

INTERNATIONAL CONVENTION ATTRACTION FUND (ICAF)

The International Convention Attraction Fund (ICAF) is designed by Destination Canada to demonstrate financial commitments in bids for Canadian cities to host major international conventions in Canada. The purpose of the fund is to provide financial commitments in the bid / consideration phase—thereby encouraging decision makers to choose Canada. The ICAF offers support of up to \$1 million per event for eligible Canadian destinations bidding to host major international business events.

Increasing Canadian Competitiveness

International business events, if hosted in Canada, can be strategic tools for unleashing tourism's potential to drive economic growth, attract investment and foster job creation in all regions of the country. In an incredibly competitive international marketplace, the Government of Canada is introducing new measures to help Canadian destinations compete to secure these valuable events in future years.



How does it work?

The dollar amount of financial commitments is determined by a pre-established scoring system that evaluates the relative value of each bidding opportunity, based on select criteria (e.g. anticipated economic impact, international delegate attendance, etc.). Financial commitments for eligible events are provided in the form of a letter of support from Destination Canada for DMOs to include in their bid documentation.



What are the eligible events?

This program is for attracting Major International Business Events that:

- ✓ Fall within one of Destination Canada's six priority sectors: Life sciences, digital industries, natural resources, agri-business, advanced manufacturing, finance and insurance; AND/OR Align with a Canadian federal government mandate, objective, or initiative.
- ✓ And attract a minimum number of delegates as defined by a "city-wide event" for a destination.



Be the Catalyst: Help Bring Global Conferences to Canada

Bringing a major international conference in your field to Canada offers powerful opportunities — amplify your expertise, shape the agenda, showcase Canada's strengths, and gain industry-wide recognition, all while leaving a lasting impact on your sector.

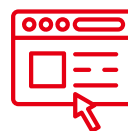
Eligible events may qualify for financial support through the International Convention Attraction Fund (ICAF), helping to cover essential event-related costs such as catering, audio-visual services, and venue rentals.

We encourage you to explore these possibilities and join forces with your local Destination Marketing Organization to make it happen. Together, we can position Canada as a global leader in your industry.



Who can apply?

Eligible Destination Marketing Organization (DMO) applicants who have dedicated resources towards an existing international business events attraction strategy (i.e. Financial and Human Resources).



For more information,
**please refer to the ICAF Website or
contact icaf-faci@destinationcanada.com.**