

BRITISH COLUMBIA

Sponsorship & Exhibit

Prospectus 2024





ABOUT ECF

The Education & Career Fair (ECF) is B.C.'s Largest Career Development Fair. This includes secondary students planning for higher education and exploring career options; young adults looking to transfer their work experience and skills to a different industry; and new immigrants seeking employment and further training to settle in Canada.

Since 1996, ECF has worked hard in the aim of facilitating connections that drive career decisions and inspire growth for individuals and organizations in an evolving economy and job market. Over the years, we have helped students and young adults plan their education and career journey by connecting them with valuable tools and contacts. ECF has attracted over 12,000 attendees across all fairs in British Columbia, and last year, we have expanded our scope to launch a series of fairs in Ontario as well. ECF is today proud to be recognized by Business in Vancouver as "Top Trade Shows in the Lower Mainland".

HOW IT WORKS

All our fairs are FREE to attend. We partner with the school boards in British Columbia directly and work with the school administrators to reach high school students.

We are in contact with 35 school boards in British Columbia that represent over 420 public, independent & indigenous schools. In general, the schools send students from Grade 10 – 12 to attend the career fairs.

Career guidance is part of the high school curriculum; therefore, it is beneficial for schools to send students. The schools transport the students to and from the fairs, although parents and the public are welcome to attend also.

When & Where

NANAIMO

Monday November 25, 2024
Beban Park Social Centre

SURREY

Thursday November 27, 2024
Aria Convention Centre

ABBOTSFORD

Monday December 2, 2024
TradeX

VANCOUVER

Wednesday December 4, 2024
Vancouver Convention Centre

KELOWNA

Friday December 6, 2024
KF Centre for Excellence

EXHIBITION OPPORTUNITIES

EARLY BIRD RATE per booth:

May 1, 2023 – August 1, 2024

5 or more booths	CAD \$1,040.75
3 – 4 booths	CAD \$1,063.75
1 – 2 booths	CAD \$1,299.50
Corner booth upgrade	CAD \$350.00

REGULAR RATE per booth:

August 1, 2023 – November 3, 2024

5 or more booths	CAD \$1,230.50
3 – 4 booths	CAD \$1,299.50
1 – 2 booths	CAD \$1,535.25
Corner booth upgrade	CAD \$350.00

EVERY BOOTH INCLUDES:

- ✓ 8' x 8' / 10' x 10' / Tabletop Booth Space (venue dependent)
- ✓ Includes 2 Chairs, 6' Skirted Table (pipe & drape venue dependent)
- ✓ Listing Under "Exhibitor List" on ECF Website with Logo, Website Link
- ✓ Listing under "Exhibitor List" on the Onsite Signage



Combine onsite and digital advertising to get optimum value for your investment!

AD PACK 1

CAD 1,650

BARE ESSENTIAL PACKAGE

- ✓ Event Bag Insert (usually \$1500)
- ✓ Ad in the Provincial Digital Program (usually \$350)

AD PACK 2

CAD 1,400

PREMIUM BOOSTER PACKAGE

- ✓ Video on ECF Website (usually \$750)
- ✓ Article on ECF Website (usually \$500)
- ✓ Ad in the Provincial Digital Program (usually \$350)

AD PACK 3

CAD 1,800

ADVERTISING PACKAGE

- ✓ E-Newsletter Ad: Logo on Newsflash to Schools x1 (usually \$500)
- ✓ Event Bag Insert in One Province (usually \$1500)

AD PACK 4

CAD 3,300

CHARGING HUB PACKAGE

- ✓ Charging Hub at ONE Location (usually \$1500)*
- ✓ Interactive Hub at ONE Location (usually \$1500)*
- ✓ Article on ECF Website (usually \$500)

*same location

SPONSORSHIP LEVELS

Should your total spending per province (before tax) reach these amounts, you automatically qualify as a Sponsor with added benefits.

	GOLD* CAD 10,000	SILVER* CAD 7,500	BRONZE* CAD 5,000
Verbal Recognition at the Fair	✓		
One Booth Corner Upgrade	✓		
Premium Booth Placement	✓		
Sponsor Recognition in Digital Program	✓	✓	
Sponsor Recognition at Fair Entrance	✓	✓	✓
Sponsor Recognition on ECF Website	✓	✓	✓
Sponsor Recognition in Social Media	✓	✓	✓

*Advertising and Sponsorship items, including your booth space, all count towards your total contribution.

SPONSORSHIP OPPORTUNITIES



EVENT BAGS

Availability: 1 per province

CAD 7,000 (Exclusive)

Event bags are branded by an exclusive sponsor and are provided upon arrival to every attendee visiting ECF.

- ✓ Branded with a single company logo, brand colours encouraged
- ✓ Production of the bags and shipping is the responsibility of the sponsor



EVENT BAG INSERT

Availability: Unlimited

CAD 1,500 (per province)

Every attendee receives an event bag upon arrival, this offers a guaranteed link from the sponsored insert to the attendee's attention.

