

2019 Annual  
BCFit® CONFERENCE

SEPTEMBER 13-15, 2019

Delbrook Community Recreation Centre | North Vancouver



**Exhibitor & Sponsorship Prospectus 2019**



SEPTEMBER 13–15, 2019

# You're Invited

The BC Recreation and Parks Association (BCRPA) invites you to showcase your products and services at the BCFit®'19 Conference and Market Place.

Our sponsors and exhibitors return year after year because the BCFit® conference offers an exclusive opportunity to access the professionals who directly influence the fitness sector in BC. Delegates and vendors alike look forward to seeing fresh and familiar faces, each eager to learn about new, cutting edge services and products in the industry.

There are three days of workshops for delegates, including six lunch and break opportunities to explore the Market Place, and one targeted day for exhibitors to demonstrate and showcase their newest products and innovative services. See the many new components of our conference that we have added to the program, and be sure to come meet the many new delegates that will be drawn to attend for the first time. Please join us for this unique opportunity. We look forward to seeing you there!

Sincerely,

A handwritten signature in black ink that reads "Rebecca Tunnacliffe".

Rebecca Tunnacliffe, CEO

## About BCRPA

The British Columbia Recreation and Parks Association (BCRPA), a not for profit organization, plays a central role in leading the enrichment and improvement of the quality of life of British Columbians and their communities. We do this by championing the power of recreation and parks. Ours is a story of creating community connectedness and individual well-being based on the knowledge and recognition that recreation and active living, as well as access to parks and the natural environment, have significant impacts on our physical and mental health.

Since 1958, the BCRPA has provided leadership, training and support, fostering the principles of accessibility and inclusiveness, to help its members meet provincial and local health and physical activity priorities.

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

## Your TARGET AUDIENCE

*We are the premier provincial conference for  
Fitness Professionals in British Columbia.*

**Register via the BCRPA website**

## QUICK FACTS

BCRPA's BCFit® Conference is attended by over 250 Fitness professionals. The event features one full day of active and lecture-style educational sessions, plus networking opportunities and a Tradeshow Market Place. Delegates can participate in two additional days of in-depth pre and post conference workshops, including certifications and re certifications, and an exam centre. Every year BCFit® attracts both repeat and new attendees as it delivers valuable information that enhances delegates' knowledge and increases their value and expertise to their fitness clients and organizations.



## ACCOMMODATION

Please contact the Partnerships and Events Coordinator for recommendations on accommodations at: [partnerships@bcrpa.bc.ca](mailto:partnerships@bcrpa.bc.ca) or (604) 629-0965 ext 260.

Nearby accommodations include:

**Pinnacle Hotel at the Pier**

138 Victory Ship Way, North Vancouver  
[www.pinnaclepierhotel.com/](http://www.pinnaclepierhotel.com/)

**Lonsdale Quay Hotel**

123 Carrie Cates Court, North Vancouver  
[www.lonsdalequayhotel.com/](http://www.lonsdalequayhotel.com/)

**North Vancouver Hotel**

1800 Capilano Road, North Vancouver  
<https://www.northvanhotel.com/>

## VENUE SPOTLIGHT

For the third year in a row, BCFit® returns to the state-of-the-art Delbrook Community Recreation Centre. Delbrook Community Recreation Centre is a fully accessible facility with a design that maximizes the light and views of North Vancouver. Facilities include a fully equipped aquatic centre, fitness centre and studio, spin room, racquet courts, pottery and arts studios, activity rooms and more. The centre is a vibrant hub for the community to gather and participate in recreation, and health and wellness activities.

## WHY EXHIBIT

The BCFit® conference is British Columbia's premier conference for fitness professionals across the province. The Tradeshow Market Place is your opportunity to directly sell products and services to the industry's influencers, educators, entrepreneurs, and fitness leaders.

Fitness Professionals within the public and private sector attend BCFit® each year to keep abreast of new trends and discover cutting edge products and services. Aligning your company with the values of the BCRPA and our reputation of excellence will demonstrate to your clients and competitors your commitment to the fitness sector in our province.

You will have access to the influencers of Fitness facilities (not confined to recreation centres) from communities throughout the province, and the opportunity to profile your brand to over 250 Fitness professionals. With a central tradeshow space, interaction incentives with prizes, and competitive spirits, we experience high levels of delegate participation!



