



# Southern Interior Horticultural Show

February 10-11, 2027  
Penticton Trade and Convention Centre

**SPONSORSHIP & EXHIBITOR  
OPPORTUNITIES**

AI GENERATED

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES



## About the Southern Interior Horticultural Show

The **Southern Interior Horticultural Show** brings together B.C.'s tree fruit and grape industries for two days of insight, innovation and connection. Delivered by the B.C. Ministry of Agriculture and Food in partnership with industry organizations, the show gives producers a unique opportunity to hear directly from leading experts about the latest research, technologies and farming practices shaping the future of horticulture.

Explore a dynamic program featuring expert speaker sessions, valuable networking opportunities and a premier tradeshow showcasing the products, technologies and services that support B.C.'s tree fruit and grape producers.

From the latest research and emerging innovations to practical approaches for the farm, the show is designed to deliver relevant, timely information you can take back to your operation.

The tradeshow is a central part of the event, bringing together organizations and industry leaders from across B.C. It offers attendees the chance to discover new products and services, connect with suppliers and experts, and build relationships with others working across the horticultural sector.

Funding for the show is provided in part by the governments of Canada and British Columbia through the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

**The Southern Interior Horticultural Show is actively seeking sponsors and exhibitors to support a world-class program and networking event that can inform, educate and inspire a competitive, sustainable and resilient Tree Fruit and Wine Grape sector.**

Sponsorship and exhibitor opportunities, costs and benefits are outlined on the following pages.

For more information on the show, please visit our website at:  
**[gov.bc.ca/agriconferences](https://gov.bc.ca/agriconferences)**

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

## Fast Facts



**Over 30,000 sq. ft. of indoor exhibit space**  
with 17'16" ceilings, including a 16' x 16' drive-in loading bay and no weight restrictions on 13,600 sq. ft.



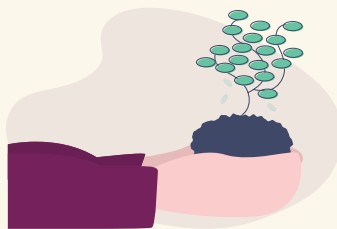
**Over 500**  
expected attendees



**Affordable**  
entrance fee  
(\$60/ticket)



Wednesday night **social event**  
planned in trade show space to  
increase exposure and networking  
time among delegates and exhibitors



**Second largest agricultural producing area in B.C.**

with Thompson-Okanagan  
accounting for 28% and Kootenay for  
6.4% (Compared to Lower Mainland  
at 29.3%) —Census 2021

In Canada, the Province of B.C.  
is the:



**largest**  
sweet cherry  
producer



**second  
largest**  
wine producer



**second largest**  
apple producer

# SPONSORSHIP OPPORTUNITIES

## Gold Sponsorship | CA\$18,000

### Exclusive Opportunity

- Exclusive sponsor of the Networking event Wednesday Night
- Opportunity to provide welcome remarks (3 min) for Day 1 or 2 of the conference and the networking reception and present a prize to attendees\*
- Opportunity to coordinate a panel discussion on a topic of interest in collaboration with the Ministry\*
- Opportunity to show promotional video (3-5 mins) during coffee breaks\*
- Recognition during emcee remarks on each day of the conference (Wednesday, Thursday)
- Opportunity to have up to a 10' x 20' exhibitor booth next to networking space. *Priority booth space selection available\**
- Logo displayed exclusively on signage during networking reception
- Twenty (20) complimentary two-day passes with access to the conference and trade show\*
- Right to display promotional materials on the tables within the conference rooms\*
- Inclusion in sponsor recognition social post via BC Ag Services\*
- Inclusion in Country Life and Orchard & Vine Ad Buy (deadline: Nov. 1)\*
- Logo on the event program
- Logo on all sponsor recognition event signage
- ■ Logo on all marketing materials, including conference webpage

\*Indicated new for 2027

## Secure Your Opportunity

We welcome the opportunity to partner with you. Start the sponsorship conversation by contacting:

**May Godding**  
sihs@pacegroup.com

## Silver Sponsorship | CA\$7,000 ea.

### Five Opportunities

- Shared sponsorship of both lunches (Wednesday, Thursday)\*
- Opportunity to present a new product/service innovation (5-10 min) during a designated breakout sponsored session OR Opportunity to introduce or thank (3 min) conference session\*
- Opportunity to show promotional video (5 mins) during both lunches\*
- Recognition during emcee remarks on each day of the conference
- Opportunity to have up to a 10' x 10' exhibitor booth in high-traffic area. *Priority booth space selection available\**
- Logo displayed exclusively on signage during both lunches\*
- Ten (10) complimentary two-day passes including access to the conference and trade show\*
- Right to display promotional materials on the tables within the conference rooms \*
- Inclusion in sponsor recognition social post via BC Ag Services\*
- Inclusion in Country Life and Orchard & Vine Ad Buy (deadline: Nov. 1)\*
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including conference webpage

## Bronze Sponsorship | CA\$2,500 ea.

### Unlimited

- Recognition during emcee remarks on each day of the conference
- Three (3) complimentary three-day passes including access to the conference and trade show
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including conference webpage

