

# SYMPOSIUM MARKETPLACE EXPO

**April 29 – May 1, 2020**

Victoria Conference Centre | Victoria



Delegates at BCRPA's  
2019 Symposium Tradeshow

## Exhibitor & Sponsorship Prospectus 2020



April 29 – May 1, 2020

# You're Invited

The BC Recreation and Parks Association (BCRPA) invites you to showcase your products and services in our Symposium Marketplace Expo.

Our sponsors and exhibitors return year after year because Symposium offers an exclusive opportunity to access the province's decision makers and leaders who directly influence the recreation and parks sector in BC. Delegates look forward to seeing familiar faces in our community of vendors, and learning about new cutting edge services in the industry.

There are three days of conference for delegates and one targeted opportunity for exhibitors to demonstrate your newest products and most innovative services to meet the needs of BC's recreation and parks professionals. You will want to be there for this unique, exciting opportunity.

We look forward to seeing you there!

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 only provincial conference for recreation and parks professionals in British Columbia.*

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



## QUICK FACTS

BCRPA's Symposium is attended by upwards of 350 recreation and parks professionals ranging from directors to programmers, planners, sector partners, and elected officials who are interested in exploring best practices, innovative solutions and trends in the sector.

It features the largest marketplace expo within the BC recreation and parks sector, with over 50 vendors in attendance each year. The event features keynote speakers, plenary discussions, in-depth sessions, and snapshot presentations.

It also hosts networking opportunities and social events. Symposium provides an exciting opportunity for vendors to speak directly to their target audience, effectively increasing the awareness of their brand.



## ACCOMMODATION

**FAIRMONT EMPRESS HOTEL**  
721 Government Street, Victoria

We have secured a special group rate at the Fairmont Empress Hotel for Symposium vendors and sponsors - just steps away from the Victoria Conference Centre.

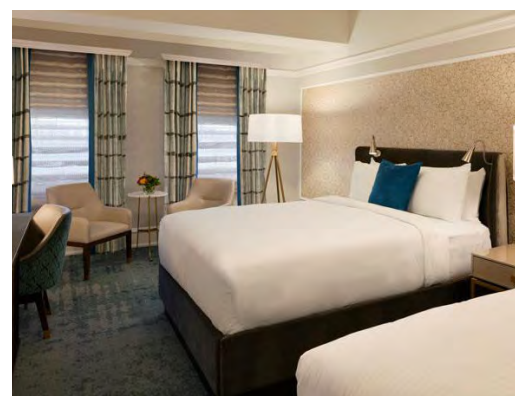
Special rates are valid until **March 30, 2020**, subject to availability, and apply to stays between April 26 and May 5, 2020.

[Make your reservation online today!](#)

Learn more about the [Fairmont Empress Hotel](#).

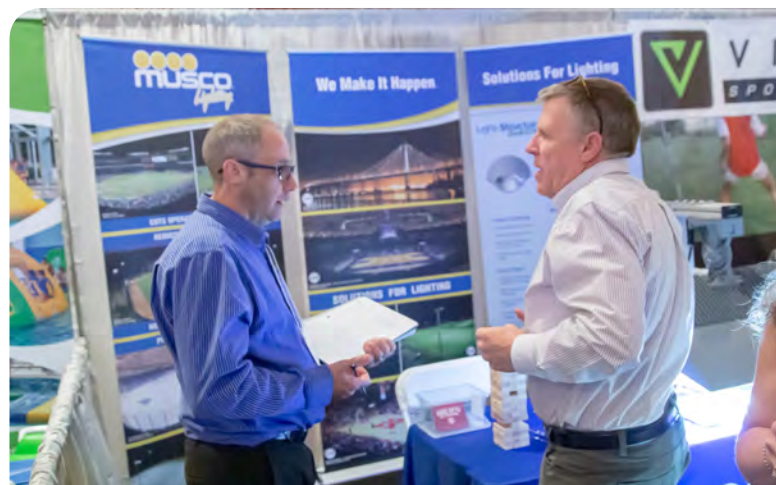
Group rates are also available for stays at the Chateau Victorial Hotel & Suites, and the DoubleTree by Hilton™ Hotel & Suites Victoria.

