



BC Sustainable Energy
ASSOCIATION

proudly presents

The Fourth Annual
Kamloops Energy Fair



**Exhibitor
Information Guide**

The Kamloops Energy Fair – focus on sustainable energy

Connecting people with ideas, tools, and technologies for energy efficiency and alternative energy supply for their homes, businesses, and transportation.

- **Businesses** showcasing energy information, products and services
- **City, Regional District, and Provincial governments** promoting sustainability programs
- **Non-profit organizations** providing energy-related educational content
- **Speakers and workshops** on energy-related topics
- **Kid's Corner** for fun learning about energy
- **Green Energy Contest** for student projects
- **Food booths** featuring local treats

Where & When

- McArthur Island Sports Centre, 1665 Island Parkway Drive, Kamloops, BC.
- Exhibitors and educational displays will be at the Curling Rink. Presentations will be upstairs.
- Open to the public on Saturday June 19 from 10 am to 4 pm
- Setup Friday June 18 from 6:30 pm to 10 pm and Saturday, June 19 from 7 am to 10 am.
- The event is **free to the public**

Why do we do it?

The BC Sustainable Energy Association (BCSEA) is a non-profit organization whose mission is to facilitate the transition to a sustainable energy future in British Columbia through education, advocacy and tangible community projects. We are working for a future in which all of BC's energy comes from clean, renewable, efficient sources.

Why you should be a part of it!

This is a show dedicated exclusively to sustainable energy products and services. Our visitors are keen and motivated to learn about alternative solutions. Unlike the “browsers” at larger shows, they are seriously looking for innovative technologies and services. Our exhibitors have said they appreciate the higher level of commitment our visitors demonstrate.

“I won't be doing any other trade shows besides this one”

“We'll definitely be back next year”

“Layout is good, kid's activities good idea for families, helpful organizers.”

“This was a good fair!”

Your contact information and a description of your product or service will be printed in the event program (distributed to 30,000 Kamloops households) and posted on our website. As an exhibitor, you'll have an opportunity to buy additional ads from our media partners.

BCSEA Kamloops, Box 3184, Kamloops, BC V2C 6B8
Email: energyfair@bcsea.org Tel: (250) 318-6483

Booths & Pricing

Standard (10' x 10')	Early bird rate (to April 30) \$200	Regular rate \$225
Double (10' x 20')	Early bird rate (to April 30) \$315	Regular rate \$350

Outdoor space is subject to availability.

Call us for **non-profit rates**. We are **GST exempt**.

Media Plan

- Event program printed as supplement to Kamloops This Week newspaper, in colour, distribution 30,000 Kamloops households. 2009 Fair exit surveys indicate that 50% of respondents heard about the event through newspaper.
- Extensive radio and television ads by our Presenting Media Sponsor, The Broadcast Centre (CFJC-TV, Radio B100 and 98.3 CIFM). The radio and TV campaign starts at the beginning of May and will provide much better exposure than we've ever had before.
- Other newspaper ads and community calendars, including ad in TNRD calendar.
- Promotion and sponsorship by City of Kamloops.
- Public relations – press releases, general interest stories, and media interviews.
- Handbills and posters – distributed to exhibitors so they can pass them on to customers, as well as direct distribution and posting.
- Internet, email – stories on the BCSEA website and on tourism and events websites. We also use a local email list of 350 people to promote the Fair.
- Our banner flies for a week over two main streets, Victoria and Tranquille.

Partnership Opportunities

Consider becoming a partner to the Kamloops Energy Fair. See the attached chart outlining the numerous benefits of joining, including your ad in our program at no added cost. Don't hesitate to call about these opportunities.

2010 Kamloops Energy Fair Partnership Opportunities

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Cash or in-kind	\$5000+	\$2000+	\$1000+	\$500+
Exhibitor booth	Triple	Double	Standard	Standard
Sponsor full-colour ad in our program sent to 30,000 households	Full page	Half page	1/4 page	1/8 page
Presentation opportunity	1 Hour	45 min	20 min	20 min
Sponsor banner in exclusive prominent location at the Energy Fair	✓			
Sponsor acknowledged as “major sponsor” in news releases, stories, and interviews	✓	✓		
Sponsor announced as “major sponsor” during on-location radio promotion	✓	✓		
Sponsor announced as “major sponsor” of workshops	✓	✓		
Sponsor logo on our TV ads, highlighted by sponsorship level	✓	✓		
Sponsor feature story, logo and web link on BCSEA website describing the partnership between BCSEA and the major sponsor in delivering the Energy Fair and fostering a sustainable energy future.	✓	✓		
Sponsor logo on our posters and newspaper ads, highlighted by sponsorship level	✓	✓	✓	
Sponsor listed on our promotional flyers, highlighted by sponsorship level	✓	✓	✓	✓
Sponsor listed on signage at the Energy Fair thanking our sponsors, highlighted by sponsorship level	✓	✓	✓	✓
Sponsor recognition in our post-Fair Thank-You Ad, highlighted by sponsorship level	✓	✓	✓	✓
Sponsor logo on our webpage, highlighted by sponsorship level	✓	✓	✓	✓
Copies of print and digital media exposure sent to you	✓	✓	✓	✓