### More reasons to exhibit:

**Access over 250 delegates from communities throughout the province.**

**Differentiate your company from your competition.**

**Meet long time clients and get acquainted with new faces.**

**Build brand awareness with fitness professionals.**

**Develop face-to-face relationships with new prospects.**

**Gain exposure to BCRPA's Members and Registered Fitness Leaders with a listing on the Online Tradeshow Page.**

**Strengthen ties with existing clients.**

## 2019 Program Highlights

### NEW this year!

- ▶ **The Future of Fitness: Interactive Session with Event Partners** – an interactive "speed-dating" style session for delegates to hear about the future trends in the industry, directly from conference partners
- ▶ **3 new certificate offerings, including: Bellyfit®, Balance Yoga with Chair, and for the first time ever, a one-day BCRPA Aquatic Fitness Specialty Course!**
- ▶ **NEW Presenters: Alice Bracegirdle, Verna Chan, Janelle Eisler Carr, Martin Laba, Meghan O'Connell, plus more**
- ▶ **In-Person BCRPA Fitness Theory and Older Adult Exams**

### Other program highlights:

- ▶ 26 presenters presenting 25 concurrent sessions and 6 in-depth workshops over 3 days
- ▶ Sessions lead by industry influencers including **André Potvin, Gillian Goerzen, Kim Bond, Ryoko Donald**, plus many more!
- ▶ Workshops on **adaptive fitness, exercise physiology, mindful fitness, engaging clients, and aquatic fitness.**
- ▶ And MORE!

▶ **Check out the 2019 PROGRAM GUIDE**

## ATTENDEES

- ★ **Fitness Professionals (not exclusive to BCRPA Registered Fitness Leaders) including:**
    - Personal Trainers
    - Weight Room Supervisors
    - Group Fitness Instructors
    - Pilates Fitness Instructors
    - Yoga Fitness Instructors
    - Aquatic Fitness Instructors
  - ★ **Fitness Educators and Presenters**
  - ★ **Fitness Club Owners**
  - ★ **Fitness Entrepreneurs**
  - ★ **Facility Supervisors and Managers**
  - ★ **Members of BC agencies involved with health and physical activity**
  - ★ **Parks and Recreation Managers and staff**
  - ★ **Post-secondary students & Fitness students**
  - ★ **Fitness Leaders in-training**
- ▶ ***Click here for EXHIBITOR LIST from 2018***

**REGISTER NOW**

BCFit'19 TRADESHOW



## EXHIBITOR INFORMATION

### What does your Tradeshow Market Place booth include?

- ✓ 5' x 10' Booth
- ✓ 8 foot high draped black wall
- ✓ 3 foot high drape sides
- ✓ 6 foot skirted table and 2 chairs
- ✓ Lunch and refreshments throughout the day for up to two representatives
- ✓ Additional representatives can be added for a small fee
- ✓ Free listing in our Online Tradeshow for 6 months following the conference
- ✓ Opportunity to collect leads via prize draw at your booth (vendors collect leads at their booth, prize ballots not provided by BCRPA)

### TRADESHOW MARKET PLACE OPPORTUNITIES

Market Place Exhibitor Package: \$560

Delegate Package Insert \* (Exhibitor): \$160

Delegate Package Insert \* (Non-Exhibitor): \$300

Exhibitor Upgrade to Full Delegate: \$80

**PLUS:** Register for Two or more BCRPA conferences, and receive a 10% discount on each booth (other conferences include Ripple Effects and Symposium.)

*\*Acceptable items include company insert no larger than 8.5 x 11" in size, weighing no more than a standard brochure, or a packaged promotional item that cannot be easily broken or damaged.*

**TAKE NOTE:** Electrical power needs, as well as shipping and receiving, will be managed by the staging company and may involve extra costs. Any additional costs will be borne by the exhibitor. Exhibitors are asked to supply their own dollies and pull-carts.

Video recording and photography is strictly prohibited without prior written permission from BCRPA.

### IMPORTANT DATES for Exhibitors

LINK and LOGO due:  
August 2, 2019

TRADESHOW REP INFO due:  
August 14, 2019

PRIZE INFO due:  
August 14, 2019

INSERT due:  
August 14, 2019

Tradeshow Date:  
September 14, 2019

Load in:  
6 pm on September 13  
and/or  
6 am on September 14

Load out:  
6 pm on September 14

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BCFit'19 TRADESHOW

## SPONSORSHIP

Sponsors receive maximum continuous exposure before, during and after the conference.

