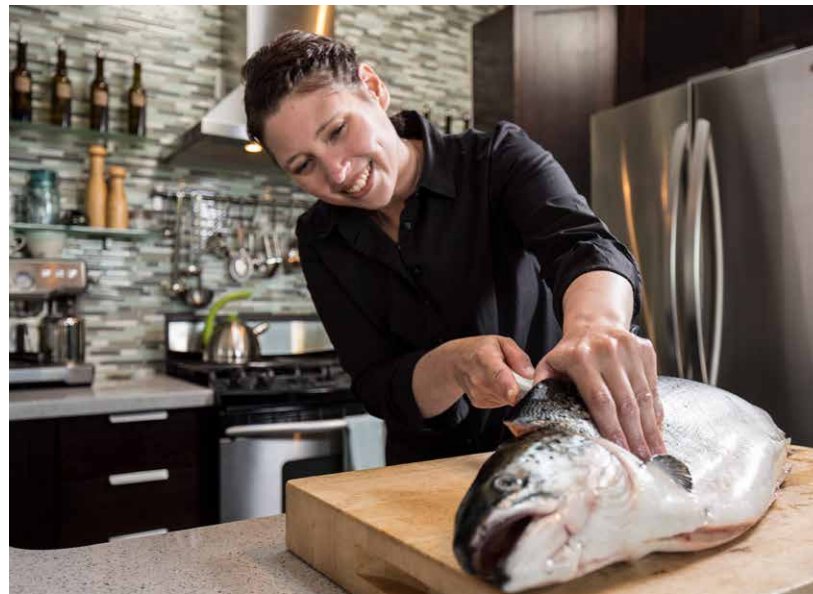


BC SHELLFISH & SEAFOOD
FESTIVAL

PARTICIPATION PACKAGE

2017 BC Shellfish & Seafood Festival
and BC Seafood Expo

JUNE 9 - 18 | COMOX VALLEY | VANCOUVER ISLAND



BCShellfishFestival.com
#BCShellfest



BCSeafoodExpo.com
#BCSeafoodExpo

JUNE 9 - 18, 2017 | COMOX VALLEY | VANCOUVER ISLAND, BC

MARKETING WESTERN CANADA'S LARGEST SEAFOOD FESTIVAL

The **11th annual BC Shellfish & Seafood Festival and Seafood Expo** were established to drive national, international and regional long-term awareness to the importance and diversity of BC coastal communities' seafood industries. Brand awareness for the region and collaboration amongst extensive event partners has been achieved through the participation of award winning producers, leading industry & educational institutions & associations, Chef integration, dynamic events, competitions and tours.

An innovative \$350k+ multi-media marketing campaign, in conjunction with tourism and industry partners, will promote sales of both the Festival and Seafood Expo attendance, making it the largest seafood festival marketing campaign in Western Canada.

BC Seafood Expo

June 12 - 13, 2017

300 leading aquaculture industry, supplier and exporting attendees

50+ Trade Show Booths

Marketing tactics include: BC seafood industry features & inserts to profile leading producers, seafood associations and educational institutions via Aquaculture North America Magazine, Blackpress (+40k distribution), the province (350k distribution), Business Examiner VI & Victoria, Trade Show participation at the Seafood Expo North America (Boston).

BC Shellfish and Seafood Festival

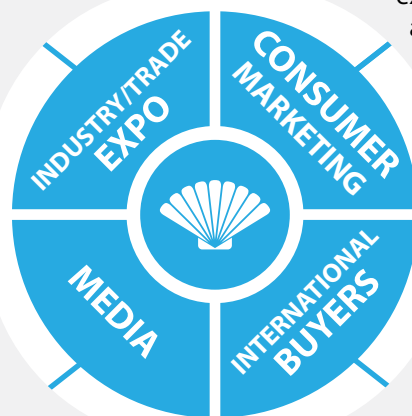
June 9 - 18, 2017

\$350k market spend, **2800+** Tickets Sold

100k+ website sessions

52k digital advertising leads

Marketing tactics include: Massive digital advertising and social media campaign; retargeting via Facebook and Google; extensive traditional media campaigns: Global BC, Blackpress, Times Colonist, the Province; expansion of e-marketing database via festival and expo e-blasts; unique contesting to drive database marketing; sales campaigns targeting key demographics to drive sales.



