

ECF



Education & Career Fairs

BRITISH COLUMBIA

Sponsorship & Exhibit

Prospectus 2026





ABOUT ECF

The Education & Career Fair (ECF) is **British Columbia's largest career development event**, bringing together students, educators, employers, and training institutions, to explore the pathways that shape tomorrow's workforce. For three decades, ECF has helped thousands of students and young adults discover education pathways, explore industries, and connect directly with employers and institutions that help shape their future.

ECF connects a diverse audience of attendees including secondary school students planning for post-secondary education and career exploration, young adults seeking new career directions, and new Canadians pursuing employment opportunities and further training to successfully establish themselves in Canada.

Today, ECF welcomes over 5000 attendees annually across fairs throughout British Columbia and is proud to be recognized by Business in Vancouver as one of the "Top Trade Shows in the Lower Mainland."

HOW ECF WORKS

The Education & Career Fair (ECF) connects organizations with thousands of students exploring their education and career pathways.

ECF partners with **35 school boards across British Columbia, representing more than 420 public, independent, and Indigenous schools**. Schools bring primarily Grade 10–12 students as part of their career development programming, with most arranging organized transportation to ensure strong attendance.

ECF events are free for students and the public, creating an engaging environment where students, parents, and educators explore post-secondary education, training, and career opportunities while connecting directly with employers and institutions.

EXHIBITION OPPORTUNITIES

When & Where

SURREY

Date:

Tuesday, November 24, 2026

Location:

Aria Convention Centre

VANCOUVER

Date:

Friday, November 27, 2026

Location:

LaSalle College

ABBOTSFORD

Date:

Monday, November 30, 2026

Location:

Columbia Bible College

EARLY BIRD RATE per booth:

January 1, 2026 – June 1, 2026

1 booth	CAD \$1,299.50
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2 booths	CAD \$1,063.75
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3 booths	CAD \$1,040.75
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Corner Booth Upgrade	CAD \$350.00
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REGULAR RATE per booth:

June 1, 2026 – November 30, 2026

1 booth	CAD \$1,535.25
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2 booths	CAD \$1,299.50
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3 booths	CAD \$1,230.50
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Corner Booth Upgrade	CAD \$350.00
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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



AD PACKS

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

AD PACK 1 CAD 1,400

Essential Visibility Package

Perfect for organizations looking to establish a presence across ECF channels.

- ✔ Event Bag Insert – Place your promotional material directly in attendee bags.
- ✔ Full-page Digital Program Ad – Feature your organization in the official ECF digital program.
- ✔ Your company logo displayed on the ECF "About page", with a direct link to your organization's website.

AD PACK 2 CAD 1,600

Premium Content Package

Build credibility and brand awareness through editorial-style exposure.

- ✔ Featured Article or Video on the "Sponsor's Spotlight" page – Highlight your organization, programs, or opportunities (year-round on ECF website).
- ✔ Full-page Digital Program Ad – Visibility within the official event program accessed by attendees.
- ✔ Your company logo displayed on the ECF "Fair Information page", with a direct link to your organization's website.

AD PACK 3 CAD 1,800

School Outreach Package

Connect directly with schools and students before the event.

- ✔ E-Newsletter Advertisement – Your logo featured in a Newsflash distributed to schools.
- ✔ Event Bag Insert (one province) – Deliver your message directly to student attendees.
- ✔ Your company logo displayed on the ECF "Fair Information page", with a direct link to your organization's website.

AD PACK 4 CAD 3,000

Interactive Engagement Package

Create an on-site experience that attracts students and keeps your brand top-of-mind.

- ✔ Exhibit Booth (one location): An 8' x 8' / 10' x 10' booth space on ECF exhibit floor.
- ✔ Interactive Hub Activation (one location) – Opportunity for hands-on engagement with attendees.
- ✔ Featured Article or Video on the "Sponsor's Spotlight" page

SPONSORSHIP LEVELS

Organizations that reach the following spending levels (before tax) automatically receive Sponsor status, unlocking additional promotional benefits and visibility.

