



# **BCSRA**

**BC SPORTS REP ASSOCIATION**  
**Summer Show 2019**

**PARTNERSHIP OPPORTUNITIES**

# BCSRA

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Summer Show 2019

## About BCSRA

The British Columbia Sports Rep Association was formed in 1992 with the aim of unifying agents and representatives in the general sporting goods industry throughout BC.

The Association hosts bi-annual trade shows, providing high-profile opportunities for agents to exhibit and sell their products to retailers. Retailers attending the show receive a Show Book upon arrival containing all the agents' contact information and the brand and lines they work with.

## Statistics of Summer 2018 attendance

**WE PACKED THE HOUSE WITH 174 RETAILERS IN 2018 & IN 2017 BROKE THE RECORD FOR THE HIGHEST ATTENDANCE ON THE FIRST DAY.**

Metro Vancouver:	64
Vancouver Island:	27
Okanagan:	14
Fraser Valley:	13
Other areas in BC:	55
Alberta:	1

**158 out of 174 retailers  
were owners and / or buyers**

**16 out of 174  
were managers**

TUESDAY-THURSDAY  
**JULY 9-11**  
**2019**

**ANNUAL  
SUMMER SHOW**

**BC's PREMIER SPORTS  
ASSOCIATION REP TO  
RETAILER EVENT!**

**160**  
MORE THAN  
**STORES  
ATTENDING**

**RICHMOND  
OLYMPIC OVAL**

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[www.bcsra.ca](http://www.bcsra.ca)



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**LOCATION**

RICHMOND OLYMPIC OVAL  
6111 RIVER ROAD, RICHMOND, BC

BCSRA SUMMER 2019 WILL BE HELD AT ONE OF THE WORLD'S MOST ENVIRONMENTALLY SUSTAINABLE BUILDINGS, **RICHMOND OLYMPIC OVAL**



**CENTRALLY LOCATED IN THE HEART OF RICHMOND, VANCOUVER**

**BENEFITS:** Larger entrance for attendees / The venue since 2010 Olympics has since been reconfigured and now serves as a community multi-sport park and sport arena for events with health and sports in mind. / 45,000 sqft. of exhibitor rep. space with plenty of room for meetings and product demonstration.



**TRANSPORTATION**

There's plenty of bus and train service to and from. Making it easy for attendees from all over the lower mainland.



**PARKING**

The BCSRA is pleased to offer free parking at the Richmond Oval for retailers (if available). Parking fees from the Oval, the West Park lot across the street and even skytrain tickets will be reimbursed at the registration desk.

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## Why Partnering with the Show?

Partnering at the BCSRA Summer 2019 Show presents an opportunity for your brand to gain widespread exposure to the retailers attending the show.

### The benefits of partnering include:

- Exposure to retailers from all around the province.
- An opportunity to draw more attention to your agent booth.

To discuss partnership opportunities contact [info@bcsra.ca](mailto:info@bcsra.ca)

Partnership registration online at: [http://bit.ly/BCSRA\\_SP](http://bit.ly/BCSRA_SP)

Payment: Visa, MasterCard or Cheque

Inquiries: Send to: [info@bcsra.ca](mailto:info@bcsra.ca)

## Why attend the BCSRA show?



<https://www.youtube.com/watch?reload=9&v=3kCiU9Sd-wQ>

### WHY AN INCREASING NUMBER OF EXHIBITORS AND RETAILERS COME TO OUR SHOW:

- 45,000 square ft of open exhibit space at a new and unique venue
- Access to hundreds of brands
- Convenient show dates
- Free breakfast and lunches
- Free parking for retailers
- Social networking events
- Easy access from airport and Canada Line
- Preferred rates at the Westin Wall Centre Hotel
- Continued seasonal growth with over 200 retail locations
- Comparatively lower exhibitor fees

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## PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Summer 2019 you will have the ability to stretch your investment further and gain unmatched exposure to the largest buying audience.  
(All prices in Canadian Dollars + tax)

### HYDRATION STATIONS PARTNER

**\$250**

Three opportunities available (One Partner per day allocated in a first come first served basis) at \$250 each

One hydration station will be placed by the registration and the other by the food and beverage area of the show floor providing participants with complimentary access to fresh drinking water. As a Hydration Stations' Partner of BCSRA Summer 2019, you will benefit from the following entitlements:

- Company logo on the BCSRA Website
- Company logo on a sign displayed at the entrance of the show
- Company logo on a sign displayed by each station



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### BREAKFAST PARTNER

**\$500**

Three opportunities available (One Partner per day allocated in a first come first served basis) at \$500 each

Align your brand with the delicious breakfast served to all retailers.  
As a Breakfast Partner of BCSRA Summer 2019, you will benefit from the following entitlements:

- Company logo on the BCSRA Website
- Company logo on a sign displayed at the entrance of the show
- Company logo on a sign displayed around the catering function
- Company logo in the Show Book



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### AFTERNOON COFFEE BREAK PARTNER

**\$250**

Three opportunities available (One Partner per day allocated in a first come first served basis) at \$250 each

Align your brand with the afternoon coffee breaks served to all retailers. As an Afternoon Coffee Break Partner of BCSRA Summer 2019, you will benefit from the following entitlements:

- Company logo on the BCSRA Website
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### HAPPY HOUR PARTNER

**\$2,500**

Two opportunities available (One Partner per day allocated in a first come first served basis) at \$2,500 each

The Happy Hour will be an excellent opportunity for networking. As a Happy Hour Partner of BCSRA Summer 2019, you will benefit from the following entitlements:

- Company logo on the BCSRA Website
- Company logo included in marketing emails to retailers
- Company logo on a sign displayed at the entrance of the show
- Company logo on a sign displayed around the catering function
- Company logo in the Show Book
- Full page black and white advertising in the Show Book



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### CHAIR MASSAGE PARTNER

**\$250**

Two opportunities available (One Partner per day allocated in a first come first served basis) at \$250 each

Align your brand with the relaxing chair massage service offered to all retailers during the Happy Hour. As a Chair Massage Partner of BCSRA Summer 2019, you will benefit from the following entitlements:

- Company logo on the BCSRA Website
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### SOCIAL EVENT PARTNER

**\$1500**

Exclusive opportunity at \$1,500

The Social Event will be a great opportunity to have fun and for networking. As the Social Event Partner of BCSRA Summer 2019, you will benefit from the following entitlements:

- Company logo on the BCSRA Website
- Company logo included in marketing emails to retailers
- Company logo on a sign displayed at the entrance of the show
- Company logo on a sign displayed at the entrance of the social event
- Company logo in the Show Book

Beach Volleyball at Richmond Oval



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## Terms and Conditions

### How to Apply

To book your partnership with the BCSRA Summer 2019 Show, please go to the online booking platform and complete the application form. All applications received will be acknowledged in writing by email. Submission of the application implies agreement with the full terms and conditions available on the booking platform and in this prospectus. Partnership allocation will be assigned in order of applications received

### Confirmation of Participation

Your application will be confirmed in writing by email. To confirm your partnership package full payment is required upon booking.

### Cancellation Policy

All cancellations must be sent in writing to the Association Secretariat at [info@bcsra.ca](mailto:info@bcsra.ca). For cancellations received on or before June 28, 2019 50% of the total amount will be refunded. There will be no refunds for cancellation requests received after June 28, 2019.

In the event that the Show is cancelled for any reason, the Organizer shall in no way be liable to the participant other than to return to the participant, without interest, such sums as have been paid to the Association Secretariat.

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