



Centre Shaw Centre

THINK  OTTAWA

BRING YOUR CONFERENCES &  
EVENTS HOME TO CANADA'S CAPITAL





**Victor Dillabaugh**, Vice President of Ottawa Professional Fire Fighters Association – the International Convention of Association of Fire Fighters 2022

## BE A LEADER. LEAVE A LEGACY.

*Are you a trailblazer in your industry? An expert in your field?*

Hosting a national or international conference in your hometown is a powerful opportunity to showcase the pride you have for your city on a global stage.

Regional, national and international organizations rely on the influence and connections of local “host city” leaders and organizing committees to leverage sponsorships, speakers, programming content and social events.

As a business, academic, or community leader, you can play a direct role in bringing events to your home, Canada’s capital city.

## HOST AN INTERNATIONAL CONFERENCE

As a leader in your field, hosting a conference in Ottawa will not only raise the profile of your own work, but that of your entire industry.

Become a **ThinkOttawa** ambassador and benefit from the program’s support services for conferences and events. The meeting professionals and destination experts at **ThinkOttawa** will assist you in the bid and planning process working together to ensure your bid stands out from the crowd.

**ThinkOttawa** will guide you every step of the way.

## OTTAWA IS THE CAPITAL CHOICE

Ottawa is Canada’s capital, the country’s centre for culture and diversity. It is home to national museums, renowned art galleries and impressive annual festivals. More importantly, Ottawa is a dynamic visitor destination offering convention delegates access to unique urban, cultural and recreational experiences. Our city boasts the world’s largest skating rink, 600km of biking trails, more than 430km of cross-country ski trails and one of the top white-water rafting spots in the world.



**Getting to Ottawa is easy.** The award-winning Ottawa Macdonald-Cartier International Airport offers direct flights to and from major hubs across the US Eastern seaboard and Europe (including London and Frankfurt). Our city also has strong highway systems, public transportation, two train stations and a forthcoming Light Rail Train.

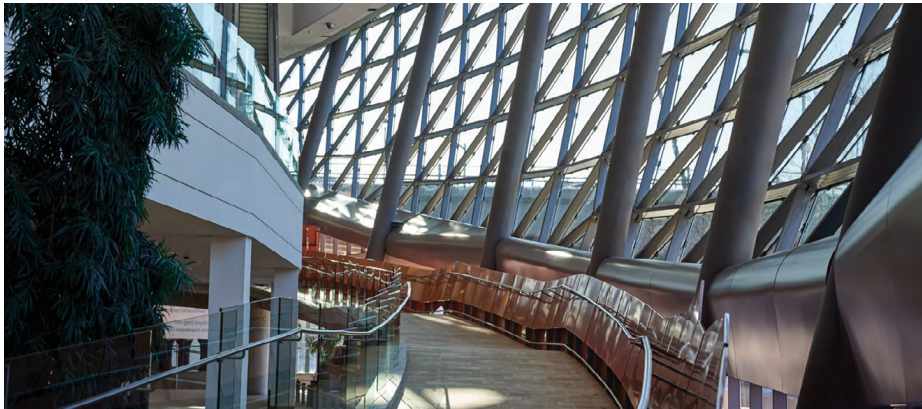
**Ottawa puts conventions on a national and international stage.** Events held here have easy access to policy makers, diplomatic communities, media members, industry experts, and innovators from a variety of sectors. Ottawa is Canada’s tech hub, home to over 1900 tech firms employing over 75 000 people with decades of innovation, R&D and technological expertise. With over 400 associations calling Ottawa home, it’s here that international conferences and events offer professionals an opportunity to make a significant contribution to their industries and share their knowledge on the global stage.

When it comes to Ottawa, delegates arrive early, stay late, and bring their spouses to enjoy everything the city has to offer.

## ICONIC ARCHITECTURE – PERFECT VENUE

The Shaw Centre is an architectural icon in the heart of downtown Ottawa. With 192 000 square feet of state-of-the-art meeting space, it is ideal for conventions, meetings, trade and consumer shows, galas, receptions, banquets and entertainment. Shaw Centre's modern, minimalist design combines form, function and flexibility, from the expansive, pillar-free Canada Hall to smaller meeting spaces. The centre is fully accessible with leading-edge technological infrastructure, environmentally sustainable features and practices recognized industry-wide.

Perfectly located in the downtown core, the Shaw Centre is within steps of national sights and historic landmarks - including the Rideau Canal, a UNESCO World Heritage Site – and more than 6000 hotel rooms.



## THINKOTTAWA PROGRAM

Three of Ottawa's pillar organizations – Ottawa Tourism, Invest Ottawa and the Shaw Centre are working together to bring more conferences and events to our city by supporting local industry leaders in their conference bids through the **ThinkOttawa** program.



The **ThinkOttawa** program connects industry, academic, government and non-profit leaders who share common goals to showcase their expertise, build their business, add value for their stakeholders, and create new industry opportunities throughout the region, across the country and around the world.

**ThinkOttawa** is here to help you navigate the process of hosting a conference or meeting with a number of support services at your disposal.

With these **ThinkOttawa** partners by your side, you'll have the keys to the city and certainty for event success.

## ACQUIRE THINKOTTAWA EXPERT GUIDANCE

The **ThinkOttawa** team supports each ambassador by providing ready access to a comprehensive set of resources, experts and support services. These complimentary services include:

- **Bid Development:** **ThinkOttawa** works with you to prepare a customized and polished bid document and presentation.
- **Top Notch Conference Venues and Accommodation:** **ThinkOttawa** works with you to develop the specifications for the right conference venue and accommodations, and source proposals that meet these requirements.
- **Government, Community and Partnership Support:** **ThinkOttawa** helps to facilitate testimonials and letters of support from key stakeholders, partners and municipal government when required.
- **Marketing and Promotional Materials:** **ThinkOttawa** provides access to promotional photos and videos that showcase the city, its many attributes and conference advantages.
- **Financial Support:** **ThinkOttawa** has funding programs available to assist organizations with exhibit and meeting space rental costs or in a manner that best suits your event. (Certain criteria needs to be met in order to qualify)
- **Conference Hosting:** **ThinkOttawa** offers complimentary expert consultations and strategies that address the objectives of your organization.



**ACCESS OUR CONFERENCE SUPPORT:  
CONTACT A THINKOTTAWA BID CONSULTANT TODAY!**

**Interested in Ottawa as the meeting destination of choice for your next event?**

**Interested in submitting a bid to host a conference in Ottawa?**

**We would love to hear from you!**

To qualify for **ThinkOttawa** program benefits, applicants must have already identified a regional, national or international conference they aim to bring to Ottawa before applying for assistance. Applicants must also be members of an association that hosts conferences.

For more information, please contact us at:

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**thinkottawa.com**