



CATCH
THE NOVA SCOTIA
Seafood Festival

JUNE 27 & 28, 2009
CUNARD CENTRE, HALIFAX, NOVA SCOTIA

**EXHIBITOR AND
SPONSORSHIP PACKAGES**



NOVA SCOTIA
Fisheries and Aquaculture
novascotiaseafoodfestival.ca

Introducing CATCH, the Nova Scotia Seafood Festival June 27 & 28, 2009

CATCH 2009 is a consumer Festival designed to showcase the latest seafood trends in culinary products. The Festival is the premier Nova Scotia seafood event and meeting place for seafood consumers and industry in the province.

CATCH is scheduled to take place annually and is positioned to provide a festive, all-encompassing seafood eating experience showcasing Nova Scotia seafood products and industry trends, while creating promotional and sales opportunities for the industry.

With show dates conveniently falling at the beginning of the busy Festival season, CATCH offers a timely opportunity to create consumer awareness and promote directly to gourmet shoppers, entertainers, and inspired food buyers.

Media inquiries about the show began immediately following the Festival's announcement, exhibitors are excited and visitors are starting to mark CATCH on their calendars!

Take a moment to review the following information and you'll be inspired by the opportunities that CATCH can offer you. Whether introducing a new product, entering a new market or trying to increase your market share, a combined promotional package will ensure the best marketing results and prominent industry awareness.

The enclosed outlines the **exhibitor** and **sponsorship** opportunities available for the 2009 CATCH Festival. We can also customize the sponsorship opportunities to meet your specific marketing objectives and needs. If you have any other ideas, concepts or new marketing programs that you would like to implement please bring them to our attention.

We look forward to working with you and having a successful 2009 CATCH Seafood Festival!



Exhibitor Benefit Overview

Catch: It's all about celebrating Nova Scotia's seafood culture!

A festive, all-encompassing seafood eating experience, CATCH will showcase Nova Scotia seafood products and the hottest culinary trends.

A sales and marketing opportunity for seafood companies and retailers

The Festival will create a concentrated, high traffic marketplace - giving retailers exposure to thousands of new customers under one roof, over 2 days.

- MEET customers face to face
- MARKET to an audience ready to spend
- LAUNCH new products and test the market
- BUILD brand awareness,
- SAMPLE your product to targeted food buyers
- PROMOTE retail location

A distinctive shopping and Festival experience for consumers

The Festival will appeal to consumers who are interested in exploring a world of seafood possibilities, learning great recipes and the latest culinary techniques, meeting celebrity food personalities, participating in seafood parings, sampling products and so much more.

High-impact marketing campaign

The marketing campaign is designed to ensure that the Festival's message reaches thousands of consumers throughout the province and beyond. Emphasis will be on creative advertising, powerful promotions and a highly developed media relations campaign.

- Daily newspapers
- Lifestyle magazines
- Exhibitor promotions
- Website promotions
- Radio interviews
- Radio stations
- Contesting
- Coupon distribution
- Advance ticket sales

Glimpse of Festival attractions

If it's seafood or seafood-related, CATCH has it all!

- Grand seafood tasting area
- Nova Scotia wine lounge
- Seafood and pairing events
- Explore Nova Scotia Seafood Festival Travel Pavilion
- Kids zone
- Interactive seafood workshops
- Seafood sensations culinary theatre
- Live entertainment
- The Great CATCH Chef Competition
- Static fishing vessel display
- Oyster shucking contest

Event participant categories

- Seafood retailers, processors, harvesters, aquaculture
- Catering services
- Seafood supplies and services
- Chefs and food experts
- Restaurants, venues, resorts
- Seafood cookbook authors
- Gift items related to the seafood industry
- Gourmet seafood and beverage

Tasting Tokens

Tasting Tokens are an ingenious way to help offset your costs. Tasting Tokens are the official show currency and will be used for sampling seafood and beverages throughout the Festival. Tasting Tokens are valued at \$1.00 each and are available to consumers. Exhibitors are encouraged to keep sampling prices from 1 ticket to 4 tickets on average. Tasting Tokens will be reimbursed to exhibitors less a 15% administrative fee.

The Tasting Package

Participants of this exclusive Festival feature will receive the following all inclusive package:

- Exhibit Space – 10' x 10' booth area
- Standard draped booth, 6' draped table, 2 chairs, carpet
- Listing in official program
- Dedicated pavilion supervisor
- 5 complementary Festival passes
- Company logo and link on the Festival's website
- Company name highlighted on pavilion signage
- Promotional exposure in the Show Press Kit

Regular Package: \$650

Value Member Package: \$500

(offered to NS Seafood Industry and members of Taste of Nova Scotia, Wine Association of Nova Scotia, Restaurant Association Nova Scotia)

Sponsorship packages

Whether introducing a new product, entering a new market or trying to increase your market share, CATCH sponsorship packages will ensure the best marketing results for your company. Through intense media coverage, pre-show promotions and on-site visibility, you can maximize your exposure to your target market.

