

BC SHELLFISH & SEAFOOD

F E S T I V A L

COMOX VALLEY - VANCOUVER ISLAND

Host an Event or Tour! BC Shellfish & Seafood Festival Participation Agreement

June 9 – 18, 2017

Include your business in Western Canada's largest seafood festival marketing campaign!

COMPANY NAME _____
CONTACT NAME _____
ADDRESS _____
PHONE _____ EMAIL _____

CREATE AN EVENT OR TOUR FOR THE BC SHELLFISH AND SEAFOOD FESTIVAL - PLEASE PROVIDE DETAILS

DATE: _____ TIME: _____ LOCATION: _____

NAME OF EVENT: _____

DISCRIPTION: _____

FOR EVENTS AND TOURS THAT REQUIRE TICKETS TO ATTEND, A SEPARATE ONLINE FORM WILL BE SENT.

- Event hosts agree to sell all or a portion of event tickets via the Festival online booking system (Rezgo), unless event is free to attend. This allows for a 'one-stop-shop' for festival goers.
- Payment for sold tickets via the online booking system will be issued a maximum of 60 days after completion of the event.

I AGREE TO PARTICIPATE AS OUTLINED:

PRINT NAME _____ TITLE _____

SIGNATURE _____ DATE _____

Please complete this registration form and return by Fax 250-334-2414 or email ashley@discovercomoxvalley.com



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

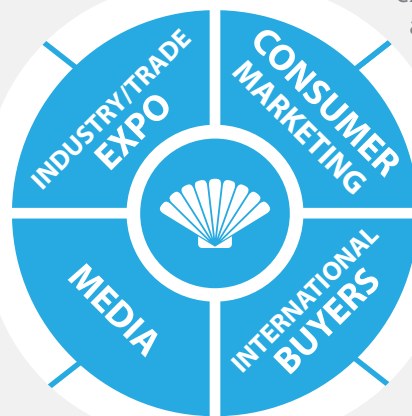
June 9 - 18, 2017

\$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.

Leverage these and other Festival marketing, advertising and sponsorship opportunities:

BCShellfishFestival.com | BCSeafoodExpo.com