



BC'S LARGEST CAREER PLANNING EVENTS!



BC'S MOST EXTENSIVE RECRUITMENT EVENTS!

Event Details

- **Vancouver Island Education & Career Fair**
Tuesday, November 30, 2010
9:00am – 3:00pm
Victoria Conference Centre, Victoria
- **Fraser Valley Education & Career Fair**
Thursday, December 2, 2010
9:00am – 3:00pm
Tradex, Abbotsford
- **Vancouver Education & Career Fair**
Monday, January 10, 2011
9:00am – 3:00pm
Forum at the Pacific National Exhibition, Vancouver
- **Kamloops Education & Career Fair**
Wednesday, January 12, 2011
9:00am – 3:00pm
Kamloops Convention Centre, Kamloops
- **Okanagan Education & Career Fair**
Friday, January 14, 2011
9:30am – 3:00pm
Delta Grand Okanagan Resort & Conference Centre, Kelowna

Participant Profile

Who attends the Education & Career Fairs?

- Secondary school students (Grades 10 to 12)
- University and college students
- Job seekers
- Adults looking for a career change or interested in post-secondary learning
- Employment / recruitment training centres and associations
- Career counsellors and academic advisors
- Teachers
- Parents
- Youth and family services providers
- Immigration counsellors and agents
- New immigrants
- General public

Total annual attendance of all Fairs: 12,000+
(2500 – 5000 attendees per Fair)

Benefits of Sponsoring

Exposure & brand awareness:

- Depending on the category of sponsorship, your corporate logo will be placed on our various printed marketing materials and on our website: www.educationcareerfairs.com.
- All print material is distributed throughout the regions of our Fairs to the general public, schools, and organizations through direct marketing.
- Event sponsorship is an excellent way to create brand awareness. Your logo on ECF print material and signs will allow the Fairs' audience and exhibitors to recognize you as a proud sponsor of the Fairs.

Reaching the right target audience:

- Your company will achieve an increase in awareness while reaching a high concentration of your target market.
- Partnering with Education & Career Fairs is a wonderful opportunity for companies that target youths and career changers.

Helping the youths of BC:

- The Education & Career Fairs are BC's Largest Career Planning Events, and your company's sponsorship will help provide us with the continuing support necessary to help BC youths choose their career paths.

Marketing Strategy

The ECF promotional campaign includes:

- Fair Guide publications prior to Fairs in local newspapers within each Fair region
- News releases to all local media in BC and to BC university and college student newspapers
- Radio and television advertisements in each Fair region
- Direct mail marketing to BC private and public secondary schools, Grades 10-12 teachers, career counsellors, Parent Advisory Committees, etc.
- Direct mail marketing to over 1400 organizations in BC
- Telephone and email follow-up program to schools and organizations
- Email campaign to BC home school support groups
- Poster advertising Fairs distributed to all secondary schools and organizations
- Promotion on the Internet with our website which is promoted through various online search engines such as Google, Yahoo, and MSN
- Online marketing of the Fairs through community and social networking websites and event calendars (i.e. Facebook, Twitter, LinkedIn)
- Networking with organizations and agencies throughout BC to increase participation at the Fairs
- Liaising with different Government agencies

ECF Event Team

Email: info@educationcareerfairs.com

Phone: 604-681-2153 (Monday to Friday, 9am – 5pm PST)

www.educationcareerfairs.com