



# BCFit<sup>®</sup>'17

Sept 16, 2017 • Delbrook Community Recreation Centre  
851 West Queens Road, North Vancouver, BC



## EXHIBITOR OPPORTUNITIES

### READY FOR A NEW SALES OPPORTUNITY?

Consider being an exhibitor with your own Tradeshow Booth at **BCFit<sup>®</sup>'17**. The BC Recreation and Parks Association's annual BCFit conference brings together over **300 fitness professionals** to be **inspired, informed and connected**. The conference will be held on **Saturday, September 16th** in North Vancouver for delegates who aspire to meet the highest standards in the fitness industry.

#### Key Benefits:

- ★ Profile your brand to over **300 conference delegates** as well as their networks
- ★ Access more than 4,000 BCRPA Registered Fitness Leaders from across BC **through targeted conference marketing materials** and members only e-bulletins and promotions
- ★ Introduce new products and recruit new brand advocates
- ★ Engage in an organized tradeshow networking game with conference delegates!

### TRADESHOW AT BCFIT'17

This year's tradeshow offers a one-day marketplace at a rate of \$550 per booth, with networking activities throughout the day.

#### Key networking times include:

- ★ Registration
- ★ Lunch and Tradeshow Breaks
- ★ Delegate activity with exhibitors, and
- ★ Market Place Blow-out event!

### TIPS FOR ACTIVATION

We want you to be involved! Send us your ideas for engaging delegates at your booth and we will help you make it happen! Early doorcrasher sales are highly welcome and will be promoted to delegates.

#### Who attends?

- ★ Fitness Professionals (not exclusive to BCRPA Registered Fitness Leaders) — including Personal Trainers, Weight Room Supervisors, and Fitness Instructors of Group Fitness, Pilates Fitness, Yoga Fitness and Aquatic Fitness
- ★ Fitness Educators and Presenters
- ★ Fitness Club Owners
- ★ Entrepreneurs
- ★ Fitness industry event volunteers
- ★ Post-Secondary Students
- ★ Facility Supervisors and Managers
- ★ Members of BC agencies involved with health and physical activity
- ★ Parks & Recreation managers and staff
- ★ Fitness Leaders in-training

Learn more about BCFIT'17 at:  
[www.bcrpa.bc.ca/bcfit-17](http://www.bcrpa.bc.ca/bcfit-17)



## BCFit'17 Exhibitor Opportunities

### BCFit'17 Rates

Commercial Exhibitor Package	\$550
Delegate Package Insert (Exhibitor)	\$150
Delegate Package Insert (Non-Exhibitor)	\$300
1/6 page colour Ad for Fall edition of FitLifeBC Magazine featuring BCFit'17 (regular price \$150) (Exhibitor)	\$88
Exhibitor Upgrade to a Full Delegate (to review Active Sessions see the Program Guide)	\$60

### Exhibitor Extra Information

**Exhibitors will be required to load in and set up between 8 pm to 10 pm on Friday, Sept 15.** Any costs associated with shipping and receiving will be borne by the exhibitor. Wheeled dollies and pullcarts will not be provided. Exhibitors are asked to supply their own.

**Electrical power needs** will be managed by the staging company and may involve additional costs. Please be advised that heavy electrical machinery CANNOT be accommodated (no treadmills, please).

### Schedule

#### Friday, September 15

8 – 10 pm Market Place Set up

#### Saturday, September 16

7:15 – 8 am Registration & Market Place Open

8 – 9 am Welcome and Assembly

9 – 9:15 am Marketplace & BREAK

9:15 – 10:30 am Active Education Sessions

10:30 – 10:45 am Marketplace & BREAK

10:45 am – 12 pm Active Education Sessions

12 – 1 pm Lunch & Marketplace

12:30 – 1 pm Lunch & Marketplace Activity

1 – 2 pm World Café & Awards

2 – 2:15 pm BREAK

2:15 – 3:30 pm Active Education Sessions

3:30 – 3:45 pm Marketplace & BREAK

3:45 – 5 pm Active Education Sessions

5 – 5:15 pm Closing Assembly

5:15 – 6 pm Market Place Blow Out Sale

6 – 7 pm Market Place take-down

*\*Times are subject to change.*

### Exhibitor Package Includes:

- one booth, table and two chairs
- 2 complimentary lunches
- Distribution of tradeshow exhibitors list to all BCRPA registered fitness professionals prior to the conference (4,000 plus)
- Logo and link to your site on the BCFit'17 Online Tradeshow page

### Delegate Package Insert

This is a unique opportunity to include company promotional items in the conference delegate packages. Acceptable items include a company insert no larger than 8.5" by 11" in size and weighing no more than a standard brochure, or a packaged promotional item that cannot be easily broken or damaged. All packages must be couriered to the BCRPA office.

**Inserts must be received by August 18.**

*Inserts are subject to the approval of the BCRPA.*

### REGISTER NOW!

To apply for exhibit space, complete the online form:

<http://download.bcrpa.bc.ca/form/bcf17-exhibitor-registration-form>

All enquiries regarding tradeshow & sponsorship opportunities can be directed to:

**Stephanie Androsoff**

Tel: 604.629.0965 ext. 222 | [corpsales@bcrpa.bc.ca](mailto:corpsales@bcrpa.bc.ca)

For more information on BCFIT'17, visit [www.bcrpa.bc.ca/bcf17](http://www.bcrpa.bc.ca/bcf17)



[www.bcrpa.bc.ca](http://www.bcrpa.bc.ca)  
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