

## NWT Conference Bureau Show Your Badge Program

The NWT Conference Bureau is proud to support the Northwest Territories Show Your Badge Program. This is an opportunity for visiting conference and event delegates to access special promotions from local businesses. Qualifying events will be supplied with the NWT Show Your Badge Logo which gives them access to special offers from participating NWT member businesses. Delegates will simply show their event badge with the NWT Show your Badge logo on it or present a print or digital copy of the offer coupon provided by NWT Conference Bureau, to access discounts and offers from local restaurants, tour operators, and retail stores!

<b>Participating NWT Member Businesses Qualifications</b>	<ul style="list-style-type: none"> <li>- Participating Businesses of the NWT Show your Badge program must be NWT Tourism Members.</li> <li>- Participating Businesses must provide a minimum discount of 10% off regular priced goods or services, or promotion of similar value.</li> </ul>
<b>Benefits for Participating Businesses</b>	<ul style="list-style-type: none"> <li>- The opportunity to promote your business to guaranteed visitors before their arrival.</li> <li>- Exposure! The promotion you will offer will be featured online on the 'Show Your Badge' page and in print on the printed coupon supplied to participating events.</li> <li>- Promoting the NWT as a destination for conferences and business events therefore helping to attract future business event bookings.</li> <li>- Opportunity to network with conference and event organizers and delegates (domestic and international).</li> </ul>
<b>Participating Businesses Responsibilities</b>	<ul style="list-style-type: none"> <li>- Ensure frontline workers and front of house staff are aware of the program and the specific discount your business is offering to delegates.</li> <li>- Ongoing communication to update staff on upcoming events/dates as individual event notices are emailed by the NWT Conference Bureau, to ensure no issues at point of sale with offer redemption.</li> <li>- Contact the NWT Conference Bureau if you would like to cancel your participation.</li> <li>- Display the <i>Show Your Badge Program</i> decal at your business.</li> </ul>
<b>NWT Conference Bureau Responsibilities</b>	<ul style="list-style-type: none"> <li>- Supply participating businesses with <i>Show Your Badge Program</i> window decal.</li> <li>- Provide written notification to participating businesses of upcoming users/events at least 2 weeks prior to start date.</li> <li>- Maintain and update the coupon document.</li> </ul>
<b>Renewal Procedure</b>	<p>Annual renewal for participating businesses to align with Membership renewal deadlines (March 31<sup>st</sup>). Participating businesses can withdraw at any time of year.</p>
<b>Event qualifications</b>	<p>Conference or business events must have a minimum of 20 cumulative paid accommodation nights or achieve a qualifying spending amount within the NWT. This is to be assessed on a case-by-case basis with the NWT Conference Bureau.</p>
<b>Discount redemption</b>	<p>Program users must show their badge with the Program Logo or a copy of the coupon in print or digitally on their mobile device.</p>