



2009 CONSUMER SHOWS

The Partnership Process & Guidelines

Northern British Columbia Tourism Association (NBCTA) is once again offering Stakeholders partnership opportunities to attending consumer shows. The overall program application and consumer show registration and payment process has changed this year, so please review the following carefully:

- STEP 1** Stakeholders interested in attending Consumer Shows under NBCTA partnership should complete and submit the attached program application form by **September 30, 2008** at the latest.
- STEP 2** NBCTA will review all application forms received and notify Stakeholders when requests have been approved for partnership.
- STEP 3** Stakeholders are responsible for contacting their approved consumer shows and will register and pay for their own booths.
- STEP 4** Stakeholders will submit copies of their registration contract with consumer show management, proof of booth payment and a completed NBCTA Consumer Show Evaluation Form with booth photographs no later than **February 28, 2009**.
(If Stakeholders are attending consumer shows after this date, the registration contracts and proof of payment are still required by the February 28 deadline and evaluation forms and photographs can follow afterwards.)
- STEP 5** Once all documentation outlined in Step 4 is received, NBCTA will issue the partnership funding portion of the basic booth cost to Stakeholders.

CONSUMER SHOW PROGRAM GUIDELINES

- A minimum of two (2) and a maximum of five (5) booths will be eligible for partnership at any individual consumer show.
- Only standard size booths are eligible for partnership funding and Tourism Partners funds are only applicable to booth registration costs. Furnishings, décor, transportation, and accommodation are the responsibility of the Stakeholder.
- Participating Stakeholders must represent Northern BC at consumer shows by:
 1. displaying the supplied Northern BC Tourism signage
 2. distributing the supplied Northern BC travel guides and/or regional publications
 3. being able to answer questions about Northern BC
- Partnership funding will only be paid to Stakeholders once NBCTA Consumer Show Evaluation Forms with booth photographs, copies of consumer show registration contracts and proof of basic booth cost payments have been received.

NOTE: Consumer Show Program participation will be based on the submission of application forms and spots will be allocated on a first come, first served basis.

Northern British Columbia Tourism

1274 5th Avenue, Prince George BC V2L 3L2

Contact: Hilary Erasmus hilary@nbctourism.com phone: 250.561.0432 fax: 250.561.0450



2009 CONSUMER SHOWS

Partnership Application Form

Company: _____

Contact person: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Consumer Show Name

Choice 1: _____

Choice 2: _____

Choice 3: _____

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Please return this form by **SEPTEMBER 30** to:

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Consumer Show Details & Schedule

The following list is provided as a reference tool only and does not guarantee that partnership funding will be approved. If there is a consumer show that you are interested in attending that is not included below, please contact NBCTA as a partnership may be possible if multiple Stakeholder requests are received.

Outdoor Adventure Shows

www.outdooradventureshow.ca 1.800.891.4859 contact: Sabrina Tadesco

Event Name	Dates	Basic Booth Cost	Stakeholder Rate	Partnership Funding
Vancouver Outdoor Adventure Show	February 14 – 15	\$1150	\$828	\$322
Toronto Outdoor Adventure Show	February 20 – 22	\$1350	\$972	\$378
Calgary Outdoor Adventure Show	March 28 – 29	\$1095	\$788	\$307

BC Boat & Sportsmen's Show *(formerly the Fraser Valley Boat & Sportsmen's Show)*

www.squarefeetevents.ca 1.877.888.7111 contact: Les Trendall

Event Name	Dates	Basic Booth Cost	Stakeholder Rate	Partnership Funding
BC Boat & Sportsmen's Show	March 6 – 8	\$1050	\$756	\$294

Alberta Boat & Sportsmen's Shows

www.sportsmensshows.com 403.245.9008 contact: Laurie Paetz or Pam Ziواني

Event Name	Dates	Basic Booth Cost	Stakeholder Rate	Partnership Funding
Calgary Boat & Sportsmen's Show	February 12 – 15	\$985	\$709	\$276
Edmonton Boat & Sportsmen's Show	March 12 – 15	\$985	\$709	\$276

O'Loughlin Sportsmen's Shows

www.otshows.com 503.246.8291 contact: John Collette

Event Name	Dates	Basic Booth Cost	Stakeholder Rate	Partnership Funding*
Washington Sportsmen's Show	January 21 – 25	\$1050 USD	\$756 USD	\$294 USD
Pacific NW Sportsmen's Show	February 4 – 8	\$1050 USD	\$756 USD	\$294 USD
Evergreen Sportsmen's Show	February 19 – 22	\$900 USD	\$648 USD	\$252 USD

International Sportsmen's Expositions

www.sportsexpos.com 1.800.545.6100 contact: Sean Smith

Event Name	Dates	Basic Booth Cost	Stakeholder Rate	Partnership Funding*
San Mateo Show	January 8 – 11	\$1250 USD	\$900 USD	\$350 USD
Sacramento Show	January 15 – 18	\$1250 USD	\$900 USD	\$350 USD
Denver Show	January 22 – 25	\$1250 USD	\$900 USD	\$350 USD
Phoenix Show	February 27 – March 1	\$1250 USD	\$900 USD	\$350 USD
Salt Lake City Show	March 12 – 15	\$1250 USD	\$900 USD	\$350 USD

* USD amounts will be converted to CAD at the time of partnership funding payments

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