

# BCFit®'22 Marketplace Expo

**SUNDAY, SEPTEMBER 18, 2022**

**RECERT & EXAM Day – Saturday, September 17, 2022**

Port Coquitlam Community Centre | Port Coquitlam



**Exhibitor & Sponsorship Prospectus 2022**



SUNDAY, SEPTEMBER 18, 2022

## Join us!

For the first time since 2019 we will be back in person for our BCFit'22 conference this year. I want to personally invite you to be there with us as an important stakeholder in this reunion. This is your chance to showcase your products and services at the BCFit®'22 Conference and Marketplace Expo. Most of our Sponsors and Exhibitors have been long-time supporters of BCRPA, and we are anticipating a buzz of excitement when we come together this year.

Delegates will be flocking to our new venue - the Port Coquitlam Community Centre - to reunite, reignite and revitalize their knowledge, connections, and fitness careers. Please join us as a Sponsor or Exhibitor for a unique opportunity to access a wide range of professionals who directly influence the fitness sector in BC.

The conference includes seven distinct opportunities for delegates to explore the dynamic Marketplace Expo at lunch, and between active and lecture-style sessions. Sponsors and Exhibitors in turn enjoy multiple occasions to demonstrate and showcase their newest products and innovative services to an engaged audience.

Delegates know that our Sponsors and Exhibitors return year after year and they alike look forward to engaging with fresh and familiar faces, each eager to learn about all the latest the industry has to offer them.

We look forward to seeing you there!

Sincerely,

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 inspiring and connecting professionals to build healthy and resilient communities through 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 240 Fitness Professionals from across the province. The event features one full day of active and lecture-style educational sessions, and in-depth workshops, plus networking opportunities and a Marketplace Expo. There is also a day in which delegates can get recertified in First Aid and CPR, and take exams to expand their fitness specialties. 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.

240+  
attendees

ONE DAY OF WORKSHOPS

One-day  
Marketplace  
Expo

In-depth  
workshops

Active  
sessions

Networking  
opportunities

Plus 1 bonus day  
of Recertification  
and Exam options

## VENUE SPOTLIGHT

Port Coquitlam Community Centre,  
2150 Wilson Ave, Port Coquitlam

The new Port Coquitlam Community Centre (PCCC) in downtown Port Coquitlam is one of the city's largest-ever capital projects. This bright, modern facility with 205,000 square-feet (19,000 square metres) is a vibrant community hub that brings a variety of new and enhanced amenities to the area. It includes a 2-level, 8,500 square foot fitness centre offering cardio and functional training zones, personal and group training, two fitness studios and a weight room with state-of-the-art equipment. Other amenities include small and large multi-purpose rooms, a gymnasium, sport courts, outdoor plazas, 3 ice arenas, a games room for seniors and youth, a lounge, library and more.

## WestJet Travel Discount

WestJet is offering **5% off Econo\*** and **10% off EconoFlex and Premium fares for travel within Canada and 2% off Econo\*, 5% off EconoFlex and 10% off Premium base fares for guests travelling trans-border.** To take advantage of this offer, you will need the discount code listed below. Visit [www.westjet.com/conventions](http://www.westjet.com/conventions) to make a booking online.

### Applicable Rules:

- The booking is to be made to **Vancouver, BC**
- The travel period is between: **9/10/2022** and **9/25/2022**
- No discount will apply to Basic or Business Class bookings.

Coupon Code: Guest web/Travel Agent web: **9L3C3VN**

Promo Code: Travel Agent GDS only: **WEE53**

If you have questions about booking with the discount code, please check out [WestJet's frequently asked questions page](#).

## PoCo Inn & Suites Discount

[PoCo Inn & Suites](#) is offering a **special group rate for stays between Sept 17 - 19, 2022.** Standard room starts at \$179/night. Kitchen Suites start at \$219/night. **Reserve your room by July 31 (subject to availability).** Reference **BCFit'22** when reserving your room.

Visit the [BCFit Delegate Discounts webpage](#) for details.



## WHY EXHIBIT

The BCFit® conference is British Columbia's premier conference for Fitness Professionals across the province. The Marketplace Expo 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 the opportunity to profile your brand to over 240 Fitness Professionals, including facility, club and gym owners, supervisors, and managers who make purchasing decisions in communities throughout the province. With a central Marketplace Expo space, interaction incentives with prizes, and competitive spirits, you can look forward to high levels of delegate participation.