- ✓ Only 1 insert is available to be purchased per sponsor/exhibitor
- ✓ Production and shipping are the responsibility of the sponsor/exhibitor



CAREER PREPARATION WORKSHOP

Availability: 1 per fair

CAD 1,200 (per fair)

Host a career preparation workshop in a 200sq/ft space where individual attendees walk away with a skill, or relevant training (interview skills or resume writing). Featured in pre-event marketing highlights and in onsite advertising.

- ✓ Equip attendees relevant to your industry and target market
- ✓ Guaranteed one-to-one discussion time with participants

SPONSORSHIP OPPORTUNITIES



PROMOTIONAL MASCOT

Availability: 3 per fair

CAD 900 (per fair)

Have your Mascot walk the floor, distribute giveaways, and interact with attendees.

- ✓ Boost traffic to your booth and generate new contacts
- ✓ Increase your visibility at the fair, exclusive branding



INTERACTIVE HUB

Availability: 4 per fair

CAD 1,500 (per fair)

Add 200 sq/ft flexible space to your booth(s) to create an interactive hub. Showcase engaging activities to heighten the attendee experience, do practical demonstrations, demonstrate skills

- ✓ Only 1 insert is available to be purchased per sponsor/exhibitor
- ✓ Production and shipping are the responsibility of the sponsor/exhibitor



CHARGING HUB

Availability: 1 per fair

CAD 1,500 (per fair)

High demand tower station used for device charging with attractive placement. Unique branding and give away options open to creative input.

- ✓ Unique centerpiece to the fair
- ✓ Utilized to direct attendees to your exhibit or activity

SPONSORSHIP OPPORTUNITIES



LEARNING LOUNGE TITLE SPONSOR

Availability: 1 per province

CAD 4,000 (Exclusive)

A title sponsor of a space for 60-100 attendees that hosts exhibitor industry presentations and inspirational speaker opportunities.

- ✓ Featured in pre-event highlights and in onsite communications
- ✓ Exclusive branding rights and dedicated presentation time



WATER BOTTLE SPONSOR

Availability: 1 per province

CAD 5,000 (Exclusive)

Water bottles are always a winner!

- ✓ Unique opportunity to be the exclusive sponsor of water bottles to be handed out to every attendee as they walk through the doors
- ✓ Production, branding and shipping of the water bottles are the responsibility of the sponsor



SELFIE SPACE

Availability: 1 per fair

CAD 2,000 (per fair)

Setup a 200sq/ft space added to your booth where your organization built a unique creative space.

- ✓ Here, students are invited to take selfies using your organization's archway, props, hard hats, graduation gowns, books, equipment, etc.
- ✓ Let this space be the first taste to students of your institution and the realization of their goals!



HEADSHOT HUB

Availability: 1 per fair

CAD 4,000 (per fair)

Be the sponsor of a photography space where a photographer will take professional pictures of attendees for their LinkedIn, resume or college profiles. Use your banners and logo to clearly identify this space.

- ✓ Featured in pre-event highlights and in onsite communications



EVENT PHOTOGRAPHY

Availability: 1 per province

CAD 4,500 (Exclusive)

Sponsor an official event photographer. The onsite photographer will capture the best moments of the fairs.

- ✓ Attendees will have access to the fair gallery on the ECF website and relive their favorite moments.
- ✓ Featured as Event Photography sponsor on the website, in the Digital Program and Onsite Signage.



PROFILE PIC PLACE

CAD 1,500 (per province)

Availability: 1 spot available per province

Guaranteed early exposure by having your organization's message featured on the ECF Website Home Page even before the fairs start. Your message will take viewers directly to the Provincial Event Pages.

- ✓ Available for 3 months prior to the career fairs

ARTICLE ON THE ECF WEBSITE

CAD 500 (per article)

Post an article about your organization on the ECF Website as part of the exclusive "ECF Article Series".

- ✓ The article is accessible the entire year until the next Career Fair season

VIDEO ON THE ECF WEBSITE

CAD 750 (per video)

Have a video posted on the ECF Website for reference from visitors to the page seeking resources year-round.

- ✓ This post will remain until the next Career Fair season

E-NEWSLETTER AD: LOGO ON NEWSFLASH TO SCHOOLS

CAD 500 (per ad)

Post an article about your organization on the ECF Website as part of the exclusive "ECF Article Series".

- ✓ The article is accessible the entire year until the next Career Fair season

DIGITAL AD ON EVENT PROGRAM

CAD 350 (each)

Have your organization ad displayed in the digital program available to all attendees.

- ✓ The program acts as the central source of information for attendees and contains details of the event including a list of exhibitors, navigating the floorplan and interesting articles.
- ✓ Take advantage of this vital document and secure your advertising spot today.



For More Information Contact:

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