



MEDIA KIT

EVENT VENUE:

- Penticton Lakeside Resort and Conference Centre
21 Lakeshore Drive W Penticton, BC
Website: www.pentictonlakesideresort.com

CONFERENCE NUMBERS:

- 20 Speakers
- 40 Tradeshow Exhibitors
- 150+ Delegates
- 4 Sectors

CONFERENCE WEBSITE:

- <https://fortifyconference.ca>

SOCIAL LINKS:

- **Twitter** @fortify2018
- **Instagram** @fortify2018

EVENT DESCRIPTION (50 WORDS):

for-ti-fy 2018 is the first annual, one day business event established by industry for industry, exclusively for breweries, wineries, distilleries, and cideries; it provides an important conference and tradeshow opportunity for these sectors to network, learn, socialize, and ultimately increase business viability and profitability.

EVENT DESCRIPTION (120 WORDS):

for-ti-fy 2018 is a one-day business conference and tradeshow for fermenters and distillers, featuring presentations from industry professionals and experts. This conference is coordinated by the Business Alliance for Artisan Fermenters and Distillers and builds on the popular Industry Roundtable previously hosted by MNP and FCC. Themes and topics will include: finance and operations; human resources, government/regulatory; sales and marketing, & more. Keynote, panel discussions, workshops and a 7100+ sq.ft. trade show with industry trade suppliers displaying products and services. Fortify was established to fill a need across industries for education, training and network opportunities to help BC's breweries, wineries, distilleries, and cideries affordably access business supports and tools to increase viability and profitability.

for-ti-fy 2018 will be held on Wednesday, November 7, 2018 at the Penticton Lakeside Resort and Conference Centre, in Penticton, BC.



EVENT DESCRIPTION (FULL):

for·ti·fy 2018: Fortify Your Business

The premier business conference and tradeshow for breweries, wineries, distilleries, and cideries that brings together industry, experts, suppliers and stakeholders to explore issues and learn about business improvement to enhance their organizations.

With 150+ delegates, 40 exhibitors, 20 speakers and 4 sectors participating, this event is designed to provide learning, networking opportunities and facilitate conversations between people from different sectors and organizations of all sizes who share thoughts, ideas and lessons on ways to improve business productivity and viability.

for·ti·fy 2018 will be held on Wednesday, November 7, 2018 at the Penticton Lakeside Resort and Conference Centre, in Penticton, BC.

REGISTRATION:

All registration is online at www.fortifyconference.ca

- <https://fortifyconference.ca/delegate-registration/>
 - Early bird registration is available until September 17, 2018
- <https://fortifyconference.ca/tradeshow/>
- <https://fortifyconference.ca/sponsorship/>

CONFERENCE HOTEL:

Blocks of rooms for for·ti·fy participants are reserved at The Penticton Lakeside Resort – 1-250-493-8221 or 1-800-663-9400 opt 1. Queen City view \$125 / Queen Beach view \$130 /Queen Lake view \$135. King Rooms starting at \$140. Room rates are based on single or double occupancy and subject to applicable taxes. Parking is \$10.00 per vehicle, per day for in-house guests. Check-in time is 4:00 p.m.; checkout time is 12:00 noon.

Please quote “Fortify” or “Business Alliance for Artisan Fermenters and Distillers” when you make your registration and register before September 17th to get this rate.

CONFERENCE AGENDA:

- The conference agenda can be downloaded at <https://fortifyconference.ca/conference-agenda/>

NEED ANYTHING ELSE? GET IN TOUCH:

- Carolyn MacLaren dcmacclaren@shaw.ca or 778.878.6145
- Sandra Oldfield s.oldfield@elysianprojects.com or 250.498.9046