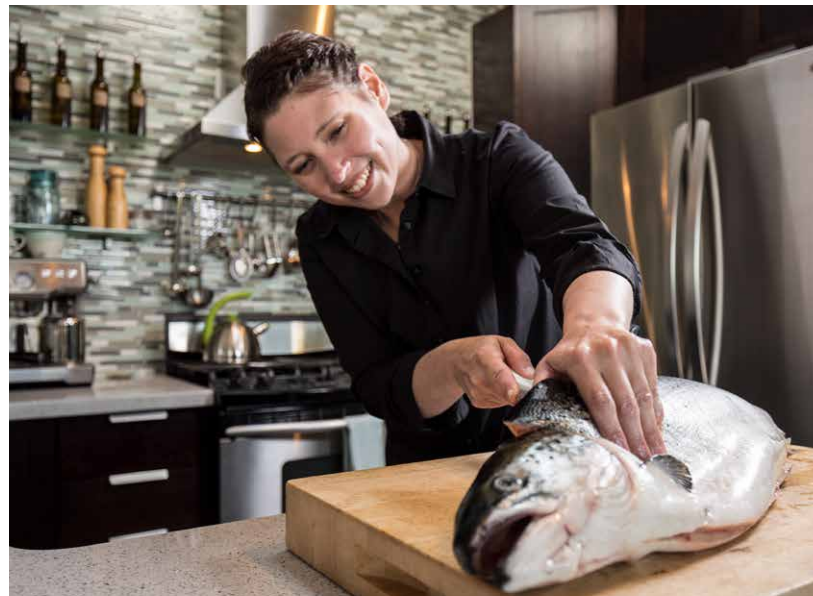


BC SHELLFISH & SEAFOOD
FESTIVAL

PARTICIPATION PACKAGE

2017 BC Shellfish & Seafood Festival
and BC Seafood Expo

JUNE 9 - 18 | COMOX VALLEY | VANCOUVER ISLAND



JUNE 9 - 18, 2017 | COMOX VALLEY | VANCOUVER ISLAND, BC

MARKETING WESTERN CANADA'S LARGEST SEAFOOD FESTIVAL

The **11th annual BC Shellfish & Seafood Festival and Seafood Expo** were established to drive national, international and regional long-term awareness to the importance and diversity of BC coastal communities' seafood industries. Brand awareness for the region and collaboration amongst extensive event partners has been achieved through the participation of award winning producers, leading industry & educational institutions & associations, Chef integration, dynamic events, competitions and tours.

An innovative \$350k+ multi-media marketing campaign, in conjunction with tourism and industry partners, will promote sales of both the Festival and Seafood Expo attendance, making it the largest seafood festival marketing campaign in Western Canada.

BC Seafood Expo

June 12 - 13, 2017

300 leading aquaculture industry, supplier and exporting attendees

50+ Trade Show Booths

Marketing tactics include: BC seafood industry features & inserts to profile leading producers, seafood associations and educational institutions via Aquaculture North America Magazine, Blackpress (+40k distribution), the province (350k distribution), Business Examiner VI & Victoria, Trade Show participation at the Seafood Expo North America (Boston).

BC Shellfish and Seafood Festival

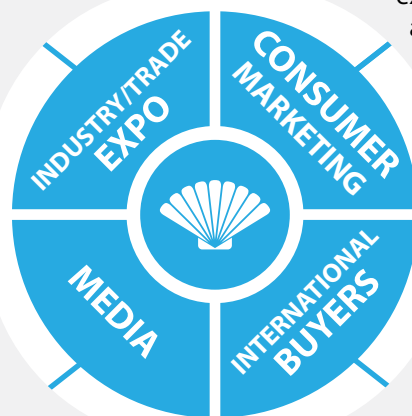
June 9 - 18, 2017

\$350k market spend, **2800+** Tickets Sold

100k+ website sessions

52k digital advertising leads

Marketing tactics include: Massive digital advertising and social media campaign; retargeting via Facebook and Google; extensive traditional media campaigns: Global BC, Blackpress, Times Colonist, the Province; expansion of e-marketing database via festival and expo e-blasts; unique contesting to drive database marketing; sales campaigns targeting key demographics to drive sales.



Media Participation and Coverage

\$1.35m+ in earned media coverage

29 media in attendance

Tactics include: Invite targeted international, national and regional trade, culinary, tourism media & influencers to attend Expo and Festival to drive awareness to the importance of the sector, via a VIP Media Hosting Program. Strategic itinerary development includes producer site tours, networking receptions, dinners and event participation.

International Seafood Buyers Program

20-30 International Seafood Buyers, hosted in conjunction with the Ministry of International Trade

Past countries include: China, South Korea, Japan, Europe, U.S.A., South America.

