



# WRFC8

JULY 16 - 20 2017 Victoria, Canada

Sponsorship & Exhibition  
Opportunities

**The World Recreational Fishing Conference unites the global recreational fisheries community - providing a vital forum to discuss current research. Held every three years, this is the only international conference focused solely on recreational fisheries. Industry experts from around the world will travel to Victoria, Canada, to present their recent findings on management strategies, monitoring and assessment, social and economic studies, and conservation tools.**

### **About the Conference**

The 8th World Recreational Fishing Conference is being held in Victoria, British Columbia, Canada from July 16 - 20, 2017, hosted by the Freshwater Fisheries Society of BC in partnership with the Sport Fishing Institute of BC. The conference will welcome delegates to four days of conference sessions, an exhibition, evening banquet and reception. The past two conferences were held in Brazil (2014) and Germany (2011).

### **Why Sponsor the Conference?**

The conference provides a unique opportunity for brand exposure and recognition with an engaged audience. University scholars, non-government and government scientists and managers, consultants, and industry leaders in recreational fisheries will be visiting Victoria, Canada, to attend the multi-day conference. As a sponsor of the World Recreational Fishing Conference, you have the opportunity to connect with 300+ recreational fisheries professionals from upwards of 25 countries from around the world, including a large contingent from Canada, the United States and Australia.

## Sponsorship opportunities:

| As a sponsor of the WRFC8, your organization will receive:   | TIER 1<br>\$15,000 + | TIER 2<br>\$10,000 | TIER 3<br>\$5,000 | TIER 4<br>\$1,000 |
|--|----------------------|--------------------|-------------------|-------------------|
| Logo on the conference website, poster, and e-newsletter   | ✓                    | ✓                  |                   |                   |
| Logo and acknowledgement (ordered by tier level) on all on-site program screens, banners and signage at the conference | ✓                    | ✓                  | ✓                 |                   |
| Complimentary registration for representatives from your organization  | 3                    | 2                  | 1                 |                   |
| Complimentary booth at exhibition  | ✓                    | ✓                  |                   |                   |
| Official sponsor and recognition of hospitality  | Reception            | Lunch              | Coffee break      |                   |
| Official sponsor of conference session(s)  | 2                    | 1                  |                   |                   |
| Opportunity to supply promotional items and/or print material distributed in participant packages at conference        | ✓                    | ✓                  | ✓                 | ✓                 |
| Sponsorship acknowledged and logo in the conference guide (ordered by tier level)                                      | ✓                    | ✓                  | ✓                 | ✓                 |
| Print ad (supplied by sponsor) in conference guide   | Full page            | ½ page             | ¼ page            |                   |
| Sponsorship acknowledged publicly at the conference  | ✓                    | ✓                  | ✓                 | ✓                 |
| Opportunity to supply conference prizes/ awards  | ✓                    | ✓                  | ✓                 | ✓                 |

Opportunities for sponsorship can be custom tailored to suit your message and budget, and we have provided flexibility to allow for best exposure based on your marketing plans.

## Exhibit at this major industry event

The exhibition area is prominently located next to the conference hospitality area and will be visited by delegates during session breaks. This major industry event, with an anticipated attendance of over 300 recreational fisheries professionals from around the world, provides an excellent opportunity to showcase your materials and services.

Exhibitors will include companies that supply boats, fishing tackle and equipment, fish tagging and tracking equipment, computer and software applications, and other products or services related to fisheries research and management.

**Exhibition Location:** Victoria Conference Centre

**Price:** \$1,200+tax

Includes:

- exhibition space allowing a standard table/ tradeshow booth display
- acknowledgement in the World Recreational Fishing Conference Guide

30 spaces available

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For sponsorship enquiries, please contact:

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