



SHOW YOUR BADGE PROGRAM

WHAT IS A SHOW YOUR BADGE PROGRAM?

The Show Your Badge Program is an incentive program designed to encourage conference delegates to explore the city and visit local businesses during their conference stay. Delegates simply show the participating businesses their conference badge to obtain special offers or discounts: 10% off, 2 for 1, BOGO, etc, you decide what works for your retail business, restaurant or attraction! This type of program is extremely popular in other cities and helps draw delegates out of the hotels and convention centre and into YOUR local business while they are meeting in London.

BENEFITS TO BUSINESSES PARTICIPATING IN THE SHOW YOUR BADGE PROGRAM

- High potential of increased traffic in your business during the conferences - delegates are more likely to visit a business providing a special offer or discount.
- Listing of your business and discount being offered within the meeting section of the Tourism London website (Note: Program info page on website will be developed in early 2024) Your listing information and discount/offer can be changed at any time at your request.
- Complimentary window cling to put in business window indicating your participation in the program (to be distributed in early 2024).
- Receive regular Convention Alerts as a reminder of what conferences are coming into the city.
- Exposure to thousands of conference attendees annually and the opportunity to promote your business to guaranteed visitors before they even arrive.

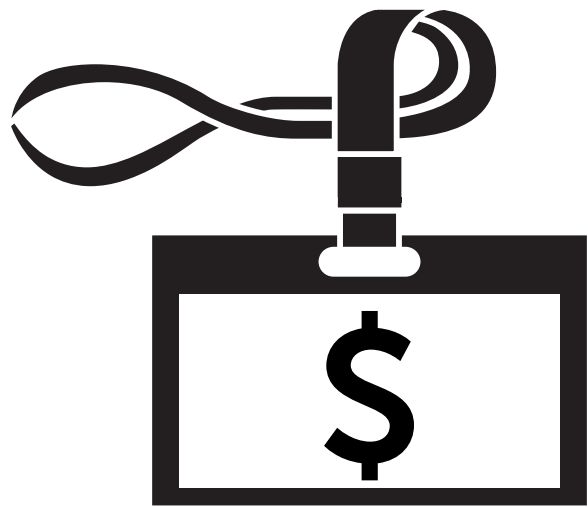
CONVENTIONS MEAN BUSINESS FOR THE LOCAL COMMUNITY!

A discount program like Show Your Badge is very appealing to conference attendees as it demonstrates that our city is welcoming and appreciative of the positive economic impact a conference can bring to a city and its local community.





SHOW YOUR BADGE PROGRAM CONTINUED



DID YOU KNOW?

CONVENTION DELEGATES SPEND APPROXIMATELY FOUR TIMES WHAT OTHER TOURISTS DO ON A DAILY BASIS, INJECTING A LARGE AMOUNT OF NEW MONEY INTO THE LOCAL ECONOMY.



THE AVERAGE CONVENTION DELEGATE SPENDS APPROXIMATELY \$401 PER DAY ON ACCOMMODATIONS, TRANSPORTATION, FOOD AND BEVERAGE AND SHOPPING.

HERE'S WHAT A LOCAL LONDON BUSINESS OWNER HAD TO SAY ABOUT HOW CONFERENCES IMPACT HIS BUSINESSES AND HIS TAKE ON A SHOW YOUR BADGE PROGRAM:

"As a business located in close proximity to the Convention Centre, DoubleTree by Hilton Hotel and the Delta Armouries Hotel, I rely heavily on the convention tourism in the area. When I know which type of group is attending, I set out signs on easels with welcome messages and it determines what I put at my front door/window area. Many conferences such as the recent American Ornithological Society convention, has delegates on their own for meals so my businesses saw a significant increase in sales during those days. I would encourage everyone to get involved with a program like Show Your Badge and set out an incentive that is going to drive in business. Most of these delegates do google reviews and social media posts, so the benefits can be higher than the discounts."

Thomas Sandick, Owner, Mercantile Fine Foods, The Gourmet Deli, Gourmet Burger

PARTICIPATING BUSINESSES WILL BE RESPONSIBLE FOR:

- Ensuring staff are familiar with the program and honour the discount when badge is presented.
- Ensuring you have the appropriate promotional materials for the program (i.e. promotional window cling that will be provided by Tourism London).
- Promptly informing Tourism London if the discount offer needs to be changed.

SIGN UP TODAY WITH 1 EASY STEP TO PARTICIPATE IN THE PROGRAM



Email Sarah Tubman at stubman@londontourism.ca indicating what special discount you would like to offer and we'll handle the rest!





SHOW YOUR BADGE PROGRAM SAMPLES ACROSS CANADA & USA

[Click the images below to check out how other cities are doing Show Your Badge Programs](#)



Take in all our waterfront destination has to offer with our Show Your Badge Pass.

Enjoy discounts and promotions from our local boutiques, top-rated restaurants and renowned attractions via mobile pass offers sent directly to your phone - no apps to download. Redeem your deals by simply presenting the digital coupon at point of purchase.



Step 1 - Get Your Pass



Step 2 - Receive Text



Step 3 - Redeem

Sign up for your free pass today!
www.nationalharbor.com/nhshowyourbadge

