



# YYCfit

health & fitness expo

**APRIL**  
21 & 22  
**2018**

CALGARY  
STAMPEDE



## CALGARY'S HEALTH & FITNESS EXHIBITION

**SPONSORSHIP  
& EXHIBITOR  
OPPORTUNITIES**



This show will introduce the curious to a wide range of fitness activities for young and old, educate the seasoned fitness buff about new tools and developments, and celebrate the positive outcomes of keeping active!

[YYCfitexpo.ca](http://YYCfitexpo.ca)





## CONNECT WITH THE MARKET

YYCfit is where Calgary's fitness-minded come to **play, come to learn, come to experience**. If you are looking to connect with this market, this is the show for you. From families looking to stay active, to individuals looking to meet personal health and fitness goals, to those wanting to get a photo with their fave celebrity athlete, YYCfit will appeal to a wide range of Calgarians.

## WHY PARTICIPATE?

During the YYCfit Focus Group, 100% of participants stated that they attend consumer shows intending to **spend money**. YYCfit will attract a **wide cross-section** of attendees with an interest in health and fitness, young and old. This high energy show will include several **fun and interactive elements** to generate enthusiasm and leave consumers eager to try **new products and services**. Several sponsorship options are available in order to give **ongoing exposure to sponsors**, leading up to and at YYCfit.

## TOP 10 REASONS TO EXHIBIT

1. Demonstrate **new products**
2. **Meet buyers** face-to-face
3. Access to a **pre-filtered audience**
4. Appeal to **unique customer interests**
5. Interact with buyers **not usually accessible** to sales personnel
6. Uncover **unknown buying influences**
7. Encourage **buyer comparisons** to other suppliers
8. Opportunity to **showcase technical support** personnel
9. **Shorten** buying process
10. Make **immediate sales**

### Source

*Donald J. Walter, International Association for Exhibition Management*

## BOOTH DIMENSIONS & PRICING

### Pricing

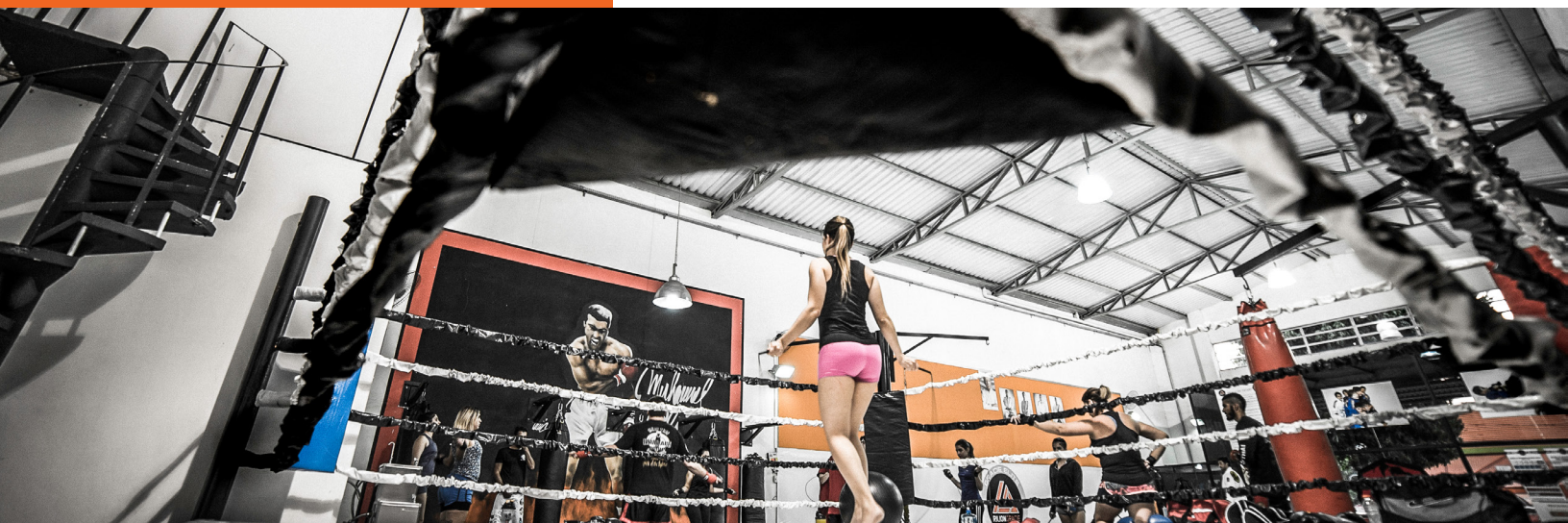
Standard rate **\$800**

Non-profit rate **\$550**

### Pricing includes

- 10' X 10' booth space
- Eight foot draped table
- Two chairs
- Four exhibitor passes and name badges
- 20 complimentary expo tickets for distribution to clients
- 24 hour security
- Listing in show guide
- Listing on YYCfit website
- Recognition on YYCfit social media

Additional exhibitor passes and name badges can be purchased at a cost of **\$25** each.





