

YYCfit

health & fitness expo

www.yycfitexpo.ca

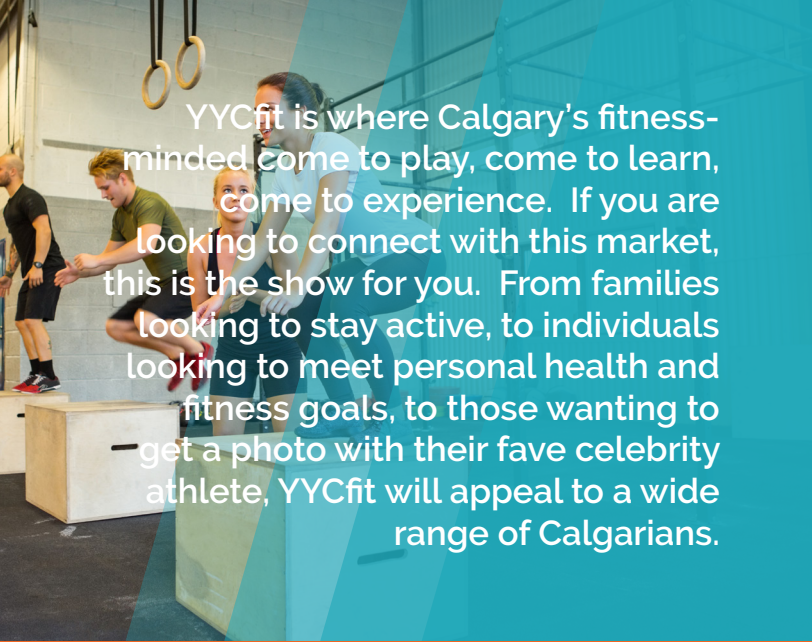
Sponsorship & Exhibitor Opportunities

Saturday, May 13, 2017
Sunday, May 14, 2017

Big Four - Stampede Grounds
Calgary, AB

YYCfit is Calgary's Health and Fitness Show! 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.





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 Space 10' X 10'

Standard Rate **\$750**

Non-Profit Rate **\$550**

Booth fee includes the following:

- Eight foot draped table
- Two chairs
- Four exhibitor passes and name badges
- 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.

Book now and take advantage of our early-bird pricing, increased social media mentions and primary dibs on booth location! A 50% deposit is required to hold your spot.

Show Guide Advertising

Each visitor to YYCfit will be handed a show guide. Want to stand out, and make sure your booth is on their 'must-see' list? Show guide advertising is available! High quality artwork can be submitted in png, jpg, eps or tiff format to design@yycfitexpo.ca. The deadline for artwork is March 31, 2017.

Sponsorship Entitlements

	Gold Sponsor \$7,500	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	🏆		
Advertisement in Show Guide	Full Page	Half Page	Quarter Page
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	20	15	10
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 2018 YYCfit	🏆	🏆	🏆

Additional Sponsorship Opportunities

Demo & Competition Stage Sponsor **\$8,000**

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 2018.

Seminar Stage Sponsor **\$8,000**

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 2018.

Special Guest Sponsor *(price point will vary based on special guest)*

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

Exhibitor Application Form

Exhibitor Information

Company Name: _____
 Contact Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Office Phone: _____ Cell Phone: _____
 Email: _____
 Website: _____
 Facebook Group Name (If Applicable): _____
 Twitter Handle (If Applicable): _____
 Instagram Username (If Applicable): _____

Booth Rental Rates

Booth location selection will take place in Fall 2016, and booths will be assigned on a first-come, first-served basis. Please select the appropriate booth option.

Type	Price	
Standard Rate	\$750	<input type="checkbox"/>
Non-Profit Rate	\$550	<input type="checkbox"/>

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

Additional Passes & Name Badges **\$25** X _____ = _____
 Total = _____

Show Guide Advertising

Type	Price	
Business Card	\$250	<input type="checkbox"/>
Quarter Page	\$500	<input type="checkbox"/>
Half Page	\$750	<input type="checkbox"/>
Full Page	\$1,000	<input type="checkbox"/>
Inside Front/Back Cover	\$1,500	<input type="checkbox"/>
Back Cover	\$2,000	<input type="checkbox"/>

Total = _____

Sponsorship Fees

Type	Price	
Bronze	\$3,000	<input type="checkbox"/>
Silver	\$5,000	<input type="checkbox"/>
Gold	\$7,500	<input type="checkbox"/>
Stage	\$8,000	<input type="checkbox"/>
Other	_____	<input type="checkbox"/>

Total = _____

Total Payment Subtotal = _____ 5% GST = _____ Total Due = _____

GST Number: 79231 5699 RT0001

Please note, a 50% non-refundable deposit is required to secure your spot. The balance of fees are due by December 31, 2016. Cheques are payable to YYCfit Expo Inc.

Payment Information

Payment Method: Cheque: Credit Card:
 Card Type: Visa: Mastercard: American Express:
 Credit Card Number: _____ Expiry: _____ CVS: _____
 Name on Card: _____ Signature: _____