



BUSINESS TOURISM PROMOTION

Québec City Business Destination offers technical and financial support to organizers of North American and international conferences for planning, organizing and promoting conferences in the Québec City region, as well as encouraging more and larger conferences.

Organizations

- Local organizing committees of North American and international conferences officially appointed by the association or organization
- Promoters of new North American and international events

Qualifying Markets

- North American conferences: clientele where at least 30% of participants come from outside Canada
- International conferences: clientele from two or more countries, other than Canada and the U.S., where at least 30% of the participants come from outside Canada
- 300 attendees minimum
- 3 days minimum

Amounts*

- January to April, July and August, December: \$10 per attendee
- May and June, September to November: \$7.50 per attendee
- Authorized maximum: \$7,500

* History of the last three editions required

Conference Planning, Organization and Promotion

Examples of Eligible Expenses

- Professional conference organizers or various professional services – maximum 5 hours (maximum \$2,000)
- Promotional material design (banner, postcards, promotional brochure, etc.)
- Electronic mailings and purchase of participant lists
- Website design
- Advertising in trade papers or in a conference program



- Costs for one ambassador to attend the conference preceding the Québec City edition in order to promote the event
- Expenses for a promotional booth rental
- Costs related to audiovisual support to demonstrate images and video promoting the Québec City region
- Transportation costs for promotional material to and from the preceding conference and for a Québec “activity,” if worthwhile, during the conference

Note

- 100% of eligible expenses will be reimbursed on presentation of original supporting documents.
- Only expenses incurred after the support confirmation (request has been accepted), will be considered for reimbursement.
- The amount granted may vary depending on conference attendance and the time of the year.
- Authorized maximum: \$7,500

Requirements

Following the ambassador's participation in the conference preceding the Québec City edition to promote attendance.

- List of exhibitors
- Sponsors/visibility
- Photos