



Exhibitor Information & Sponsorship Opportunities

**2nd Annual Business
Conference & Tradeshow**

Tuesday, November 19, 2019

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

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 reception from 5:30-6:30 pm.

The Tradeshow will host a maximum of 50 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 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 30 – November 13, 2019**. All materials will be subject to materials handling charges, based on **the total weight** of your shipment. Anything shipped **before** October 30, 2019 will 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 19th** to make your shipping and/or customs arrangements

Show Set Up and Take Down

- Move-in: Monday, November 18 3:00 – 7:00 pm
Tuesday, November 19 7:30 – 8:30 am (1 hour only)
- Move-out: Tuesday, November 19 **6:30 – 8:00 pm (tear down will be announced)**
- Loading Area: Loading area for the East Ballroom is on the 2nd floor of the Parkade. Please be aware of the height restriction (6' 7") of the Parkade in order to load in this way. Smaller items can be moved in through the main hotel lobby on a Bellman's cart and delivered to the East Ballroom.

EXHIBITORS MAY NOT COMMENCE TEAR DOWN PRIOR TO 6:30 pm on November 19th.

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 are a maximum of 50 tradeshow booths available on a first come, first served basis with priority registration for 2018 exhibitors (see below). Each 8 X 10 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 company representatives (booth attendants). A special rate is available for any other company members.

Booth cost is \$650 plus taxes, additional representatives can be included for \$90 each.

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

2018 Exhibitors will receive priority registration for **for-ti-fy** 2019 with paid registrations submitted by September 15, 2019. Register early to secure best booth choices.

Other Information

- All booth/exhibitor materials must be brought in manually as there is not a forklift option at the Penticton Lakeside Resort
- Please be aware of the height restriction (6' 7") of the Parkade in order to load in this way. Smaller items can be moved in through the main hotel lobby on a Bellman's cart and delivered to the East Ballroom.
- 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
- ✓ Reception on Tuesday, November 19th
- ✓ Access to the **for-ti-fy** post-conference social event
- ✓ 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 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.

Tradeshow Cancellation

Cancellations **prior to October 18th** will be reimbursed 75% of the deposit if the booth space can be reassigned. Any cancellations after October 18th 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.
- 2018 Exhibitors will receive priority registration for **for-ti-fy** 2019 with registrations submitted by September 1, 2019. Register early to secure best booth choices.
- Registration for the tradeshow is on-line only and payment with credit cards (Visa or Master Card). Simply go to <https://fortifyconference.ca/exhibitors/> to register online.
- **Registration Deadline – October 18th** Registrations received after this date risk not being included in the Tradeshow Directory.

For further information, contact:

Conference Coordinator: Carolyn MacLaren
Tel: 778 878 6145
Email: dcmaclaren@shaw.ca Website: 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
[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 only 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

Platinum Sponsor (\$3000 plus gst)

- Two complimentary tradeshow only 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)

- 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)

- 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)

- 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 or Sandra Oldfield at s.oldfield@elysianprojects.com.

for·ti·fy 2019 Tradeshow Floor Plan

FORTIFY 2019
NOVEMBER 18-19 2019