	GOLD* CAD 10,000	SILVER* CAD 7,000	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.



EVENT BAG SPONSORSHIP

Availability: 1 Available

CAD 7,000 (Exclusive)

Gain exclusive brand visibility with every attendee at ECF.

Event bags are distributed to all attendees upon arrival and carried throughout the event, providing continuous exposure to students, educators, and parents.

Sponsorship Includes:

- ✓ Exclusive branding on official ECF event bags
- ✓ Your company logo prominently featured (brand colours encouraged)
- ✓ Bags distributed to every attendee at the event

Production and shipping of the bags are the responsibility of the sponsor.



EVENT BAG INSERT

Availability: Unlimited

CAD 1,000

Place your message directly in the hands of every attendee.

All ECF attendees receive an event bag upon arrival, making this sponsorship a powerful way to deliver your promotional material directly to students, educators, and parents attending the event.

Sponsorship Includes:

- ✓ One promotional insert placed in official ECF attendee bags
- ✓ Direct exposure to every attendee upon arrival
- ✓ Opportunity to promote programs, offers, or key messaging

Notes:

- ✓ One insert may be purchased per sponsor/exhibitor
- ✓ Production and shipping of inserts are the responsibility of the sponsor/exhibitor



CAREER PREPARATION WORKSHOP

Availability: 3 per fair

CAD 1,500

Position your organization as an industry expert while helping students build real-world career skills.

Sponsors host an interactive career preparation workshop where attendees gain practical knowledge such as resume building, interview skills, or industry-specific guidance.

Workshops take place in a dedicated 200 sq/ft space, creating an intimate environment for meaningful conversations and learning.

Sponsorship Includes:

- ✓ Host and lead a hands-on career preparation workshop
- ✓ Opportunity to share industry insights and career advice
- ✓ Direct one-on-one engagement with participating students
- ✓ Recognition in on-site event advertising

This activation allows sponsors to educate, inspire, and connect directly with future students, trainees, and employees.



PROMOTIONAL MASCOT

Availability: 4 per fair

CAD 250 (per fair)

Bring energy and personality to the event floor while increasing visibility for your organization.

Sponsors can have their branded mascot walk the exhibition floor, interact with attendees, and distribute promotional items. This activation creates memorable moments with students while drawing attention to your booth.

Sponsorship Includes:

- ✔ Opportunity for your branded mascot to engage with attendees throughout the fair
- ✔ Distribute promotional items or giveaways to students
- ✔ Increase traffic and visibility at your booth
- ✔ Create fun, shareable interactions with attendees

This activation is a great way to stand out on the event floor and build memorable brand connections with students.



INTERACTIVE HUB SPONSORSHIP

Availability: 4 per fair

CAD 1,500

Create a hands-on experience that attracts students and brings your brand to life.

The Interactive Hub provides an additional 200 sq/ft activation space adjacent to your booth, allowing sponsors to host engaging activities that draw attendees in and encourage meaningful interaction.

Use the space to showcase practical demonstrations, skills training, technology displays, or interactive challenges that highlight your industry and opportunities.

Sponsorship Includes:

- ✔ 200 sq/ft interactive activation space connected to your booth
- ✔ Opportunity to host live demonstrations, activities, or skills showcases
- ✔ Increased traffic, engagement, and visibility on the event floor

Notes:

- ✔ Limited to four Interactive Hub per sponsor/exhibitor
- ✔ Production and shipping of materials are the responsibility of the sponsor/exhibitor





TEACHER'S HUB SPONSORSHIP

NEW!

Availability: 1 per fair

CAD 2,500

Position your brand at the center of a dedicated space for educators to recharge, connect, and engage.

The Teacher's Hub offers a comfortable area featuring coffee, tea, water, juice, and device charging stations, creating a natural gathering point for teachers and school representatives throughout the event.