Tactics include: B2B meetings, private receptions, and regional producer site tours to secure seafood export procurement opportunities.



JUNE 9 - 18, 2017 | COMOX VALLEY | VANCOUVER ISLAND, BC

FESTIVAL SPONSORSHIP

BC SHELLFISH & SEAFOOD FESTIVAL SPONSORSHIP	PLATINUM \$10,000 X2	GOLD \$5000 X4	SILVER \$2500 X6	BRONZE \$1000 unlimited	INT'L MEDIA PROGRAM SPONSOR \$1000
Company name/logo on all applicable marketing material (print, poster, website)	✓ 100% size	✓ 75% size	✓ 50% size	✓ 25% size	✓ Logo inclusion on Media Itineraries and company profile in Welcome Packages ✓ Two tickets to the Int'l Buyers & Media Reception presented by Flying Fresh Air Freight
Company exposure at BCShellfishFestival.com	✓ business profile	✓ 75% size	✓ 50% size	✓ 25% size	
Exposure on festival social media channels and e-blasts	✓	✓	✓		
Full-screen logo displayed on TV screens @ Vancouver Island Visitor Centre	✓	✓			
Logo on hard copy Festival tickets (time-sensitive)	✓				
Advertising space in Official Festival Program Guide	full page (+\$750 value)	half page (+\$400 value)	quarter page (+\$250 value)		
Advertising space in BC Seafood Month insert (+200K distribution)	half page (+\$599 value)	quarter page (+\$329 value)	eighth page (+\$249 value)		
Banners displayed at key festival events (Expo, Comox By Sea Celebration)	✓ prime location	✓	✓	✓	
Onsite display at Comox by the Sea Celebration - June 18, 2017	✓ prime location	✓ prime location	✓		
Comox by the Sea Celebration - tickets	25	10	5		
BC Seafood Expo registrations (includes International Buyers Reception)	4 (+\$1700 value)	2 (+\$850 value)			
First right of refusal for 2018 festival	✓	✓			

PREFERRED FESTIVAL SUPPLIERS SPONSORSHIP OPPORTUNITIES

Leading businesses and suppliers looking to generate increased awareness can become the preferred official supplier of numerous events occurring during western Canada's largest seafood festival.

Opportunities include: ✓ Garbage / Recycling Management ✓ Shuttle & VIP Transportation ✓ AV/Sound Management
 ✓ Official Insurance Provider ✓ Event Rental Provider ✓ Event Signage Supplier

In-kind sponsorships are available to preferred suppliers at a ratio of 3:1 (ie. \$3K of in-kind value gets supplier Bronze sponsorship)

For more information call 250.334.2427 or email: info@InvestComoxValley.com



PARTICIPATION OPTIONS

BC Shellfish & Seafood Festival Events and Campaigns

BC SEAFOOD ON YOUR PLATE - JUNE 9 – 18

Participation Fee: \$300/restaurant or \$200 for BC Restaurant & Food Services Association Members

Restaurants throughout British Columbia are invited to showcase BC shellfish and/or seafood dining options during the festival to drive increased business, in celebration of BC Seafood Month and the BC Shellfish & Seafood Festival. Receive inclusion in a social media and print marketing BC Seafood on Your Plate Campaign.

HOST A FESTIVAL EVENT - JUNE 9 – 18

Participation Fee: No Charge, Online Ticket Sales Agreement Required

Create an event and become one of over 30 BC Shellfish and Seafood Festival events included in an extensive multi-media marketing campaign for the Festival, including online and Vancouver Island Visitor Centre ticket sales support.

COMOX BY THE SEA CELEBRATION - JUNE 18

Tasting Stations and/or Interactive Display Space

Participation Fee: Tasting Ticket Sharing System and/or \$200 Exhibit/Display

2000 - 2500 attendees

This event celebrates the touch, tastes, and sounds of BC's best shellfish and seafood products; feature shellfish and seafood producer-focused tasting booths, celebrity chef cooking demonstrations, competitions (see below), interactive educational booths, live music, and an oceanside beer and wine garden.

Competition Registration Options

ANNUAL OCEANWISE™ CHOWDER CHALLENGE - JUNE 18

Compete for the title of Best BC Shellfish & Seafood Festival Chowder, sponsored by OceanWise™; Winner receives trip to Vancouver to compete in the Vancouver Aquarium Oceanwise™ Chowder Chowdown.

FANNY BAY OYSTERS SHUCKING CHAMPIONSHIP - JUNE 18

Compete for the title of BC Shellfish & Seafood Festival Fanny Bay Oyster Shucking Champion. Winner receives a trip to Prince Edward Island to compete in the Raspberry Point International Oyster Shucking Championship as part of the PEI International Shellfish Festival.