Learn more on the [Symposium website](#).



## WHY EXHIBIT?

Symposium is the only conference for recreation and parks professionals in BC. Decision-makers within local governments rely on Symposium each year to explore new trends and keep abreast of industry standards. Aligning your company with the values of BCRPA and our reputation of excellence will demonstrate to your clients and competitors that your product or service is of the highest standard within the recreation and parks sector in our province.



*Above: Musco Sports Lighting Representative with a Delegate at Symposium 2019*

In addition to opportunities to access delegates throughout the day on April 29, there will be two dedicated Marketplace Expo opportunities for delegates to focus solely on the Exhibitors – at lunch and in the late afternoon/early evening. You will profile your brand to upwards of 350 recreation and parks professionals from communities throughout the province. With complimentary food and beverages, an inviting atmosphere, and interaction incentives with prizes, you can expect high levels of delegate participation and engagement.

### More reasons to exhibit:

**Access to our delegates from communities throughout the entire province.**

**Differentiate your company from your competition.**

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

**Strengthen ties with existing clients.**

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

**Build your brand.**

**Gain exposure to all BCRPA members with your listing on the Online Marketplace Page.**

**Grow your contact list.**

## FEATURE SESSIONS

- ▶ What Is It Time For? The Magic and Logic of Leadership – *Christine McLeod*
- ▶ We're Diverse, Now What?– *Alden Habacon*
- ▶ Spotlight on Community Priorities: Aging Recreation infrastructure – *Mark Hentze*
- ▶ Providing Dignity: Informed Outreach in Our Parks – *Jess Thornbury and Kristen Kvakic*
- ▶ Regional Trails – Planning and Managing for Different Uses and Interests – *Carolyn Stewart*
- ▶ Community Arts Practice in Urban Nature – *Carolyn Knight*
- ▶ The Role of Recreation Facilities in Disaster Response and Recovery – *Megan Latimer*
- ▶ Programming with a Purpose: Lessons Learned – *Kate Lee*
- ▶ Risk Management Strategies for Natural Water Recreation Sites – *Cheryl Sibany and Sean Healy*
- ▶ Panel Discussion: Recruitment and Retention in Recreation and Parks – *David Greenwell, Cissy Pau, and Jeff Holland*
- ▶ And MORE!
- ▶ [Click HERE to view the SYMPOSIUM WEBPAGE](#)

## DELEGATES

- ★ **Recreation and Parks municipal staff from all levels, including:**
  - Directors
  - Managers and Supervisors
  - Programmers
  - Facilitators
  - Coordinators
- ★ **Parks and Facilities Managers and Staff**
- ★ **Local Government Elected Officials**
- ★ **Fitness Professionals**
- ★ **Corporations – BCRPA members as well as commercial, educational and non-profit affiliates**
- ★ **Post-secondary Educators and Students**
- ★ **Youth Workers**
- ▶ [Click here for EXHIBITOR LIST from 2019](#)

**REGISTER NOW**  
**SYMPOSIUM**  
**MARKETPLACE EXPO**

# EXHIBITOR INFORMATION

## What does your Marketplace exhibit include?

- ✓ Invitation to attend the delegate Welcome Reception, sponsored by HDR, on April 28 for extra networking
- ✓ Invitation to attend afternoon sessions with delegates on April 29 for enhanced opportunities to make connections
- ✓ Opportunity to participate in Recreation + Parks Active Sessions with delegates on April 29. Fees apply. Registration is required. Visit the Marketplace Expo Registration page for a full list of activities and to register.
- ✓ 8' x 10' Booth
- ✓ 8' high drape black wall
- ✓ 3' high drape sides
- ✓ 6' skirted table and 2 chairs
- ✓ Refreshments for two representatives all day
- ✓ Option to add additional representatives for a small fee
- ✓ Free listing in our Online Marketplace Expo for 1 month prior and 6 months following Symposium
- ✓ Company listing on the BCRPA Events App
- ✓ Electronic display of 1 custom PowerPoint slide throughout the day at the Marketplace Expo (Exhibitor to provide content for BCRPA's template)
- ✓ Opportunity to collect leads via prize draw at your booth (vendors collect leads at their booth, prize ballots not provided by BCRPA)
- ✓ 2 dedicated Marketplace Expo timeslots for all exhibitors to shine!

