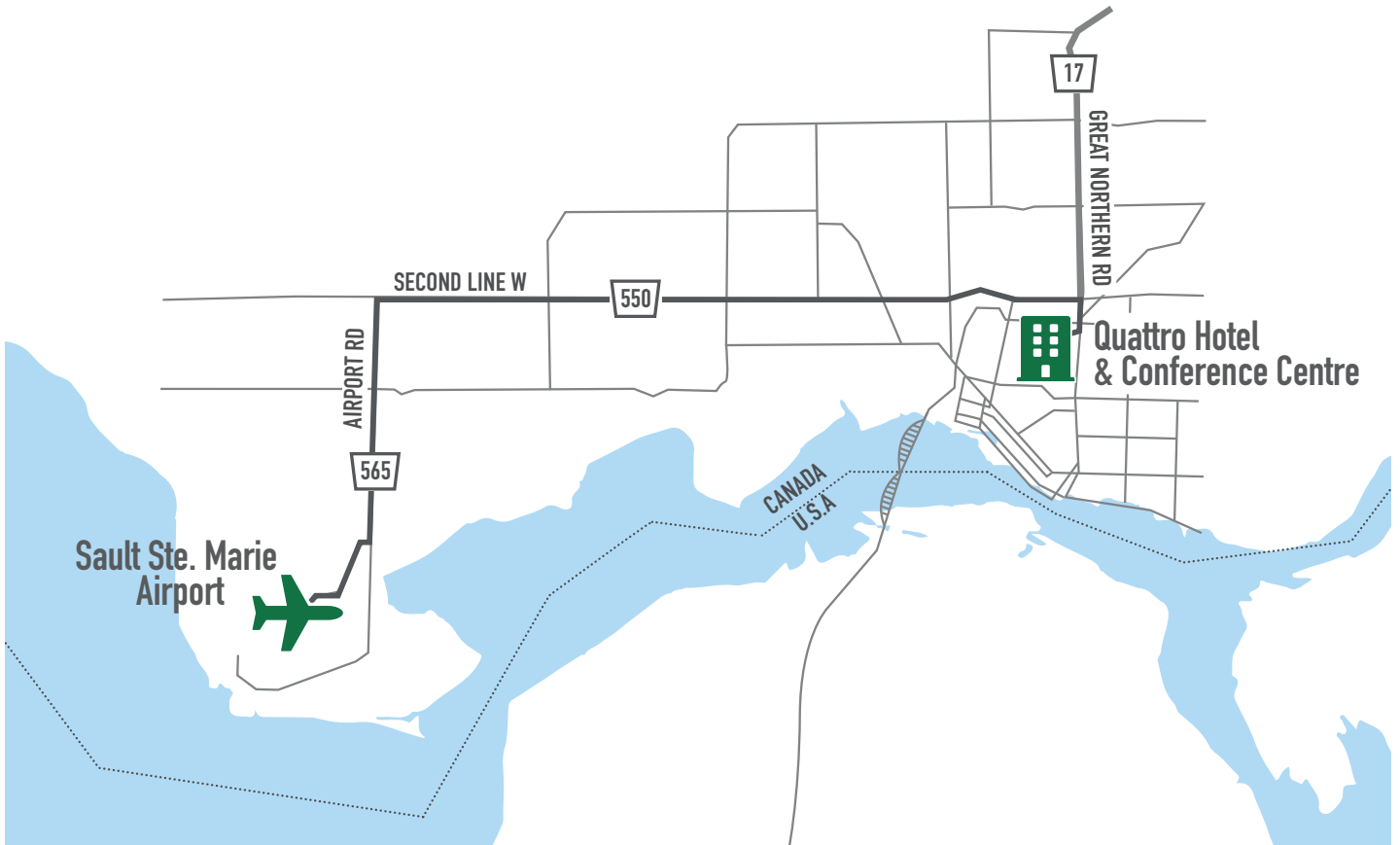




SAULT STE. MARIE

LOCATION





ONTARIO

SAULT STE. MARIE



SAULT STE. MARIE AIRPORT

475 Airport Rd,
Sault Ste. Marie, ON



QUATTRO HOTEL & CONFERENCE CENTRE

229 Great Northern Rd,
Sault Ste. Marie, ON

LOCATION 



 Local Culinary Treasures



 Miss Marie Soo Lock Boat Tours



 Canadian Bushplane Heritage Centre



LOCATION



The **12th annual Northern Ontario Tourism Summit** will be held at the **Quattro Hotel & Conference Centre** located in Sault Ste. Marie, Ontario.

