



ADVERTISING PACKAGE

Education & Career Fairs

Partner with ECF to deliver your brand



2011-2012



MARKETING INFORMATION



ECF Events

Going into its 15th year, the Education and Career Fairs have grown from the original two fairs in Vancouver and Surrey and expanded into new regions, including Vancouver Island and the BC Interior. Having hosted over 50 fairs, the largest career planning events in Western Canada has again expanded, this time into Northern, BC with its new event in Prince George!

ECF's mission is to provide visitors the opportunity to develop their career path. Attendees include high school students and individuals seeking employment – their future begins here!

Let the fairs work for you as the best option to recruit students and / or employees. With consistent attendance at each of the events, we provide your organization with solid recruitment opportunities. Combine this with sponsorship and advertising opportunities to create a fully customized package that works to highlight your brand.

Who attends our events?

- Secondary school students (Grades 10 - 12)
- College and university students
- Job seekers
- Adults looking for a career change / training and educational programs
- Career counselors
- Academic advisors
- Teachers
- Parents
- Youth and family service providers
- Immigration counselors and agents
- New immigrants

Each year, our events welcome high school students for group visits. In the nearly 15 years of hosting the events, we have enjoyed support from the local school districts in each of the regions we visit. At the completion of the 2011 winter events, we have had nearly 160,000 attendees pass through our doors!

Marketing Plan

The success of our events lies within the vigorous marketing campaign that we undertake:

- Flyer publications and distribution in local newspapers
- News releases / Public service announcements
- Radio and television advertisements
- Direct email marketing to all private and public secondary schools
- Email marketing to Parent Advisory Committees
- Poster campaign to high schools, employment agencies, libraries, colleges, universities, and local ESL schools
- Email marketing to home school support groups
- Street team marketing to local public
- Skytrain and local transit campaign
- Event listings and community calendars
- Social networks such as Twitter / Facebook / LinkedIn, BC Workinfontet
- Advertising with associations / organizations that promote educational and employment opportunities.

ECF is your gateway to reach thousands of individuals interested in post-secondary studies and / or employment.

ADVERTISING OPPORTUNITIES

PROGRAM GUIDE

All attendees at each of our events, will receive a copy of the ECF Program Guide. Advertising in the guide will give you an opportunity to showcase your brand exclusively. It will allow you to stand out and increase the traffic to your booth.

Advertising Rates

1	1 • Full Page and Advertorial 8.5 in (h) x 5.5 in (w) 216 mm (h) x 140 mm (w) - \$450
	1a • Full Page (Inside Front or Inside Back Cover) - \$400
	1b • Full Page (Outside Back Cover) - \$500 Bleed Area: 1/8" all 4 sides
2	2 • Half Page (horizontal) 4.25 in (h) x 2.75 in (w) 108 mm (h) x 70 mm (w) - \$250
	Bleed Area: 1/4" (3 sides) Colour surcharge (CMYK): \$224



Program Guide

Vancouver Education & Career Fair 2011



Education & Career Fairs
2101-1177 West Hastings St.
Vancouver, BC Canada V6E 2K3
www.educationcareerfairs.com
T 604.681.2153 F 604.681.1049

ADVERTORIALS

Advertorials offer information in an editorial format and are a great opportunity to further expand on your programs and services. The advertorial rate includes the option of submitting one photograph and logo at no additional charge. The final design and layout of each advertorial will be determined by our graphic designer. Advertorials submitted must not exceed 250 words.

Pricing • \$200

DEADLINES

Advertising/Advertorial Booking Deadline:

- Vancouver / Nanaimo / Abbotsford ----- October 15, 2011
- Prince George / Kamloops / Kelowna -----December 31, 2011

Advertising/Advertorial Copy Deadline

- Vancouver / Nanaimo / Abbotsford -----October 15, 2011
- Prince George / Kamloops / Kelowna -----December 31, 2011

All advertising opportunities listed are open to participating exhibitors only. All rates are in Canadian dollars and do not include applicable taxes.