Sponsorship Includes:

- ✓ Exclusive branding within the Teacher's Hub
- ✓ 10' x 15' designated space on the exhibit floor, fully set with tables and chairs
- ✓ Refreshment station and charging experience
- ✓ Opportunity to include promotional materials or giveaways
- ✓ Activation point to connect directly with educators and decision-makers

Additional Details:

- ✓ Refreshments (coffee, tea, water & juice) can be coordinated and ordered by the ECF team on behalf of the sponsor
- ✓ Electrical equipment for charging stations are to be provided by the sponsor

This hub provides consistent exposure to key influencers who guide student participation and education pathways.



LEARNING LOUNGE TITLE SPONSOR

Availability: 1

CAD 4,000 (Exclusive)

Includes Learning Lounge sponsorship across all three fairs.

Position your organization as a thought leader at ECF by sponsoring the Learning Lounge — a dedicated presentation space where students gather to hear from industry experts, educators, and inspirational speakers.

The Learning Lounge hosts engaging presentations and discussions for audiences of 60–100 attendees, creating a focused environment for learning, discovery, and direct connection with students exploring their future pathways.

Sponsorship Includes:

- ✓ Exclusive naming rights to the Learning Lounge across all fairs
- ✓ Prominent branding in the lounge space and event communications
- ✓ Featured in pre-event marketing and promotional highlights
- ✓ Dedicated presentation opportunity to engage directly with attendees
- ✓ Visibility as the title sponsor of a key learning destination at the fairsponsor/exhibitor





LEARNING LOUNGE PRESENTATION SPOT

NEW!

Availability: Limited

CAD 100 (each 15-min presentation)

Take the stage and connect directly with students in a focused, high-impact setting.

These 15-minute presentation spots provide sponsors and exhibitors with the opportunity to share insights, showcase programs, and engage with students in the Learning Lounge — a dedicated space designed for discovery and inspiration.

Each session hosts an audience of 50–75 students, offering a more intimate environment for meaningful interaction.

Sponsorship Includes:

- ✓ 15-minute presentation slot in the Learning Lounge
- ✓ Direct engagement with 50–75 student attendees
- ✓ Opportunity to showcase your organization, programs, or career pathways
- ✓ Inclusion in the ECF Digital Program

This is a powerful way to educate, inspire, and connect with students actively exploring their future.



PROFESSIONAL HEADSHOT HUB

Availability: 1 per fair

CAD 2,500

Support students in preparing for their future while gaining prominent brand visibility.

The Headshot Hub provides attendees with professional photos for LinkedIn profiles, resumes, and post-secondary applications, making it one of the most valuable resources at the fair.

Sponsorship Includes:

- ✓ Exclusive branding within the Headshot Hub space
- ✓ Opportunity to display banners and brand visuals
- ✓ Recognition in pre-event promotional highlights

This activation positions your organization as a champion of student career readiness while connecting with attendees in a high-traffic area.



EVENT PHOTOGRAPHY SPONSORSHIP

Availability: 1 per fair

CAD 2,500 (Exclusive)

Be the sponsor behind the moments that capture the energy of ECF.

The official event photographer will document key moments throughout the fair, with images shared in the ECF online photo gallery, allowing attendees to revisit and share their experience.

Sponsorship Includes:

- ✓ Exclusive recognition as the Event Photography Sponsor
- ✓ Branding featured on the ECF website photo gallery
- ✓ Sponsor recognition in the Digital Program and onsite signage

This sponsorship connects your brand with the most memorable moments of the event while extending visibility beyond the fair.

DIGITAL REACH & ENGAGEMENT

ECF's Digital Reach



6,000+ engaged users annually across web platforms



3,600+ sessions exploring event and exhibitor information



6,490+ page views from prospective students and job seekers



1,900+ new users discovering ECF each year

Peak Engagement During Event Season

Traffic increases significantly in the lead-up to events

Weekly users **more than triple** during peak periods

Maximum exposure for sponsors when it matters most

WEBSITE ADVERTISING SPONSORSHIPS

Availability: Limited placements

Starting at CAD 500

Extend your organization's visibility beyond the event floor with advertising space on the Education Career Fairs (ECF) website. The ECF website serves as a year-round resource hub for students, educators, and parents seeking information about education pathways, training opportunities, and career options. Website advertising allows your organization to remain visible to visitors long after the event concludes.