Media Participation and Coverage

\$1.35m+ in earned media coverage

29 media in attendance

Tactics include: Invite targeted international, national and regional trade, culinary, tourism media & influencers to attend Expo and Festival to drive awareness to the importance of the sector, via a VIP Media Hosting Program. Strategic itinerary development includes producer site tours, networking receptions, dinners and event participation.

International Seafood Buyers Program

20-30 International Seafood Buyers, hosted in conjunction with the Ministry of International Trade

Past countries include: China, South Korea, Japan, Europe, U.S.A., South America.

Tactics include: B2B meetings, private receptions, and regional producer site tours to secure seafood export procurement opportunities.



JUNE 9 - 18, 2017 | COMOX VALLEY | VANCOUVER ISLAND, BC

FESTIVAL SPONSORSHIP

BC SHELLFISH & SEAFOOD FESTIVAL SPONSORSHIP	PLATINUM \$10,000 X2	GOLD \$5000 X4	SILVER \$2500 X6	BRONZE \$1000 unlimited	INT'L MEDIA PROGRAM SPONSOR \$500
Company name/logo on all applicable marketing material (print, poster, website)	✓ 100% size	✓ 75% size	✓ 50% size	✓ 25% size	✓ Logo inclusion on Media Itineraries and company profile in Welcome Packages
Company exposure at BCShellfishFestival.com	✓ business profile	✓ 75% size	✓ 50% size	✓ 25% size	
Exposure on festival social media channels and e-blasts	✓	✓	✓		
Full-screen logo displayed on TV screens @ Vancouver Island Visitor Centre	✓	✓			
Logo on hard copy Festival tickets (time-sensitive)	✓				✓ Attendance (2 seats) to VIP Media Program Welcome Dinner
Advertising space in Official Festival Program Guide	full page (+\$600 value)	half page (+\$350 value)	quarter page (+\$200 value)		
Advertising space in BC Seafood Month insert (+200K distribution)	half page (+\$500 value)	quarter page (+\$300 value)	eighth page (+\$200 value)		
Banners displayed at key festival events (Expo, Comox By Sea Celebration)	✓ prime location	✓	✓	✓	
Onsite display at Comox by the Sea Celebration - June 18, 2017	✓ prime location	✓ prime location	✓		
Comox by the Sea Celebration - tickets	25	10	5		10
BC Seafood Expo registrations (includes Opening Reception)	4 (+\$2100 value)	2 (+\$1050 value)			
First right of refusal for 2018 festival	✓	✓			

PREFERRED FESTIVAL SUPPLIERS SPONSORSHIP OPPORTUNITIES

Leading businesses and suppliers looking to generate increased awareness can become the preferred official supplier of numerous events occurring during western Canada's largest seafood festival.

Opportunities include: ✓ Garbage / Recycling Management ✓ Shuttle & VIP Transportation ✓ AV/Sound Management
 ✓ Official Insurance Provider ✓ Event Rental Provider ✓ Event Signage Supplier

For more information contact Linda Hiemstra, PMP at 250-751-4862 or linda.hiemstra@shaw.ca



PARTICIPATION OPTIONS

BC Shellfish & Seafood Festival Events and Campaigns

BC SEAFOOD ON YOUR PLATE - JUNE 9 – 18

Participation Fee: \$300/restaurant or \$200 for BC Restaurant & Food Services Association Members

Restaurants throughout British Columbia are invited to showcase BC shellfish and/or seafood dining options during the festival to drive increased business, in celebration of BC Seafood Month and the BC Shellfish & Seafood Festival. Receive inclusion in a social media and print marketing BC Seafood on Your Plate Campaign.

HOST A FESTIVAL EVENT - JUNE 9 – 18

Participation Fee: No Charge, Online Ticket Sales Agreement Required

Create an event and become one of over 30 BC Shellfish and Seafood Festival events included in an extensive multi-media marketing campaign for the Festival, including online and Vancouver Island Visitor Centre ticket sales support.

COMOX BY THE SEA CELEBRATION - JUNE 18

Tasting Stations and/or Interactive Display Space

Participation Fee: Tasting Ticket Sharing System and/or \$200 Exhibit/Display

2000 - 2500 attendees

This event celebrates the touch, tastes, and sounds of BC's best shellfish and seafood products; feature shellfish and seafood producer-focused tasting booths, celebrity chef cooking demonstrations, competitions (see below), interactive educational booths, live music, and an oceanside beer and wine garden.