## SPONSORSHIP ENTITLEMENTS

	Gold Sponsor \$7500	Silver Sponsor \$5,000	Bronze Sponsor \$3,000
Product exclusivity among gold sponsors	🏆		
10' x 20' corner booth space	🏆		
10' x 20' booth space		🏆	
10' x 10' booth space			🏆
Ability to prepare one promotional blog post for the YYCfit website	🏆		
Recognition on YYCfit website	Gold level banner ad on home page and sponsor profile	Silver level banner ad on home page and sponsor profile	Recognition on the sponsor page
Customized recognition on YYCfit social media sites	10	7	5
Recognition in YYCfit print advertising	Large logo	Small logo	Company name
Mentions during tv and radio advertisements	🏆		
Recognition on YYCfit letterhead	Large logo	Small logo	Company name
Company mentions in YYCfit press releases	All	4	2
Recognition on YYCfit signage (scalable according to sponsor level)	🏆	🏆	🏆
Complimentary show passes	75	50	40
Shout out from the seminar stage	6 mentions	4 mentions	2 mentions
Acknowledgement on competition and demo stage	6 mentions	4 mentions	2 mentions
Show announcements	6 mentions	4 mentions	2 mentions
Opportunity to include samples in attendees swag bags	🏆	🏆	🏆
Opportunity to supply door prizes	🏆	🏆	🏆
First right of refusal for same sponsorship for YYCfit 2019	🏆	🏆	🏆

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Demo & Competition Stage Sponsor**  
\$8000

In addition to receiving all the silver level sponsor entitlements, stage naming rights will also apply, which translates to **high profile stage signage** and **frequent PA announcements** throughout the day as new demos are announced. First right of refusal will also be given for YYCfit 2019.

**Seminar Stage Sponsor**  
\$8000

In addition to receiving all the silver level sponsor entitlements, stage naming rights will also apply, which translates to **high profile stage signage** and **frequent PA announcements** throughout the day as new seminars are announced. First right of refusal will also be given for YYCfit 2019.

**Special Guest Sponsor**  
\$8000

In addition to receiving all the silver level sponsor entitlements, sponsor will be recognized on **signage at special guest event**, and will serve as **co-host** to the **special guest**.

To customize a sponsorship that will best meet your objectives, please contact [sales@yycfitexpo.ca](mailto:sales@yycfitexpo.ca)

## EXHIBITOR APPLICATION FORM

Company	_____		
Contact name	_____		
Address	_____		
City	Province	Postal code	
Phone/cell number	_____		
Email	_____		
Website	_____		
Facebook (optional)	Twitter (optional)	Instagram (optional)	
	_____	_____	

### BOOTH RENTAL

Booth location selection will take place in **early 2018**, and booths will be assigned on a first-come, first-served basis. Please select the appropriate booth option.

**Four exhibitor passes** and **name badges** are included with your booth.

Standard rate <b>\$800</b>	<input type="checkbox"/>
Non-profit rate <b>\$550</b>	<input type="checkbox"/>
Additional passes and name badges <b>\$25 x</b> _____ = _____	
Subtotal = _____	

### SPONSORSHIP

Bronze <b>\$3000</b>	<input type="checkbox"/>
Silver <b>\$5000</b>	<input type="checkbox"/>
Gold <b>\$7500</b>	<input type="checkbox"/>
Stage <b>\$8000</b>	<input type="checkbox"/>
Other	<input type="checkbox"/>
Subtotal = _____	
Total = _____	

Please make cheques payable to **Klik Entertainment Group**. Mailing address for cheques is **548 Citadel Meadow Bay NW, Calgary, AB T3G 4Y9**

### PAYMENT

Payment method	Cheque <input type="checkbox"/>	Credit card <input type="checkbox"/>		
Card type	Visa <input type="checkbox"/>	MasterCard <input type="checkbox"/>	Amex <input type="checkbox"/>	
Credit card number	_____	_____	Expiry _____	CVS _____
Cardholder name	_____	_____	Signature _____	_____