Sponsorship Includes:

- ✓ Dedicated ad placement on the ECF website
- ✓ Direct link to your organization's website or landing page
- ✓ Visibility to students, educators, and parents researching post-secondary pathways
- ✓ Extended exposure throughout the ECF season until the next career fair cycle
- ✓ Opportunity to feature programs, scholarships, or recruitment initiatives

Ad Placement Options

OPTION 1	OPTION 2	OPTION 3	OPTION 4
CAD 1,500	CAD 1,000	CAD 750	CAD 500
Homepage Feature Ad, rotating banner	Homepage Footer Ad, static banner	Information Page Feature Ad, rotating banner	About Page Tile Ad
Prominent header rotating banner on the ECF homepage for maximum visibility.	Secure prominent placement on the ECF homepage footer with a direct link driving traffic to your organization's webpage.	Rotating banner placement on the ECF homepage, linking directly to your organization's webpage.	Hyperlinked tile ad on the ECF About page. Accessed by teachers and students seeking Fair information.

ECF SPONSOR'S SPOTLIGHT PAGE

Position your organization as a featured partner through a dedicated Sponsor Spotlight page on the ECF website, designed to highlight sponsors and their opportunities to students year-round. This page serves as a central destination where attendees can explore sponsor organizations, programs, and career pathways before and after the fairs.

OPTION 1

CAD 500

Article Feature

Share your story through a written feature that highlights your organization, programs, and career opportunities.

- ✔ Featured article on the Sponsor's Spotlight page
- ✔ Opportunity to showcase your organization, programs, and insights
- ✔ Year-round visibility on the ECF website

OPTION 2

CAD 750

Video Feature

Bring your organization to life with engaging video content that connects with students.

- ✔ Featured video on the Sponsor's Spotlight page
- ✔ Opportunity to highlight your programs, pathways, and brand experience
- ✔ Year-round visibility on the ECF website

ECF QUARTERLY E-NEWSLETTER BANNER AD

Availability: Limited placements

CAD 2,500 (Quarterly)

Align your organization with key conversations shaping the future of education and careers through the ECF Quarterly Newsletter — a curated publication shared with schools, counsellors, educators, and students across the ECF network.

Each edition highlights emerging trends in post-secondary education, career pathways, and workforce development, positioning your organization alongside relevant and forward-thinking content.

Educator Audience Reach:

The ECF Quarterly Newsletter reaches over 10,000 educators across British Columbia, providing direct access to key influencers guiding student decisions.

Sponsorship Includes:

- ✔ Primary banner placement at the top of the quarterly ECF newsletter
- ✔ Direct link to your organization's website or campaign landing page
- ✔ Distribution to schools, counsellors, and educators across the ECF network
- ✔ Alignment with curated content focused on education and career trends
- ✔ Opportunity to build early awareness and credibility ahead of upcoming fairs

Why Sponsor the ECF Newsletter

- ✔ Reach a highly targeted audience actively supporting student decision-making
- ✔ Position your organization within trusted, value-driven content
- ✔ Maintain visibility beyond the event cycle with consistent quarterly exposure
- ✔ Drive engagement and traffic to your programs, initiatives, or recruitment efforts

DIGITAL ADS IN THE ECF EVENT PROGRAM

Promote your organization in the official ECF Digital Event Program—the go-to guide used by attendees to explore exhibitors, navigate the floorplan, and discover opportunities throughout the fair.

OPTION 1

CAD 500

Full Page Ad

Maximize your visibility with a full-page feature in a highly accessed event resource.

- ✔ Full-page advertisement in the ECF Digital Program
- ✔ High visibility with all attendees accessing event information
- ✔ Opportunity to showcase your organization, programs, and opportunities

OPTION 2

CAD 300

Half Page Ad

Maintain a strong presence with a cost-effective placement in the official event guide.

- ✔ Half-page advertisement in the ECF Digital Program
- ✔ Visibility with attendees browsing event details
- ✔ Opportunity to highlight your brand and key messaging



ECF



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CONTACT US

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