### More reasons to exhibit:

**Access over 240 delegates from communities throughout the province.**

**Differentiate your company from your competition.**

**Reunite with 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 virtual Delegate Bag webpage.**

**Strengthen ties with existing clients.**

## PROGRAM HIGHLIGHTS

### NEW this year!

- ▶ Keynote presenter Ingrid Knight-Cohee will shine a spotlight on the role of Fitness Professionals in the community in *Reunite to Reignite*.
- ▶ NEW Presenters: Syd Sam, Kathleen Middleton, Michael Marousek, plus more!
- ▶ In-Person BCRPA Fitness Theory and Older Adult Exams, and for the first time – Personal Training Exams!
- ▶ Workshops on inclusivity, client-retention, trauma-informed practices, non-violent intervention, functional fitness and MORE!

### Other program highlights:

- ▶ BCRPA's Fitness Professional of the Year Award is returning, in person!
- ▶ Back by popular demand, the BCFit Fitness Café, where Fitness Professionals can connect over issues that matter to them.
- ▶ 20 presenters, 20 concurrent sessions and 1 inspiring keynote.
- ▶ Sessions lead by industry influencers including **André Potvin, Kim Bond, Brian Justin, Debbie Jessen**, plus many more!

▶ *Check out the 2022 PROGRAM GUIDE*

## ATTENDEES

- ★ Fitness Club and Gym Owners
- ★ Fitness Facility Supervisors and Managers
- ★ Fitness Professionals (not exclusive to BCRPA Registered Fitness Leaders) including:
  - Personal Trainers
  - Weight Room Supervisors
  - Group Fitness Instructors
  - Pilates Fitness Instructors
  - Older Adult Fitness Instructors
  - Yoga Fitness Instructors
  - Aquatic Fitness Instructors
- ★ Fitness Entrepreneurs
- ★ Fitness Educators and Presenters
- ★ Fitness Programmers
- ★ Members of BC agencies involved with health and physical activity
- ★ Post-secondary students & Fitness Students
- ★ Fitness Leaders in-training
- ★ Recreation Managers and staff

**REGISTER NOW**

**BCFit'22 Marketplace Expo**

## EXHIBITOR INFORMATION

### What does your Marketplace Expo booth include?

- ✓ 6' x 10' Booth
- ✓ 6 foot high draped black wall
- ✓ 3 foot high drape sides
- ✓ 1 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
- ✓ Opportunity to collect leads via prize draw at your booth (vendors collect leads at their booth, prize ballots not provided by BCRPA)

### MARKETPLACE EXPO OPPORTUNITIES

Marketplace Expo Exhibitor Registration: \$590

Virtual Delegate Bag Insert \* (Exhibitor): \$190

Virtual Delegate Bag Insert \* (Non-Exhibitor): \$330

Exhibitor Upgrade to Full Delegate: \$110

Advertising in Program Guide and Delegate Guide: [Visit the webpage to learn more](#)

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

*\*Virtual Delegate Bag Insert is an electronic PDF, no larger than 2.5 MB and may be a promotional brochure or offer. The virtual Delegate Bag Insert will appear as a link on the virtual Delegate Bag webpage, along with your company name, URL and logo. This webpage is available exclusively to BCFit® delegates and emailed directly to their inboxes.*

**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.

### REFUND POLICY

Cancellation requests received prior to August 22 will receive a partial refund of 70%.

Cancellation requests received starting August 23 are non-refundable.

### IMPORTANT DATES for Exhibitors

#### LINK AND LOGO DUE:

Aug 22, 2022

#### COMPANY REP INFO DUE:

Aug 22, 2022

#### PRIZE INFO DUE:

Aug 22, 2022

#### INSERT DUE:

Aug 22, 2022

#### MARKETPLACE EXPO DATE:

Sept 18, 2022

#### LOAD IN:

Sept 18, 2022

– 5:30 am - 7:00 am

#### LOAD OUT:

Sept 18, 2022

– 5:30 pm

**REGISTER NOW**

**BCFit'22 Marketplace Expo**

# SPONSORSHIP OPPORTUNITIES

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! E.g. Break Sponsor, Keynote Sponsor, and Waterbottle Sponsor

Contact Felicitas Lutz at [partnerships@bcrrpa.bc.ca](mailto:partnerships@bcrrpa.bc.ca) or call 604-629-0965 ext. 245 to start a discussion.