Register today!

Visit **BCShellfishFestival.com**
for participation details and online registration



JUNE 9 - 18, 2017 | COMOX VALLEY | VANCOUVER ISLAND, BC

BC SEAFOOD EXPO

BC SEAFOOD EXPO OVERVIEW – JUNE 12 & 13

A premier Pacific Northwest seafood and aquaculture business development, networking and tradeshow event featuring leading industry speakers and informative seminars, site tours, B2B Meetings, the International Buyers Reception presented by Flying Fresh Air Freight and more.

BC SEAFOOD EXPO SPONSORSHIP OPPORTUNITIES	KEYNOTE PLENARY SESSION \$2500	NETWORKING LUNCH \$1000	EXPO SESSION \$500	NUTRITION BREAK \$500	EXPO HAPPY HOUR LOUNGE \$500/day	INTERNATIONAL BUYERS PROGRAM \$1000
ALL BENEFITS OF SILVER SPONSORSHIP (see Silver Festival Sponsorship)	✓					✓ Logo and business profile inclusion in Buyer Program Itinerary Packages ✓ Two tickets to the International Buyers & Media Reception presented by Flying Fresh Air Freight
Total number available	2 Keynote sessions	2 lunches	8 sessions	3 breaks	2 breaks	
Display space/banners at Expo	in session room	at registration	in session room	in trade show area	in trade show area	
Complimentary Expo session registrations (#)	2	2	1	1	1	
Listing/recognition in Expo Program	✓	✓	✓	✓	✓	

EARLY BIRD REGISTRATION SPECIAL - Save \$75 until April 28th!

Register today! Visit BCSeafoodExpo.com for speaker details and to register online

BC SEAFOOD EXPO FULL DELEGATE PASS

\$75 Early Bird Savings until Apr. 28 - \$350

Expo Sessions, 2 Keynote Sessions, International Buyers Reception - regular price \$425 (effective May 1)

INTERNATIONAL BUYERS RECEPTION PRESENTED BY FLYING FRESH AIR FREIGHT - \$95

BC SEAFOOD EXPO TRADE SHOW SPACE

\$100 Early Bird Savings until Apr. 28 - \$525

Includes Expo Pass AND 8' x 8' exhibitor space w/table, chairs, access to power & internet - reg. price \$625 (effective Apr. 29)



For more information call 250.334.2427 or email: info@InvestComoxValley.com





2017 BC Shellfish & Seafood Festival: ADVERTISING OPPORTUNITIES

The 2017 BC Shellfish and Seafood Festival offers outstanding advertising opportunities that speak directly to your market. Whether you're an aquaculture industry or tourism-based business, our comprehensive media partner list offers prime advertising space in publications that can increase exposure and improve your brand awareness at rates only buying power can achieve. Leverage the power of partnerships today! Current opportunities include:

BUSINESS EXAMINER VI: AQUACULTURE FEATURE - book by May 1

Business Examiner Vancouver Island and Business Examiner Victoria are highlighting the BC Shellfish and Seafood Festival in a special supplement.

Reach 10,000 businesses in each market with your ad and profile story.

Full-page - \$1,000, Half-page - \$700, Quarter-page - \$450

**For information, contact Mark MacDonald at 1-866-758-2684 ext. 120,
or email: mark@businessexaminer.ca**

THE PROVINCE BC SEAFOOD MONTH FEATURE - book by May 2

Reach 352,000 print readers with directed editorial in The Province's guide to the BC Seafood and Shellfish Festival and BC Seafood Month. Your ad will be placed around 8 pages of content related to your company or business.

Center spread - \$12,000, Full-page \$5,000, Front page banner - \$5,000, Back page \$5,000,

Half-page - \$2,500, Quarter-page - \$1,500

To book, contact: admin@InvestComoxValley.com

OFFICIAL PROGRAM GUIDE - book by May 8

Glossy 16 page program guide with 7.5K distribution at festival, partner hotels/businesses and Vancouver Island Visitor Centre.

Full-page \$750, Half-page \$400, Quarter-page \$250

To book, contact: admin@InvestComoxValley.com

BLACKPRESS - BC SEAFOOD MONTH INSERT - book by May 16

16+ page insert into Blackpress newspapers in early June. Over 100K distribution across Vancouver Island.

Highlights aquaculture and the Festival in celebration of BC Seafood month.

Full-page \$999, Half-page \$599, Quarter-page \$349, Eighth-page \$249

Contact: Sales - Comox Valley Record, 250-338-5811

