

## MEDIA KIT

### EVENT VENUE:

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

### CONFERENCE NUMBERS:

- 20 Speakers
- 50 Tradeshow Exhibitors
- 175+ Delegates
- 4 Sectors

### CONFERENCE WEBSITE:

- <https://fortifyconference.ca>

### SOCIAL LINKS:

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

### EVENT DESCRIPTION (50 WORDS):

for-ti-fy is an 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 2019 is a one-day business conference and tradeshow for fermenters and distillers, featuring presentations from industry professionals and experts. In its inaugural year, over 170 delegates from all four sectors attended this sold out event. The conference and tradeshow are 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 10,000+ 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 2019 will be held on Tuesday, November 19, 2019 at the Penticton Lakeside Resort and Conference Centre, in Penticton, BC.



## **EVENT DESCRIPTION (FULL):**

for-ti-fy 2019: 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 175+ delegates, 50 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 2019 will be held on Tuesday, November 19, 2019 at the Penticton Lakeside Resort and Conference Centre, in Penticton, BC.

## **REGISTRATION:**

All registration is online at [www.fortifyconference.ca](http://www.fortifyconference.ca)

- <https://fortifyconference.ca/delegate-registration/>
- <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 or Lake view \$135. King City view \$137 or Lake view \$145.

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 Conference” when you make your registration and register before October 1, 2019 to get this rate.**

## **CONFERENCE AGENDA:**

- The conference agenda will be available at <https://fortifyconference.ca/conference-agenda/>

## **NEED ANYTHING ELSE? GET IN TOUCH:**

- Carolyn MacLaren [dcmaclaren@shaw.ca](mailto:dcmaclaren@shaw.ca) or 778.878.6145
- Sandra Oldfield [s.oldfield@elysianprojects.com](mailto:s.oldfield@elysianprojects.com) or 250.498.9046