



# **Exhibitor Information & Sponsorship Opportunities**

**1<sup>st</sup> Annual Business  
Conference & Tradeshow**

**November 7, 2018**

Penticton Lakeside Resort  
Penticton, British Columbia, Canada

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## Venue

The Penticton Lakeside Resort and Conference Centre is located within minutes of the downtown business district, with easy access from Highway 97 and the Penticton Regional Airport (YYP).

Penticton Lakeside Resort and Conference Centre  
21 Lakeshore Drive W Penticton, BC  
Website: [www.pentictonlakesideresort.com](http://www.pentictonlakesideresort.com)

## Tradeshow Information

Hours: The Tradeshow at **for·ti·fy** will be open day throughout the Conference, with dedicated “Tradeshow” times during morning and afternoon breaks during which no competing events are scheduled, lunch and during a dedicated BBQ dinner from 5:30-6:30 pm.

The Tradeshow will host a maximum of 40 exhibit booths encompassing a wide range of products related to both the fermenting and distilling industries.

## Official Suppliers

### ADVANCE WAREHOUSE, MATERIALS HANDLING, BOOTH SERVICES

#### Showtime Event & Display (Tel: 800-721-0029 / Fax: 877-468-3313)

Visit [www.showtimedisplay.com](http://www.showtimedisplay.com) for shipping labels and for material handling forms. Ship to Showtime’s warehouse in advance of the conference, ship to address as follows:

Fortify Conference (insert exhibitor name & booth # here)  
c/o Showtime Event & Display  
#1 – 325 Bay Avenue  
Kelowna, BC V1Y 7S3  
CANADA

**IMPORTANT:** Showtime’s warehouse receiving window is **October 23 – November 3, 2018**. All materials will be subject to materials handling charges, based on **the total weight** of your shipment. Anything shipped **before** October 23, 2018 would be subject to **additional** storage fees

## SHIPPING & CUSTOMS

#### Davidson & Sons (D&S) Customs and Event Logistics (Tel.: 604-681-5132 / Fax: 604-681-2601)

D&S has been appointed as the recommended Transport Carrier and Customs Broker for the conference. They can assist both Canadian and U.S. exhibitors with their round-trip Shipping and/or Customs Clearance service requirements. The conference has been Officially Recognized by the Canada Border Services Agency (CBSA) Conventions Program. It is strongly recommended that exhibitors utilize the service of a customs brokerage firm particularly for shipments originating outside of Canada. Exhibitors should work with a Customs Broker that is familiar with conferences and the special duty & tax-free import privileges that have been granted by this CBSA conventions program.

If exhibitors choose to ship & customs clear on their own it is done at their own risk and expense.

Refer to the attached [SHIPPING & CUSTOMS CLEARANCE INSTRUCTIONS KIT](#) for forms and information.

**IMPORTANT:** Contact D&S by October 19<sup>th</sup> to make your shipping and/or customs arrangements

## Show Set Up and Take Down

- Move in: Tuesday, November 6 3:00 – 7:00 pm  
Wednesday, November 7 7:30 – 8:30 am (1 hour only)
- Move-out: Wednesday, November 7 **6:30 – 8:00 pm (tear down will be announced)**
- Loading Area: Behind Salon C (beside the regular delivery loading dock); smaller items can be moved in through the front doors of the hotel using a Bellman's cart.

**EXHIBITORS MAY NOT COMMENCE TEAR DOWN PRIOR TO 6:30 pm on November 7<sup>th</sup>.**

## Tradeshow Hours

- 10:00 AM - 6:30 pm (with 5:30 – 6:30 pm with dedicated tradeshow time, including a one hour reception from 5:30 – 6:30 pm)

The Penticton Lakeside Resort and Conference Centre is a **smoke-free** venue.

## Booth Information

There 40 tradeshow booths available on a first come, first served basis. Each 10 X 8 walk in booth comes with pipe and drape, one 2 x 6 foot covered and skirted display table, and two chairs. Includes 120-volt, 750-watt duplex electrical, wi-fi, and two complimentary badges for two representatives. A special rate is available for any other company members.

The tradeshow floor plan is included at the back of this information package.

