



SPONSORSHIP AND 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 Workinfolnet
- 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.

The ECF sponsorship program offers great opportunities for your organization to build more branding. The options are endless and can be customized to your organization's target needs.

SPONSORSHIP OPPORTUNITIES

Feature Category Sponsor \$4,000 per category

As a feature category sponsor, you will receive:

- Exclusive 'Feature' Category sponsorship
- Ad spot and logo on promotional flyer
*Distribution 250,00 throughout province
- Program Guide - 1 full page ad in all six Program Guides
- Inclusion in comprehensive TV / Radio media campaign

Categories:

- Communications
- Trades
- Technology
- Distance Education

If you do not find an appropriate category, please contact us as we welcome all customized opportunities.

Exhibitor Host Sponsor \$2,500 per event

Being an exhibitor host sponsor is a prime opportunity to promote business to business and includes:

- Exclusive per event sponsorship
- Exhibitor lounge host
- Morning and afternoon exhibitor coffee breaks
- Company name / logo printed on exhibitor lanyards
- Inclusion of a direct marketing piece in Exhibit Host Package*
- Sponsorship recognition in on-site program guide at the chosen event
- Sponsor logo recognition on web-site
- Sponsor recognition on registration signage located at registration desk
- Sponsor recognition on exhibitor lounge signage
*Supplied by sponsor and approved by ECF Management

Employment Consultant Sponsor \$3,500 per event

As an Employment Consultant Sponsor, your organization has the opportunity to offer attendees much sought after services such as resume writing, interview do's and don'ts, or job search techniques at a prominently located Pavillion.

The Employment Consultant sponsor will receive:

- Promo Flyer - ad spot
- Program Guide
- 10 x 20 Pavillion
- 2 x 6' skirted tables and 4 chairs
- 2 x high boy tables and 4 chairs
- Standard power package



SPONSORSHIP OPPORTUNITIES

EVENT BAGS

Get your brand recognised! Event bags are distributed at the entrance of each venue which means that every attendee will be walking around the city with your logo / name. As an event bag sponsor, your organization receives:

- Exclusive per event sponsorship
 - Company name / logo on event bags
 - Sponsor recognition in on-site program guide
 - Sponsor logo recognition on web site
 - Signage recognition at entrance distribution point
 - Inclusion of one 8 1/2 x 11 direct marketing piece in each bag*
- *Supplied by sponsor and approved by ECF Management

Event	Commitment
Nanaimo	\$3500
Vancouver	\$5000
Abbotsford	\$4500
Kamloops	\$3500
Kelowna	\$4500
Prince George	\$3500

NOTEPADS

Each of our attendees will receive a notepad inside of their event bag. This is an excellent opportunity to set your organization apart from the rest! As a notepad sponsor, your organization receives:

- Exclusive per event sponsorship
 - Distribution in seminar area to each participant
 - Sponsor recognition in on-site program guide
 - Signage recognition on Presentation Screen holding slides
 - Inclusion of one notepad in each bag*
- *Supplied by sponsor

Event	Commitment
Nanaimo	\$1500
Vancouver	\$2500
Abbotsford	\$2000
Kamloops	\$1500
Kelowna	\$1500
Prince George	\$1500

SPONSORSHIP OPPORTUNITIES

INSERTS

Providing an insert to each attendee will lead them to your booth and later to your website. We have options for those exhibiting, as well as those who are not able to exhibit.

- Non-exclusive
 - Distributed in event bags to all event attendees
 - Inclusion of one 8 1/2 x 11 direct marketing piece in each bag*
- *Supplied by sponsor and approved by ECF Management

Event	Exhibitors	Non-Exhibitors
Nanaimo	\$325	\$600
Vancouver	\$500	\$900
Abbotsford	\$400	\$800
Kamloops	\$325	\$600
Kelowna	\$325	\$600
Prince George	\$325	\$600



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

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



Program Guide

Vancouver Education & Career Fair 2011



Education & Career Fairs
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Vancouver, BC Canada V6E 2K3
www.educationcareerfairs.com
T 604.681.2153 F 604.681.1049

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.