While there are standard sponsorship packages available, we will work with you to create a customized sponsorship package that's perfect for you! **Contact [partnerships@bcrrpa.bc.ca](mailto:partnerships@bcrrpa.bc.ca) to start a discussion.**

**Note: *Waterbottle sponsor is an exclusive opportunity.***

WHAT IS INCLUDED IN YOUR SPONSORSHIP?	GOLD \$7000	SILVER \$5000	BRONZE \$3000	WATERBOTTLE \$1,500
Linked <b>Video Clip</b> on BCFit® conference page	✓			
Opportunity to <b>introduce</b> a BCFit® Presenter	✓			
<b>Recognition</b> as BCFit® Sponsor on all <b>Fitness e-bulletins</b> for 2 months before and 1 month after the conference	✓			
<b>Verbal Recognition</b> by MC at opening Remarks	✓			
<b>Testimonial on BCFit® webpage</b> with contact name & company name for up to 6 months after conference ( <i>Testimonial supplied by sponsor. BCRPA reserves the right to edit for content/length</i> )	✓	✓		
<b>Premium Exhibit space</b> in Tradeshow, including standard electrical hook-up ( <i>BCRPA Reserves the right to allocate space as appropriate</i> )	2 booths	2 booth	1 booth	
<b>Complimentary lunch</b> provided for sponsor booth attendees	2	2	2	
One page <b>promotional insert</b> in BCFit® delegate welcome package ( <i>insert to be supplied by sponsor</i> )	✓	✓	✓	
Opportunity to participate in <b>The Future of Fitness: Interactive Session with Event Partners</b>	✓	✓	✓	
<b>Logo &amp; company website link on the BCFit® webpage</b> for up to 2 months before and 1 month after after the conference	✓	✓	✓	✓
<b>Logo, company website link, and brief company description on Online Tradeshow webpage</b> for 1 month before and 2 months after conference ( <i>logo, link and description to be supplied by sponsor</i> )	✓	✓	✓	✓
Recognition in online BCFit® <b>Program Guide</b>	logo & full page ad	logo	logo	logo
<b>Logo on delegate welcome packages and conference signage</b>	large	medium	small	small
<b>On-Screen projection</b> of company logo at all BCFit® full sessions	✓	✓	✓	✓
Complimentary BCFit® <b>Delegate Registrations</b>	2	2	1	0
<b>Logo on signage</b> posted by main stage in conference session	✓	✓	✓	✓
Onscreen projection of custom PowerPoint slide at Tradeshow ( <i>content provided by Sponsor for BCRPA's template</i> )	4 slides	3 slides	2 slides	2 slides
<b>Sponsor signage</b> provided to display on booth table	✓	✓	✓	✓
Bi-weekly subscription to BCRPA Member communiqués	✓	✓	✓	✓
Branding on sport waterbottles for all delegates				✓

**Note: Your company logo will appear on the conference webpage and other pertinent marketing material as soon as your sponsorship is confirmed.**

# PLAN YOUR MARKET PLACE EXPERIENCE

<b>SCHEDULE FOR EXHIBITORS &amp; SPONSORS</b>	
<b>Friday, September 13</b>	
6 – 10 pm	Load in / Set up
<b>Saturday, September 14</b>	
6 – 7:15 am	Load in/ Set up
7:15 - 8 am	<b>Registration and Market Place *</b>
8 – 9:10 am	Welcome and Opening Activity
9:15 – 10:30 am	Concurrent Sessions 1
10:30 – 10:45 am	<b>Market Place &amp; Break *</b>
10:45 am – 12 pm	Concurrent Sessions 2
12 – 1 pm	<b>Market Place &amp; Lunch *</b>
1 – 1:45 pm	<b>The Future of Fitness: Interactive Session with Event Partners; and Market Place and Networking</b>
1:45 - 2 pm	<b>Market Place &amp; Break *</b>
2 – 3:15 pm	Concurrent Sessions 3
3:15 – 3:30 pm	<b>Market Place &amp; Break *</b>
3:30 – 4:45 pm	Concurrent Sessions 4
4:45 - 6 pm	<b>Market Place Blowout Sale &amp; Prizes *</b>
6 – 8pm	Tear Down / Load out
* Indicates High Traffic Times	



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BCFit'19 TRADESHOW



THANK YOU TO OUR 2019 Sponsors!





# THANK YOU!

We appreciate all our valued and dedicated partners, as without you, we could not do what we do!

We rely on you to ensure we connect our delegates to a well-rounded representation of products and services relevant to the Fitness sector in BC. Thank you for your partnership.

If you have any questions, comments, or don't see what you are looking for, please do not hesitate to contact our Partnerships and Events Coordinator, at [partnerships@bcrpa.bc.ca](mailto:partnerships@bcrpa.bc.ca) or (604) 629-0965 ext 260.

We thank all of our exhibitors and sponsors from past events, and hope we can count on you to participate in this year's event. We look forward to seeing you there.

Sincerely,  
The BCRPA Team

## Thank you to our 2018 Sponsors



**Contact:**  
**Stephanie Androsoff**  
**Partnerships and Events Coordinator**  
T: 604-629-0965 ext. 260  
E: [partnerships@bcrpa.bc.ca](mailto:partnerships@bcrpa.bc.ca)

