



BCFit[®]'18

British Columbia's Premier Fitness Conference

Sept 15, 2018 • Delbrook Community Recreation Centre, North Vancouver, BC



EXHIBITOR OPPORTUNITIES

READY FOR A TARGETTED SALES OPPORTUNITY?

Promote your products and services with a tradeshow booth in the **BCFit[®]'18 Conference and Marketplace**. The BC Recreation and Parks Association's annual BCFit conference brings together over **300 fitness professionals and industry leaders** to be **inspired, informed** and **connected**. The conference will be held on **Saturday, September 15th** 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
- ★ Connect with industry leaders
- ★ Engage in an organized tradeshow networking game with conference delegates!

TRADESHOW AT BCFIT'18

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:

- ★ Morning registration
- ★ Lunch and Marketplace breaks
- ★ Delegate activity with exhibitors
- ★ Marketplace blow-out event!

TIPS FOR ACTIVATION

We're here to assist you! Send us your ideas for engaging delegates at your booth and we will help you make it happen! Doorcrasher sales are 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
- ★ Post-Secondary Students and fitness enthusiasts
- ★ Facility Supervisors and Managers
- ★ Members of BC agencies involved with health and physical activity
- ★ Recreation & Parks managers and staff
- ★ Fitness Leaders in-training

Learn more about BCFIT'18 at:
www.bcrpa.bc.ca/conferences/bcfit/



BCFit'18 Exhibitor Opportunities

BCFit'18 Rates

Commercial Exhibitor Package	\$550
Delegate Package Insert (Exhibitor)	\$150
Delegate Package Insert (Non-Exhibitor)	\$300
Exhibitor Upgrade to a Full Delegate	\$75

Exhibitor Extra Information

Exhibitors will be required to load in and set up between 6 pm to 9 pm on Friday, Sept 14. Any costs associated with shipping and receiving will be borne by the exhibitor. Exhibitors are asked to supply their own dollies and pullcarts.

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).

Video/Photography Policy: Video recording and photography is strictly prohibited without prior written permission from BCRPA.

Schedule *(Times are subject to change.)*

Friday, September 14

6 – 9 pm Marketplace Set up/Exhibitor load-in

Saturday, September 15

7:15 – 8 am Registration & Marketplace Open
 7:40 – 8 am Opening Workout
 8 – 9:10 am Welcome/Opening Plenary/Awards
 9:15 – 10:30 am Education Session 1
 10:30 – 10:45 am Marketplace & Break
 10:45 am – 12 pm Education Session 2
 12 – 1 pm Lunch & Marketplace
 1 – 2 pm Fitness Café
 2 – 2:15 pm Marketplace & Break
 2:15 – 3:30 pm Education Session 3
 3:30 – 3:45 pm Marketplace & Break
 3:45 – 5 pm Education Session 4
 5 – 5:15 pm Closing and Prize Draws
 5:15 – 6 pm Marketplace Blow Out Sale
 6 – 7 pm Marketplace take-down

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'18 Online Marketplace 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 and be received by August 17.

Inserts are subject to the approval of the BCRPA.

All enquiries regarding the BCFit'18 Marketplace & sponsorship opportunities can be directed to:

Inna Goncharova

Tel: 604.629.0965 ext. 260

partnerships@bcrpa.bc.ca

For more information on BCFIT'18, visit

www.bcrpa.bc.ca/conferences/bcfit/



www.bcrpa.bc.ca
 BC Recreation & Parks Association
 #301 - 470 Granville Street
 Vancouver, BC V6C 1V5