

Western Canada's Ultimate Outdoor Lifestyle Tradeshaw

**BCSRA Winter Show
11-13 January 2020
RICHMOND OLYMPIC OVAL**



BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

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 brands and lines they work with.

Statistics of Winter 2019 attendance

OF STORES BY AREA

Metro Vancouver	78
Vancouver Island	39
Okanagan	24
Fraser Valley	9
Other areas in BC:	86
Alberta	2
Manitoba	1
Saskatchewan	1

**220 out of 240 retailers
were owners and / or buyers**

**40 new stores
attended in 2019
a growth of 12.6%**

SATURDAY-MONDAY
**JANUARY
11-13**

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow



**BCSRA
WINTER
2020
SHOW**

**240^{OVER}
STORES
ATTENDED IN 2019**

**PARTNER
WITH US!**

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

LOCATION

RICHMOND OLYMPIC OVAL
6111 RIVER ROAD, RICHMOND, BC

BCSRA WINTER 2020 WILL BE HELD AT ONE OF THE WORLD'S MOST ENVIRONMENTALLY SUSTAINABLE BUILDINGS, **THE RICHMOND OLYMPIC OVAL**



CENTRALLY LOCATED IN THE HEART OF RICHMOND, NEAR VANCOUVER

The venue has been reconfigured since the 2010 Olympics and now serves as a community multi-sport park and sports arena for events with health and sports in mind / 45,000 sqft. of exhibit space with plenty of room for meetings and product demonstration.



TRANSPORTATION

There is plenty of bus and train service to and from the Oval, making it easy for attendees from all over the Lower Mainland to get to.



PARKING

The BCSRA offers free parking to retailers attending the show.

SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow



BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

Why Partner with the Show?

Partnering at the BCSRA Winter 2020 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 over the province
- An opportunity to draw more attention to your booth

If you would like to learn more about the partnership opportunities, please contact info@bcsra.ca.

Why attend the BCSRA Show?



[Click here to watch our promo video](#)

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 240 retail locations
- Comparatively lower exhibitor fees

SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow

BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Winter 2020 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 on 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 Winter 2020, 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



SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow

BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Winter 2020 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)

BREAKFAST PARTNER

\$500

Three opportunities available (One Partner per day allocated on 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 Winter 2020 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



SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow

BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Winter 2020 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)

AFTERNOON COFFEE BREAK PARTNER

\$250

Three opportunities available (One Partner per day allocated on 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 Winter 2020, 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



SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow



BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Winter 2020 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)

HAPPY HOUR PARTNER

\$2,500

Two opportunities available (One Partner per day allocated on 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 Winter 2020 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



SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow



BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Winter 2020 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)

CHAIR MASSAGE PARTNER

\$250

Two opportunities available (One Partner per day allocated on 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 Winter 2020, 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 the station



SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow

BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

PARTNERSHIP OPPORTUNITIES

By partnering with BCSRA in Winter 2020 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)

SOCIAL EVENT PARTNER

\$1,500

Exclusive opportunity at \$1,500

The BCSRA Social and Awards Night taking place on Sunday, January 12, 2020, will be a great opportunity to have fun and for networking. As the Social Event Partner of BCSRA Winter 2020, 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



SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow



BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA

BC SPORTS REP ASSOCIATION
Winter 2020 Show

Terms and Conditions

How to Apply

To book your partnership with the BCSRA Winter 2020 Show, please contact the Association Secretariat at info@bcsra.ca. Partnership allocation will be assigned in order of applications received.

Cancellation Policy

All cancellations must be sent in writing to the Association Secretariat at info@bcsra.ca. For cancellations received on or before December 31, 2019 50% of the total amount will be refunded. There will be no refunds for cancellation requests received after December 31, 2019. Please note that the Association Secretariat is closed from December 21, 2019 to January 5, 2020.

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.

SATURDAY-MONDAY
JANUARY
11-13

Western Canada's
Ultimate Outdoor
Lifestyle Tradeshow



BCSRA
WINTER
2020
SHOW

240
OVER
STORES
ATTENDED IN 2019

PARTNER
WITH US!

www.bcsra.ca

BCSRA
BC SPORTS REP ASSOCIATION
Summer 2020 Show

July 7-9, 2020

BCSRA
BC SPORTS REP ASSOCIATION
Winter 2021 Show

January 9-11, 2021