Competition Registration Options

ANNUAL OCEANWISE™ CHOWDER CHALLENGE - JUNE 18

Compete for the title of Best BC Shellfish & Seafood Festival Chowder, sponsored by OceanWise™; Winner receives trip to Vancouver to compete in the Vancouver Aquarium Oceanwise™ Chowder Chowdown.

FANNY BAY OYSTERS SHUCKING CHAMPIONSHIP - JUNE 18

Compete for the title of BC Shellfish & Seafood Festival Fanny Bay Oyster Shucking Champion. Winner receives a trip to Prince Edward Island to compete in the Raspberry Point International Oyster Shucking Championship as part of the PEI International Shellfish Festival.

Register today!

Visit BCShellfishFestival.com
for participation details and online registration



JUNE 9 - 18, 2017 | COMOX VALLEY | VANCOUVER ISLAND, BC

BC SEAFOOD EXPO

BC SEAFOOD EXPO OVERVIEW – JUNE 12 & 13

A premier Pacific Northwest seafood and aquaculture business development, networking and tradeshow event featuring leading industry speakers and informative seminars, site tours, B2B Meetings, the International Buyers Flying Fresh Air Freight Opening Reception and more.

BC SEAFOOD EXPO SPONSORSHIP OPPORTUNITIES	KEYNOTE PLENARY SESSION \$2500	NETWORKING LUNCH \$1000	EXPO SESSION \$500	NUTRITION BREAK \$500	EXPO HAPPY HOUR LOUNGE \$500/day	INTERNATIONAL BUYERS PROGRAM \$1000
ALL BENEFITS OF SILVER SPONSORSHIP (see Silver Sponsorship above)	✓					✓ Logo and business profile inclusion in Buyer Program Itinerary Packages
Total number available	2 Keynote sessions	2 lunches	8 sessions	3 breaks	2 breaks	
Display space/banners at Expo	in session room	at registration	in session room	in trade show area	in trade show area	✓ Two tickets to the VIP Private International Buyers Reception and space for signage
Complimentary Expo session registrations (#)	2	2	1	1	1	✓ Two tickets to the International Buyers Flying Fresh Air Freight Opening Reception
Listing/recognition in Expo Program	✓	✓	✓	✓	✓	

EARLY BIRD REGISTRATION SPECIAL - Save \$75 until April 28th!

Register today! Visit BCSeafoodExpo.com for speaker details and to register online

BC SEAFOOD EXPO FULL DELEGATE PASS

\$75 Early Bird Savings until Apr. 28 - \$350

Expo Sessions, 2 Keynote Sessions, Opening Reception - regular price \$425 (effective May 1)

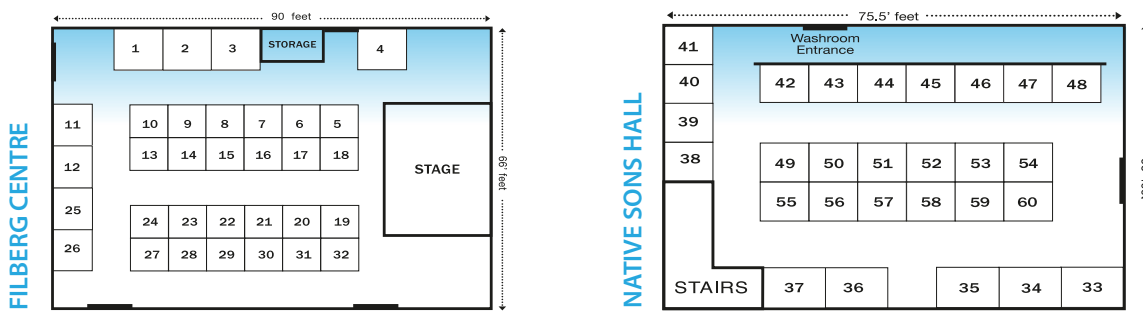
BC SEAFOOD EXPO INTERNATIONAL BUYERS FLYING FRESH AIR FREIGHT OPENING DINNER RECEPTION - \$95

BC SEAFOOD EXPO TRADE SHOW SPACE

\$100 Early Bird Savings until Apr. 28 - \$525

Includes Expo Pass AND 8' x 8' exhibitor space w/table, chairs, access to power & internet - reg. price \$625 (effective Apr. 29)

BC SEAFOOD EXPO TRADE SHOW



For more information contact Linda Hiemstra, PMP at 250-751-4862 or linda.hiemstra@shaw.ca