## IMPORTANT DATES for Exhibitors

**LINK and LOGO due:**  
March 25

**TRADESHOW REP INFO due:**  
April 10

**PRIZE INFO due:**  
April 10

**INSERT due:**  
April 3

**Welcome Reception:**  
6 – 9 pm, April 28

**Marketplace Expo Date:**  
April 29

**Load in / Set-up:**  
7 – 11:45 am, April 29

**Showtimes:**  
11:45 am – 5:30 pm,  
April 29

**Load out:**  
5:30 - 7:30 pm, April 29

**Recreation + Parks Activities:**  
5:30 – 7 pm, April 29

**Conference Dates:**  
April 29 to May 1

## EXHIBITOR OPPORTUNITIES

Corporate Member: \$755

Non-Member: \$905

Non-profit/educational institution: \$490

Delegate Package Insert: \$320

Exhibitor Delegate Upgrade: \$335

Recreation + Parks Activities: [View the full list of activities and fees online.](#)

PLUS: Register for two or more BCRPA conferences, and receive a 10% discount on each booth (including Parks Professional Pathways [formerly Spring Training], and BCFit®).

**REGISTER NOW**

**SYMPOSIUM MARKETPLACE EXPO**

# SPONSORSHIP

Sponsors receive maximum continuous exposure before, during, and after the conference. While there are six sponsorship packages available, we will work with you to create a customized sponsorship package specifically designed to meet your marketing needs.

Note: Keynote, Break, Waterbottle, and Keycard sponsors are exclusive opportunities.

Don't see what you're looking for? Let us know, and we'll create the package that's perfect for you. Email Stephanie at [partnerships@bcrrpa.bc.ca](mailto:partnerships@bcrrpa.bc.ca) or call 604-629-0965 ext. 260 to start a discussion.

WHAT IS INCLUDED IN YOUR SPONSORSHIP?	GOLD \$7,000	SILVER \$5,000	BRONZE \$3,000	BREAK \$3,000	WATER BOTTLE \$2,000	KEYCARD \$1,000
Opportunity to introduce a Keynote speaker <i>(limited availability)</i>	✓					
MC recognition at all Keynote Sessions and Plenary Sessions	✓					
Opportunity to introduce a session speaker and/or moderate discussion <i>(limited availability; BCRPA to identify relevant session)</i>	✓	✓				
Premium Exhibit space in the Marketplace Expo, including standard electrical hook-up <i>(space to be assigned by BCRPA)</i>	2 booths	2 booths	1 booth	1 booth		
Sponsor level signage (provided by BCRPA) to display at booth	✓	✓	✓	✓		
Complimentary full delegate conference registration(s) to maximize your face-to-face time with delegates	2	1	1	1/2 day on May 1		
One page promotional insert in Symposium delegate welcome package <i>(insert to be supplied by sponsor)</i>	✓	✓	✓	✓		
Sponsor signage posted at refreshment tables				✓		
Branding on sport water bottles for all delegates					✓	
Branding on hotel keycards for delegates that are hotel guests						✓
Recognition as BCRPA Symposium Sponsor in Conference Communique's for 2 months before the conference <i>(distribution base approx. 2,500)</i>	✓	✓	✓	✓	✓	✓
Logo on delegate Welcome Package	large	medium	small		small	small
Logo on Prospectus, Program Guide, and Onsite Guide	large	medium	small	small	small	small
Complementary listing in BCRPA Events App	✓	✓	✓	✓	✓	✓
Testimonial on Conference webpage with contact info & company name for up to 6 months after conferences <i>(BCRPA reserves the right to edit for content/length)</i>	✓	✓	✓	✓	✓	✓
Logo & company website link on the Symposium webpage for up to 6 months after the conferences	✓	✓	✓	✓	✓	✓
Onscreen projection of logo at all Keynote & Plenary sessions	✓	✓	✓	✓	✓	✓
Logo on signage posted at Registration and by the main stage	✓	✓	✓	✓	✓	✓
Electronic display of custom PowerPoint slide throughout the day at Marketplace Expo <i>(content provided by Sponsor for BCRPA's template)</i>	4 slides	3 slides	2 slides	2 slides	2 slides	2 slides



