

Event Details

- **Fraser Valley Education & Career Fair**
December 2, 2008
9:00am – 3:00pm
Tradex, Abbotsford
- **Vancouver Island Education & Career Fair**
December 4, 2008
9:00am – 4:00pm
Victoria Conference Centre
- **Vancouver Education & Career Fair**
February 3, 2009
9:00am – 5:00pm
Vancouver Convention & Exhibition Centre
- **Kamloops Education & Career Fair**
February 5, 2009
9:00am – 2:30pm
Tournament Capital Centre
- **Okanagan Education & Career Fair**
February 6, 2009
9:30am – 4:00pm
Grand Okanagan Lakefront Resort, Kelowna

Attendee Profile

Who comes to the Education & Career Fairs?

- Secondary school students (Grades 10 to 12, ages 15+)
- University students
- College students
- Career counsellors
- Teachers
- Academic Advisors
- Parents
- Youth and family services providers
- Immigration counsellors and agents
- Career counselling advisors
- Employment / recruitment training centers and associations
- New immigrants
- Adults looking for a career change or interested in post-secondary learning
- 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 several of our print material 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

We promote by...

- Fair Guide publications prior to Fairs in local newspapers within each Fair region
- News releases to all local media in BC
- Radio advertisements in each region
- Direct mail marketing to BC private and public secondary schools, Grades 10-12 teachers, career counsellors, etc.
- Direct mail marketing to BC secondary school and school district Parent Advisory Committees
- Direct mail marketing to community 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 the ECF website: www.educationcareerfairs.com
- Website promoted through various search engines online such as Yahoo, Google, and MSN
- Networking with organizations and agencies throughout BC to increase participation at the Fairs
- Government liaison with the provincial government of BC and the federal government of Canada (i.e. Service Canada)

ECF Event Team

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www.educationcareerfairs.com