2018 Exhibitors will receive priority registration for **for-ti-fy** 2019.

## Other Information

- All booth/exhibitor materials must be brought in manually as there is not a forklift option at the Penticton Lakeside Resort.
- Showtime will provide materials handling equipment to assist exhibitors with moving heavy equipment (i.e. 1 – 2500 lbs pallet jack, 2 flat floor dollies, and 2 wheeled dollies)
- Additional furniture can be order for a fee from Showtime: [Showtime Order Package](#)
- *On-site* parking is available at cost

## Additional Booth Rep Tickets are \$90 each and include:

- ✓ Name badge
- ✓ Lunch and coffee breaks
- ✓ BBQ Dinner on Wednesday, November 7<sup>th</sup>
- ✓ Access to the **for-ti-fy** social event at Cannery Brewing Taphouse (space is limited and pre-registration is required.)
- ✓ Access to conference (*providing booth is staffed at all times by at least 1 person*)

## Serving Product

Exhibitors can serve samples of wine, cider, beer or liquor (**no more than 30 ml/ 1 oz.**) at their booths providing the person serving has a "Serve it Right" card. The exhibitor is responsible for any cost (wine, glasses, etc.). Exhibitors serving alcohol must also complete and submit a [Form 60](#).

## Insurance

Insurance protection against liability, fire, theft of any equipment or materials used at **for-ti-fy** is the sole responsibility of the exhibitor. Nighttime security will be provided on-site. However, neither the Penticton Lakeside Resort and Conference Centre nor the *Business Alliance for Artisan Fermenters and Distillers* will be held responsible for items lost, stolen, or damaged during the event.

## Accommodations

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.**

## Cancellation

Cancellations **prior to October 19th** will be reimbursed 75% of the deposit if the booth space can be reassigned. Any cancellations after October 19<sup>th</sup> are not eligible for a refund.

## Registration

- Booth assignment is based on a first-come-first served basis. Booth assignments are confirmed upon full payment online and a confirmation will be sent via email when your payment has been processed.
- Registration for the tradeshow is on-line only and payment with credit cards (Visa or Master Card). Simply go to <https://bit.ly/2wpyhjb> to register online.
- **Registration Deadline – October 19th** Registrations received after this date risk not being included in the Tradeshow Directory.

## For further information, contact:

**Conference Coordinator:** Carolyn MaLaren  
Tel: 778 878 6145  
Email: [dcmaclaren@shaw.ca](mailto:dcmaclaren@shaw.ca) Website: [www.fortifyconference.ca](http://www.fortifyconference.ca)

**Show Decorator:** Showtime Event & Display  
#1 – 325 Bay Ave, Kelowna BC  
Tel: 250 868 2465 Toll Free: 1 800 721 0029  
Website: [www.showtimedisplay.com](http://www.showtimedisplay.com)  
[Showtime Order Package](#)

## **Sponsorship Opportunities**

We love our sponsors and our various sponsorship opportunities allow you to position your company as a leader by growing your brand awareness and reputation through different sponsorship opportunities. Present your brand in the best possible light and get ahead of your competition by expanding your reach with event delegates and participants before the event and at the event when they are learning, talking, networking, and even socializing.

### **Diamond Sponsor (\$5000 plus gst)**

- Complimentary Tradeshow Booth (includes two full company representatives)
- Four complimentary tradeshow passes for clients
- Fortify Full Attendee list (CSV File)
- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides
- Brand Recognition – Company signage in main conference room during the entire conference (client provides signage)
- Verbal Recognition during event
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

### **Platinum Sponsor (\$3000 plus gst)**

- Fortify Full Attendee list (CSV File)
- Two complimentary tradeshow passes for clients
- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides
- Brand Recognition – Company signage in main conference room during the entire conference (client provides signage)
- Verbal Recognition during event
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

### **Gold Sponsor (\$2000 plus gst)**

- Fortify Full Attendee list (CSV File)
- Two complimentary tradeshow passes for clients
- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

### **Silver Sponsor (\$1000 plus gst)**

- Fortify Full Attendee list (CSV File)
- Two complimentary tradeshow passes for clients
- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

### **Session Sponsor (\$1000 plus gst)**

- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides of session
- Session Introduced by Sponsor Representative
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

### **Lanyard Sponsor (\$1000 plus gst) – SOLD OUT**

- Logo custom printed on conference and tradeshow lanyards
- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides of session
- Session Introduced by Sponsor Representative
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

### **Bronze Sponsor (\$500 plus gst)**

- Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website
- Brand Recognition – Logo placed on Opening / Closing Slides of session
- Mentioned as Sponsor on Fortify Twitter
- Mentioned as Sponsor on Fortify website
- Mentioned as Sponsor on Fortify Instagram

**Not seeing a sponsorship opportunity that appeals to you? Flip us an email – we can work together to provide a solution for your brand that stands out and still provides the ROI you're looking for. Please contact conference coordinators: Carolyn MacLaren at [dcmaclaren@shaw.ca](mailto:dcmaclaren@shaw.ca) or Sandra Oldfield at [s.oldfield@elysianprojects.com](mailto:s.oldfield@elysianprojects.com).**

# for·ti·fy Tradeshow Floor Plan

## CONFERENCE & TRADE SHOW Penticton Lakeside Resort