# SCHEDULE YOUR MARKETPLACE EXPO DAY

## TUES, APRIL 28, 2020

6 – 9 pm	<p>✓ <b>Welcome Reception, sponsored by HDR</b>                  (at the Sticky Wicket, 919 Douglas Street)                  All delegates, sponsors &amp; exhibitors are welcome</p>
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## WED, APRIL 29, 2020

7 – 11:45 am	<b>Load in / Set up</b>
7:30 – 8:30 am	<b>Delegate Registration</b>
8:30 – 10:15 am	<b>Opening Remarks &amp; Keynote</b>
10:15 – 10:30 am	<b>Nutrition Break</b>
10:30 – 11:45 am	<b>Spotlight on Community Priorities</b>
11:45 – 1:15 pm	★ <b>Marketplace Expo, Lunch &amp; Networking</b>
1:15 – 2:15 pm	✓ <b>Concurrent Sessions A</b>
2:15 – 2:30 pm	★ <b>Marketplace Expo</b>
2:30 – 3:30 pm	✓ <b>Concurrent Sessions B</b>
3:30 – 5:30 pm	★ <b>Marketplace Expo Happy Hour</b>
5:30 – 7 pm	✓ <b>Recreation + Parks Active Sessions</b> ( <i>Space is limited. Registration required. Additional fees apply.</i> )
5:30 – 7:30 pm	<b>Tear Down / Load out</b>

## THURS, APRIL 30, 2020

6:30 pm – Midnight	<p>✓ <b>Banquet &amp; Dance, sponsored by MAIS Software inc.</b> (Mad Hatter Tea Party Theme)                  (Tickets purchased separately.)</p>
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- ★ Indicates dedicated Marketplace Expo times - no other programming scheduled. High traffic expected.
- ✓ All Exhibitors are welcome to participate in these sessions / events. Fees apply for participation in Recreation + Parks Active Sessions (fees are on a cost recovery basis.) Tickets for Banquet & Dance are purchased separately.



**REGISTER NOW**  
**SYMPOSIUM**  
**MARKETPLACE EXPO**



# THANK YOU to our 2020 Sponsors!

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SCHOLARSHIP SPONSOR**



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**ENHANCED BRONZE SPONSOR**



**BRONZE SPONSORS**



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**TOUR DE BCRPA  
SPONSOR**



**SYMPOSIUM  
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THANK YOU to all our past  
2019 Symposium Sponsors!

PerfectMind  
HCMA Architecture + Design  
HDR | CEI  
VDA Architecture  
Centaur Sport Contracting

Carscadden Stokes McDonald  
Architects Inc  
Canadian Red Cross  
DB Perks & Associates

## GRATITUDE FOR SYMPOSIUM 2019



## THANK YOU!

We appreciate all our valued and dedicated sponsors and exhibitors because with you, we thrive! We rely on your support to ensure we connect our delegates to a high level of excellence in products and services relevant to the recreation and parks industry, and thank you for your partnership.

If you have any questions, comments, or don't see what you are looking for, please connect with 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 supporters from past events, and hope we can count on you to participate in this year's conference. We look forward to seeing you there.

Sincerely,

The BCRPA Team

### For more information, contact:

Stephanie Androsoff  
Partnerships & Events Coordinator  
T: 604.629.0965 ext. 260  
Email: [partnerships@bcrpa.bc.ca](mailto:partnerships@bcrpa.bc.ca)

