

TOURISM PARTNERS PROGRAM PROCESS & GUIDELINES

Cariboo Chilcotin Coast Tourism (CCCTA) once again proudly offers stakeholder partnership opportunities to help offset costs to attend consumer shows. Please review the following process and guidelines very carefully, as the process and payment method has been changed from past years.

STEP 1 – Complete and submit the attached program application form (by August 31st, 2011) for the shows you are interested in attending.

STEP 2 – CCCTA will review all applications received and notify stakeholders when requests have (or have not) been approved for partnership.

STEP 3 – Once approved, stakeholders are completely responsible for contacting, registering and paying for participation with each show and costs related to their own booths. **Important Note:** if ordering and paying for “additional booth expenses” other than ‘standard booth registration costs’, this is sole responsibility of full 100% payment by stakeholder and ‘must’ be invoiced separately from standard booth cost invoicing.

STEP 4 – Stakeholders will submit copies of their registration contract, proof of booth payment/invoice from supplier, an invoice from stakeholder to CCCTA indicating partner funding reimbursement amount, and completed CCCTA Consumer Show Report along with minimum 2 ‘high quality’ booth photographs (showing CCC/SNBC branding banners/signage).

STEP 5 – Once ALL documentation outlined above is received by the CCCTA (after show has been completed), along with “return of CCCTA owned/branded signage to CCCTA office at stakeholder expense”, CCCTA will issue the partnership funding portion of the basic standard booth cost to the participating stakeholder.

Consumer Show Program Guidelines

- A minimum of two (2) and maximum of six (6) booths will be eligible for partnership at any individual consumer show offered. **First come, first served!**
- Only Standard Sized Booths are eligible for partnership funding and Tourism Partner Funds are only applicable to booth registration costs. (*furnishings, extra electrical, décor, transportation and accommodation are complete responsibility of stakeholder*).
- Participating Stakeholders **MUST** represent Cariboo Chilcotin Coast Tourism Region at all Consumer Shows by:
 - 1) Displaying the supplied CCCTA/SNBC banner/signage and supply minimum 2 digital photos.
 - 2) Distributing the supplied CCC Region Travel Guides and/or regional publications.
 - 3) Be able to answer basic knowledge questions about tourism related queries relating to the CCCTA region.