WHAT IS INCLUDED IN YOUR SPONSORSHIP?	GOLD \$4000	SILVER \$3000	BRONZE \$2000
<b>Verbal Recognition</b> by MC at Opening Remarks	✓		
60 to 90 second promotional <b>video clip</b> to be played at BCFit®	✓	✓	
Opportunity to <b>introduce</b> a BCFit® Presenter	✓	✓	
<b>Premium Exhibit space</b> in Marketplace Expo, including standard electrical hook-up ( <i>space to be assigned by BCRPA</i> )	2 booths	2 booth	1 booth
<b>Complimentary lunch</b> provided for sponsor booth attendees	2	2	2
<b>One page electronic insert</b> in the BCFit® virtual Delegate Bag ( <i>insert to be supplied by sponsor</i> )	✓	✓	✓
Logo on all BCFit® promotional communications and marketing materials, including the online Program Guide and Delegate Guide	✓	✓	✓
Promotion of the Marketplace Expo to BCRPA's network of over 3,200 Fitness Professionals	✓	✓	✓
<b>Logo &amp; company website link on the BCFit® webpage</b> for up to 2 months before and 1 month after the conference	✓	✓	✓
<b>Logo, company website link, and brief company description on virtual Delegate Bag 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 <b>BCFit® Program Guide</b>	logo & full page ad	logo	logo
<b>Logo on delegate welcome package and conference signage</b>	large	medium	small
<b>On-screen projection</b> of company logo at Opening and Closing Remarks	✓	✓	✓
Complimentary BCFit® <b>delegate registration, with opportunity to earn CECs</b>	2	2	1
<b>Logo on signage</b> posted by main stage in conference session	✓	✓	✓
On-screen projection of custom PowerPoint slide at Marketplace Expo ( <i>content provided by Sponsor for BCRPA's template</i> )	4 slides	3 slides	2 slides
<b>Sponsor signage</b> provided to display on booth table	✓	✓	✓
Complimentary BCRPA Corporate Membership	✓	✓	✓

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



# PLAN YOUR MARKETPLACE EXPO EXPERIENCE

## SCHEDULE FOR EXHIBITORS & SPONSORS

**Sunday, September 18**

5:30 am – 7:00 am	Load in / Set-up
7:00 – 8 am	<b>Registration &amp; Marketplace Expo *</b>
8:00 – 9:15 am	Opening Remarks & Keynote
9:15 – 9:30 am	<b>Marketplace Expo &amp; Break *</b>
9:30– 10:30 am	Concurrent Sessions 1
10:30 – 10:45 am	<b>Marketplace Expo &amp; Break *</b>
10:45 – 11:45 am	Concurrent Sessions 2
11:45 am – 1:00 pm	<b>Marketplace Expo, Networking &amp; Lunch *</b>
1:00 – 1:30 pm	Fitness Café
1:30 – 1:45 pm	<b>Marketplace Expo &amp; Break *</b>
1:45 – 2:45 pm	Concurrent Sessions 3
2:45 – 3:00 pm	<b>Marketplace Expo &amp; Break *</b>
3:00 – 4:00 pm	Concurrent Sessions 4
4:00 – 4:05 pm	<b>Transition Break</b>
4:05 - 4:30 pm	Closing Remarks & Prizes
4:30 – 5:30 pm	<b>Marketplace Expo Blowout Sale &amp; Prizes *</b>
5:30 pm – 6:30 pm	Load out / Take down
* Indicates High Traffic Times	



**REGISTER NOW**  
BCFit'22 MARKETPLACE EXPO





# 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 245.

We thank all of our Sponsors and Exhibitors 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 2021 Sponsors



**Contact:**  
**Felicitas Lutz**  
**Partnerships and Events Coordinator**

T: 604-629-0965 ext. 245  
E: [partnerships@bcrpa.bc.ca](mailto:partnerships@bcrpa.bc.ca)



# THANK YOU TO OUR 2022 Sponsors!

## Gold Sponsors

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## Bronze Sponsor

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## Equipment Sponsors

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## First Aid Sponsor

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