# EXHIBITOR OPPORTUNITIES

## Exhibitor Booth Options

### 5' X 5' COMPACT EXHIBITOR SPACE

Early-Bird | \$650

After November 27, 2026 | \$715

- Two (2) passes for personnel
- One (1) high-top table + space for one (1) freestanding banner
- Wi-Fi access

### 10' X 10' EXHIBITOR BOOTH

Early-Bird | \$1,105

After November 27, 2026 | \$1,235

- Three (3) passes for personnel
- Pipe and drape (8' backwall with 3' sidewalls)
- One (1) 6ft table + two (2) chairs
- Wi-Fi access
- Access to electrical if required

### 10' X 20' EXHIBITOR BOOTH

Early-Bird | \$2,145

After November 27, 2026 | \$2,405

- Four (4) passes for personnel
- Pipe and drape (8' backwall with 3' sidewalls)
- Two (2) 6ft tables + four (4) chairs
- Wi-Fi access
- Access to electrical if required

### 20' X 20' EXHIBITOR BOOTH

Early-Bird | \$4,950

After November 27, 2026 | \$5,625

- Four (4) passes for personnel
- Pipe and drape (8' backwall with 3' sidewalls)
- Four (4) 6ft tables + six (6) chairs
- Wi-Fi access
- Access to electrical if required

### CUSTOM EXHIBITOR SPACE

Price depending on space required

For exhibitors bringing large machinery or requiring additional exhibit space, please contact us at **sihs@pacegroup.com** to discuss your requirements. We reserve the right to limit space, if needed.

## Exhibitor Benefits

- Variety of different booth sizes, affordable price points.
- Comprehensive marketing and advertising campaign.
- Company name and logo featured in show program.

If you're interested in exhibiting at this exciting new event, please reach out to us at **sihs@pacegroup.com**

# EXHIBITOR OPPORTUNITIES



## Deadlines

- All Early-Bird applications must be received by **November 27, 2026 at 4:00pm PDT**. Applications received after this deadline will not be eligible for Early-Bird prices.
- All applications are subject to approval. Early-Bird applicants will be notified of their status by **December 11, 2026**. Later applicants will be notified of their status by two weeks following application.

**A contract with detailed terms and conditions will be distributed to all approved exhibitors.**

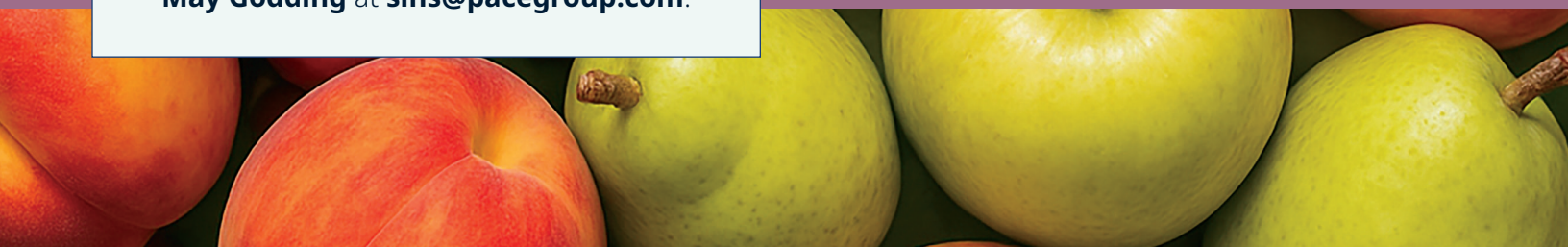
## Apply Now

If you are interested in exhibiting at this exciting new event, becoming a sponsor or have any questions, please contact

**May Godding** at [sihs@pacegroup.com](mailto:sihs@pacegroup.com).

## Good to Know

- Only applicants representing or servicing the horticultural sector will be accepted.
- Cost of booth includes accreditation for two (2) to four (4) personnel depending on booth space.
- Exhibitors are welcome to attend any conference sessions. However, please prioritize seating for conference attendees if the room is at capacity.
- Booth spaces are allocated on a first-come, first-served basis.
- Exhibitors must load in: Tuesday, February 9, 12:00pm – 6:00pm
- Exhibitor personnel must be in attendance: Wednesday, February 10, 9:00am – 4:30pm and Thursday, February 11, 9:00am – 4:00pm
- Exhibitors must strike: Thursday, February 11, 4:30pm – 9:30pm
- Exhibitors will be asked to provide proof of general public liability insurance (min. of \$2,000,000).



# INDUSTRY PARTNERS



The Southern Interior Horticultural Show is being delivered in partnership with:

---

**B.C. Cherry Association**

---

---

**B.C. Fruit Growers' Association**

---

---

**B.C. Grapegrowers' Association**

---

---

**B.C. Wine Grape Council**

---

---

**Wine Growers British Columbia**

---

---

**Sustainable Winegrowing B.C.**

---

---

**Okanagan-Kootenay Sterile Insect Release  
(SIR) Program**

---

---

**Summerland Varieties Corp.**

---

---

**Cross-Commodity Leadership Support Project**

---