Whether visitors interact with your product, take away samples or meet with you face to face, your sponsorship opportunity can be customized to meet your specific objectives.

The following is a sample of some of the sponsorship opportunities available at the CATCH Seafood Festival:

Gold: \$10,000 Sponsorship Level *(Limited opportunity available)*

Package includes:

- “Presented by Status” for a one of the Festival’s prominent areas
(See below for available presenting rights to a high profile show feature)
- Recognition as a gold sponsor in show promotions, select advertising, and publicity campaign (from time of sponsorship commitment)
- Exposure to on-site news crews
- On-site signage and literature distribution
- Company name highlighted on feature signage
- Company logo and link on show website
- 50 complimentary admittance tickets (intended for your VIP Customers)
- Product literature displayed in on-site media office
- Dedicated press release in media kits
- Prominent logo placement on the front cover of approx. 3,000 CATCH Festival programs
- 20' x 20' exhibit area at the Festival – for product sampling, promotional giveaways, sales, etc.

Gold: \$10,000 Sponsorship Level *(continued)*

Presenting rights to a high profile Festival feature

The following are examples of some existing Festival features from already-committed sponsors:

Seafood Sensations Culinary Theatre: Presented by Taste of Nova Scotia

Festival "Wine Country" Lounge: Presented by Wines Association of Nova Scotia

GREAT CATCH Chef Competition: Presented by Department of Fisheries & Aquaculture and hosted by Chef Ray Bear

Children's Zone: AVAILABLE

Celebrity Appearances (ie Food Newtork): AVAILABLE

Interactive Workshops: AVAILABLE

Silver: \$5,000 Sponsorship Level

Package includes

- Logo placement on select print advertisements
- Logo placement on Festival programs (handed out on – site)
- Logo placement in all Festival literature, marketing materials
- Logo placement on Festival website with a link to your business website
- Exposure on all pre-promotion activities
- 25 complementary admittance tickets (intended for your VIP Customers)
- 10' x 20' exhibit area at the Festival – for product sampling, promotional giveaways, sales, etc.

Bronze: \$3,000 Sponsorship Level *(Availability: Ten packages)*

Package includes

- Logo placement on Festival programs (handed out on-site)
- Logo placement in all Festival literature, marketing materials
- Logo on all select print advertisement
- Logo placement on Festival website with a link to your business website
- 20 complementary Festival admittance tickets (intended for your VIP Customers)
- 10' x 10' exhibit area at the Festival – for product sampling, promotional giveaways, sales, etc.

We can also customize exhibitor and sponsorship opportunities to meet your specific marketing objectives and needs. If you have any other ideas, concepts or new marketing programs that you would like to implement please bring them to our attention.

Sponsorship Levels at-a-glance

Benefit	Gold (\$10,000)	Silver (\$5,000)	Bronze (\$3,000)
Presenting rights to a high profile Festival feature	✓		
Recognition as gold sponsor in show promotions, advertising, publicity campaign	✓		
Exposure to on-site news crews	✓		
On-site signage, programs and literature distribution	✓	✓	✓
Company name highlighted on feature signage	✓		
Company logo and link on show website	✓		
50 complementary tickets	✓		
Product literature displayed in on-site media office	✓		
Dedicated press release in media kits	✓		
Prominent logo placement on cover of approx. 30,000 programs	✓		
20' x 20' exhibit area at the Festival	✓		
10' x 20' exhibit area at the Festival		✓	
10' x 10' exhibit area at Festival			✓
Logo placement on select print advertisements		✓	✓
Logo placement on Festival website		✓	✓
Exposure on all pre-promotion activities		✓	
25 complementary tickets		✓	
20 complementary tickets			✓

We can also customize exhibitor and sponsorship opportunities to meet your specific marketing objectives and needs. If you have any other ideas, concepts or new marketing programs that you would like to implement please bring them to our attention.

For more information on exhibiting or sponsorship opportunities please contact:

CATCH, Nova Scotia Seafood Festival

Licia Elder

Telephone: 902.424.8611 Fax: 902.424.4671

Email: catch@novascotiaseafoodfestival.ca

We look forward to working with you and having a successful 2009 Catch Seafood Festival!