



Southern Interior Horticultural Show

February 12-13, 2025
Penticton Trade and Convention Centre

**SPONSORSHIP & EXHIBITOR
OPPORTUNITIES**

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About the Southern Interior Horticultural Show

Now in its second year, the **Southern Interior Horticultural Show**, presented by the B.C. Ministry of Agriculture and Food, is organized in partnership with the tree fruit and grape industries to provide producers the opportunity to get the latest information on research, innovation, and farming practices from some of the industry's most knowledgeable experts.

In addition to two days of speaker sessions on a variety of topics important to the horticultural industry, the event will also feature a significant trade show. The trade show will be key to providing a forum for organizations to showcase their products and services that support the tree fruit and grape industries in B.C. as well as allow for beneficial networking opportunities.

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.

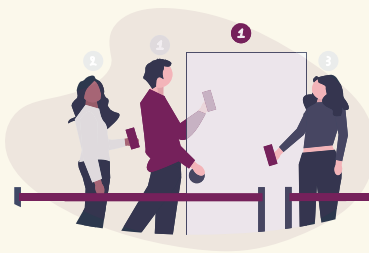
For more information on the show, please visit our website at:
gov.bc.ca/agriconferences

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.



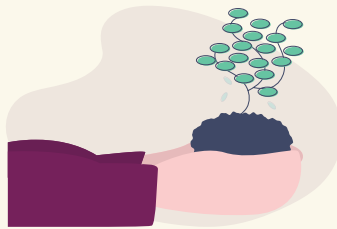
Over 500 expected attendees



Affordable entrance fee (\$50/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

- Fifteen (15) complimentary two-day passes with access to the conference and trade show
- Opportunity to provide welcome remarks (3 min) for the networking reception and present a prize to attendees
- Opportunity to have up to a 10' x 20' exhibitor booth next to networking space
- Recognition during emcee remarks on both days
- Logo displayed exclusively on signage during networking reception
- Logo on all pages of the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including event webpage

Silver Sponsorship | CA\$7,000 Partial or CA\$13,000 Exclusive per Lunch

Two to Four Opportunities

- Five (5) complimentary two-day passes for partial sponsorship or ten (10) complimentary two-day passes for exclusive sponsorship with access to the conference and trade show
- Opportunity to provide remarks (3 min) or provide promotional video (5 min) during one (1) lunch break
- Opportunity to have up to a 10' x 10' exhibitor booth in high-traffic area
- Recognition during emcee remarks on both days
- Logo displayed on signage during lunch
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including event webpage

Bronze Sponsorship | CA\$2,000 ea. Unlimited

- Two (2) complimentary two-day passes with access to the conference and trade show
- Recognition during emcee remarks on both days
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including event webpage

Secure Your Opportunity

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

May Godding
sihs@pacegroup.com



EXHIBITOR OPPORTUNITIES

Exhibitor Booth Options

5' X 5' COMPACT EXHIBITOR SPACE

Early-Bird | \$500

After November 29 | \$550

- 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 | \$850

After November 29 | \$950

- 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 | \$1,650

After November 29 | \$1,850

- 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 | \$3,300

After November 29 | \$3,750

- 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.

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 29, 2024 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 13, 2024**. Later applicants will be notified of their status by two weeks following application.

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 11, 12:00pm – 6:00pm
- Exhibitor personnel must be in attendance: Wednesday, February 12, 9:00am – 4:30pm and Thursday, February 13, 9:00am – 4:00pm
- Exhibitors must strike: Thursday, February 13, 4:30pm – 9:30pm
- Exhibitors will be asked to provide proof of general public liability insurance (min. of \$2,000,000).

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.



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.

Okanagan Horticultural Advisors' Group

Cross-Commodity Leadership Support Project

