

Education & Career Fairs

2011-2012

Exhibitor Package



Education & Career Fairs
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Looking to expand your marketing presence?

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 package that works to highlight your brand.

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

- Present seminars
- Advertise in program guides, newspaper, radio and TV
- Online marketing
- Event sponsorship.

Who attends?

- 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.

Marketing Strategy

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.

We have been listening!

At ECF, our team has taken a good look at the services and promotional opportunities that we have provided to exhibitors and have made some incredible changes based on what we were hearing from you, our exhibitors. We have put in place a smoother registration process and the overall services that we can provide to you to make your exhibition experience the very best!

Event Schedule - 2011/2012		
Fair	Venue / Location	Date
Abbotsford	TRADEX <i>Abbotsford, BC</i>	Monday, November 28, 2011 <i>Event Hours: 0900 - 1500</i>
Vancouver	Vancouver Convention Center – East <i>Vancouver, BC</i>	Tuesday, November 29, 2011 <i>Counsellor Event: 0900 - 1200</i> Wednesday, November 30, 2011 <i>Event Hours: 0900 - 1900</i>
Nanaimo	Vancouver Island Convention Center <i>Nanaimo, BC</i>	Friday, December 2, 2011 <i>Event Hours: 0900 – 1500</i>
Prince George	Prince George Civic Center <i>Prince George, BC</i>	Friday, February 10, 2012 <i>Event Hours: 0900 – 1500</i>
Kamloops	Thompson River University <i>Kamloops, BC</i>	Monday, February 13, 2012 <i>Event Hours: 0900 – 1500</i>
Kelowna	The Delta Grand Hotel & Resort <i>Kelowna, BC</i>	Tuesday, February 14, 2012 <i>Parent Event: 1230 – 1530</i> Wednesday, February 15, 2012 <i>Event Hours: 0900 – 1500</i>

Booth Pricing – 2011/2012		
Exhibit Space	Deadlines	Fees (Canadian funds)
Early Bird	Prior to July 29, 2011	\$ 1,050
Regular	July 30 - October 7, 2011	\$ 1,150
Late	After October 7, 2011	\$ 1,200
Corner	N/A	\$ 100
Exhibit Space	Deadlines	Discount (Canadian funds)
Past Exhibitor	Prior to April 29, 2011	5% <i>per 8 x 10 booth</i>
3 Booth Package	Exhibit Space Fees available until June 30, 2011	20%

Booth Inclusions (8' x 10')

- 8' high back drape
 - 4' high side drape
 - 1x skirted table
 - 2x chairs
 - 2x Exhibitor Badges
 - Fascia Booth Sign
 - Web-site link*
 - Program Guide*
- * 50 word company / organization*

A word from our exhibitors...

"Thompson Rivers University has been at every fair since they started years ago and we'll be there again this year. The post-secondary decision-making process for students is starting earlier and earlier, and the Education & Career Fair is a place where we can make a personal connection with high school students in key urban markets."

Josh Keller
Director, Student Recruitment & Liaison
Thompson Rivers University
Kamloops, BC

"In 2010, I decided to participate in the Education & Career Fair in Vancouver. It was a decision I was very happy with. My business was exposed to thousands of high school students, dozens of teachers, and hundreds of others in a very exciting and fruitful day. The event was seamlessly put together by the ECF team, and setting up the booth was made easy with the help of the organizers and crew. The venue at the PNE Forum was perfect for such an event and the constant stream of school buses that brought the students was handled efficiently and professionally resulting in a consistent flow of people throughout the whole day. It was clear the ECF team had this system well figured out. I look forward to the 2011 show and strongly recommend purchasing a booth for your business/organization."

Chris Buckshaw
Founder of El Camino VolunTours
Volunteer Vacations Made Easy

"The Education & Career Fairs are a very important part of student recruitment for our programs. It's a great opportunity to have hundreds of potential students come to you to pick up information or to speak with you in person. I've participated for 3 years now and it has always been a positive experience. The Education & Career Fairs team provides all the information you need to have a successful day at their venues. The exhibitor manual they've put together covers booth setup, hotel arrangements, move in/out schedules, etc. If you do have any questions, the staff is always very helpful."

Shelley Hayes
Department Assistant/Advisor
Agriculture Technology
University of the Fraser Valley

