



## 2007/08 PARTNERED CONSUMER SHOWS Event Listing

Based on the evaluation of the 2006-2007 Consumers Shows and feedback from our Stakeholders, Northern BC Tourism Association will provide partnership funding for the following Consumer Shows for the 2007-2008 marketing year:

Consumer Show	Dates	Approx. Member Cost (\$CDN)*
<b>CANADIAN MARKETS</b>		
Alberta Snowmobile & ATV Shows Edmonton Calgary	Oct 19-21, 2007 Nov 17-18, 2007	496.00 496.00
Outdoor Adventure Shows Vancouver Toronto Calgary	Feb 16-17, 2008 Feb 22-24, 2008 Apr 5-6, 2008	836.00 988.00 801.00
Boat & Sportsmen's Shows Calgary Edmonton Toronto Ottawa Montreal	Feb. 14-17, 2008 Mar 13-16, 2008 Mar 12-16, 2008 Feb 21-24, 2008 Feb 21-24, 2008	698.00 736.00 939.00 <i>Unknown at this time</i> 898.00
Western Canada Fly Fishing Show (Calgary)	Jan 25-27, 2008	572.00
RVDA RV Expo & Sale Show Calgary Edmonton	Jan 24-27, 2008 Feb 7-10, 2008	725.00 725.00
Toronto Travel and Leisure Show	Sep 28-30, 2007 or Apr 8-10, 2008	1106.00
Fraser Valley Boat & Sportsmen's Show	Mar 7-9, 2008	763.00
<b>AMERICAN MARKETS</b>		
O'Loughlin Sportsmen's Shows Washington (Puyallup) Pacific Northwest (Portland) Evergreen (Monroe) Central Oregon (Redmond)	Jan 23-27, 2008 Feb 6-10, 2008 Feb 21-24, 2008 Feb 28-Mar 2, 2008	720.00 720.00 682.00 493.00
ISE (International Sportsmen's Exposition) San Mateo, CA Sacramento, CA Denver, CO Phoenix, AZ Salt Lake City, UT	Jan 10-13, 2008 Jan 17-20, 2008 Jan 24-27, 2008 Mar 7-9, 2008 Mar 13-16, 2008	907.00 907.00 907.00 907.00 907.00
Fred Hall Fishing Tackle & Boat Show Long Beach, CA San Diego, CA	Mar 5-9, 2008 Mar 26-30, 2008	1020.00 / 628.00 869.00
Eugene Boat & Sportsmen's Show	Feb 1-3, 2008	340.00
Sportsmen's Boat RV & Travel Show (Las Vegas, NV)	Feb 21-24, 2008	710.00
Spokane Big Horn Show	Mar 14-17, 2008	397.00
Rocky Mountain Snowmobile Expo (Denver, CO)	Oct 6-7, 2007	321.00

\*Approximate cost includes GST on Canadian Shows and factors in currency exchange for American Shows (subject to change according to exchange rate at time of billing).



## 2007/08 PARTNERED CONSUMER SHOWS Registration Form

COMPANY NAME		
Contact Name		
Mailing Address	City	Postal Code
Phone	Fax	
Email		
Consumer Show Choice #1		
Consumer Show Choice #2		
Consumer Show Choice #3		
Consumer Show Choice #4 (eligible only if any of 1-3 are full or budget remains)		

**Are you willing to Share a Booth?**

Please fax this completed registration form to Hilary Erasmus at **250-561-0450** or mail to **PO Box 2373, Prince George, BC V2N 2S6**.

If you have any questions, please be in contact at 250-561-0432 or [hilary@nbctourism.com](mailto:hilary@nbctourism.com). We also welcome your ideas on any other consumer shows that Northern BC Tourism Association should consider for future funding support.

**Cooperative Marketing Guidelines – CONSUMER SHOWS:**

- Participating stakeholders must represent Northern BC by:
  - Displaying Northern BC bannering
  - Distributing Northern BC regional "lure" publications or consumer reply cards
  - Being able to answer questions about Northern BC
- A minimum of two (2) and a maximum of five (5) booths will be eligible for partnership at any individual show (or as otherwise stated in this guide)
- A Stakeholder will only be partnered for a maximum of three (3) shows (dependant on budget)
- Only standard size booths will be eligible for partnership funding
- Tourism Partners funds are only applicable to booth registration costs. Furnishings, décor, transportation, and accommodation are the responsibility of the Stakeholder.
- Stakeholder must complete, to the best of their ability, Northern BC Tourism Association consumer show evaluation forms

Consumer show participation will be based on the submission of these forms and spots will be allocated on a first come, first served basis.

*\*If two or more stakeholders share a booth at a Consumer Show, the cost and administration will be split equally among the participating members.*