Suitably situated uptown Sault Ste. Marie, Ontario near many shopping centers, restaurants and much more. Local points of interest include the Canadian Bushplane Heritage Centre, the Agawa Canyon Tour Train, Searchmont Resort, Crimson Ridge, John Rowswell Hub Trail and Mill Market. Cambrian Mall is less than a mile away and features dozens of retailers and specialty stores. The hotel's on-site restaurant, Quattro Vinoteca, is a great place to unwind with a delicious meal after a long day or room service is available if you prefer to relax in your spacious suite.



NORTHERN ONTARIO TOURISM SUMMIT – 2026



LOCATION

[> CLICK HERE TO LEARN MORE!](#)





SPONSORSHIP LEVELS

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

	 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 one meal (to be discussed) with an opportunity to address delegates during the 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	✓	✓	✓	✓

SPONSORSHIP LEVELS





DIAMOND SPONSORSHIP \$10,000+



Suggested opportunities included in this level are:

Nov 4 – Gala & Awards Dinner » Title Sponsor – \$10,000

Nov 4 – 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 4-5 – Breakfast Sponsor (Full Event) » \$5,000

Nov 4 – 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 4 – Gala & Awards Dinner » Wine Sponsor – \$3,000

Nov 4 – Hors D'Oeuvres » Cocktail Hour – \$2,500

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 4 & 5 – Coffee/Networking Breaks (x3) » \$1,500 each

Nov 4 – 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.

PHOTO BOOTH AT GALA & PRESIDENT'S DINNER » \$1,000

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 event. Digital advertising opportunities, on site recognition available.

WELCOME GIFT » \$800

Provide funds or donate a welcome gift for event attendees.






SPONSORSHIP LEVELS





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.

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. 3, 2026	1:00 pm – 5:00 pm
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SHOW DAYS (Times subject to change depending on final agenda)

WEDNESDAY NOV. 4, 2026	10:00 am – 10:30 am
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12:00 pm – 1:00 pm (walking lunch in exhibit hall)

2:00 pm – 2:30 pm

THURSDAY NOV. 5, 2026	10:00 am – 10:30 am
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12:00 pm – 1:00 pm (lunch)

BREAKDOWN (Times subject to change depending on final agenda)

THURSDAY NOV. 5, 2026	1:00 pm – 4:00 pm – (exhibitors have the option to breakdown earlier)
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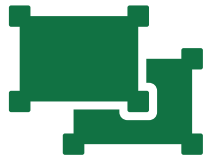


EXHIBIT DISPLAY AREAS

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:

	Early Bird	Regular Price
Payment	Paid by Aug 31, 2026	Paid after Sept 30, 2026
10' x 4' display area	\$450	\$500

ALL TRADESHOW BOOTHS INCLUDE:

- ✓ One company logo displayed on the Northern Ontario Tourism website.
- ✓ One 6' draped table with pipe and drape backdrop.
- ✓ Company logo included in a minimum of one newsletter release prior to the event.

TRADESHOW BOOTH CONSIDERATIONS:



Display Area – All display areas are 10' wide x 4' deep. These display areas are deep enough for table top displays only.



Electrical – If electrical is required in display area, please contact Kate@noto.net



NOTS 2026

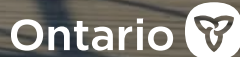


SEE YOU IN IN THE SAULT!

NORTHERN · ONTARIO
**TOURISM
SUMMIT**



THANK YOU



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🌐 northernontariotourismsummit.ca

