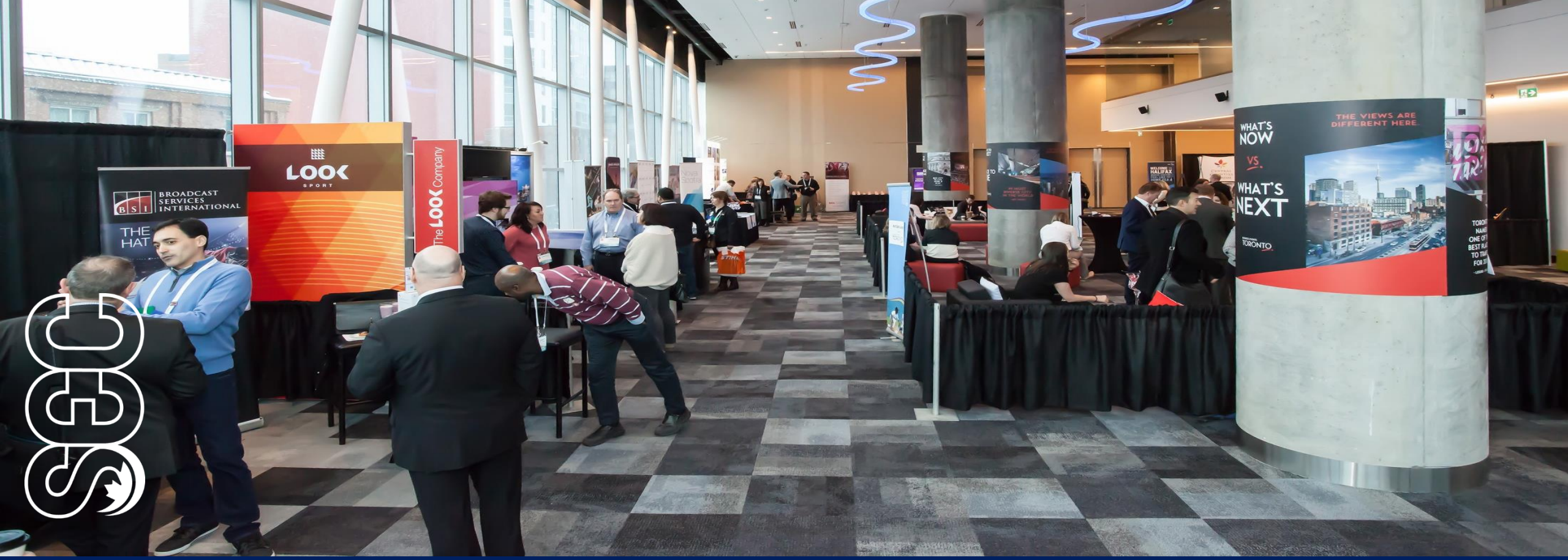


VENDOR ALLEY

It's all **fun** & **games** at SEC!

Sport Events Congress 2022
Edmonton Convention Centre | November 2-3-4

2022 Exhibitor Packages
updated February 2022

About Vendor Alley

Vendor Alley is the trade show element of Sport Tourism Canada's annual conference, Sport Events Congress.

The show runs 2.5 days (between November 2nd and 4th) and features a variety of booth activations offered by event sponsors and exhibitors.

Games and prizes are encouraged – Vendor Alley is a place to play and move, while networking and enjoying refreshments in between sessions and presentations.

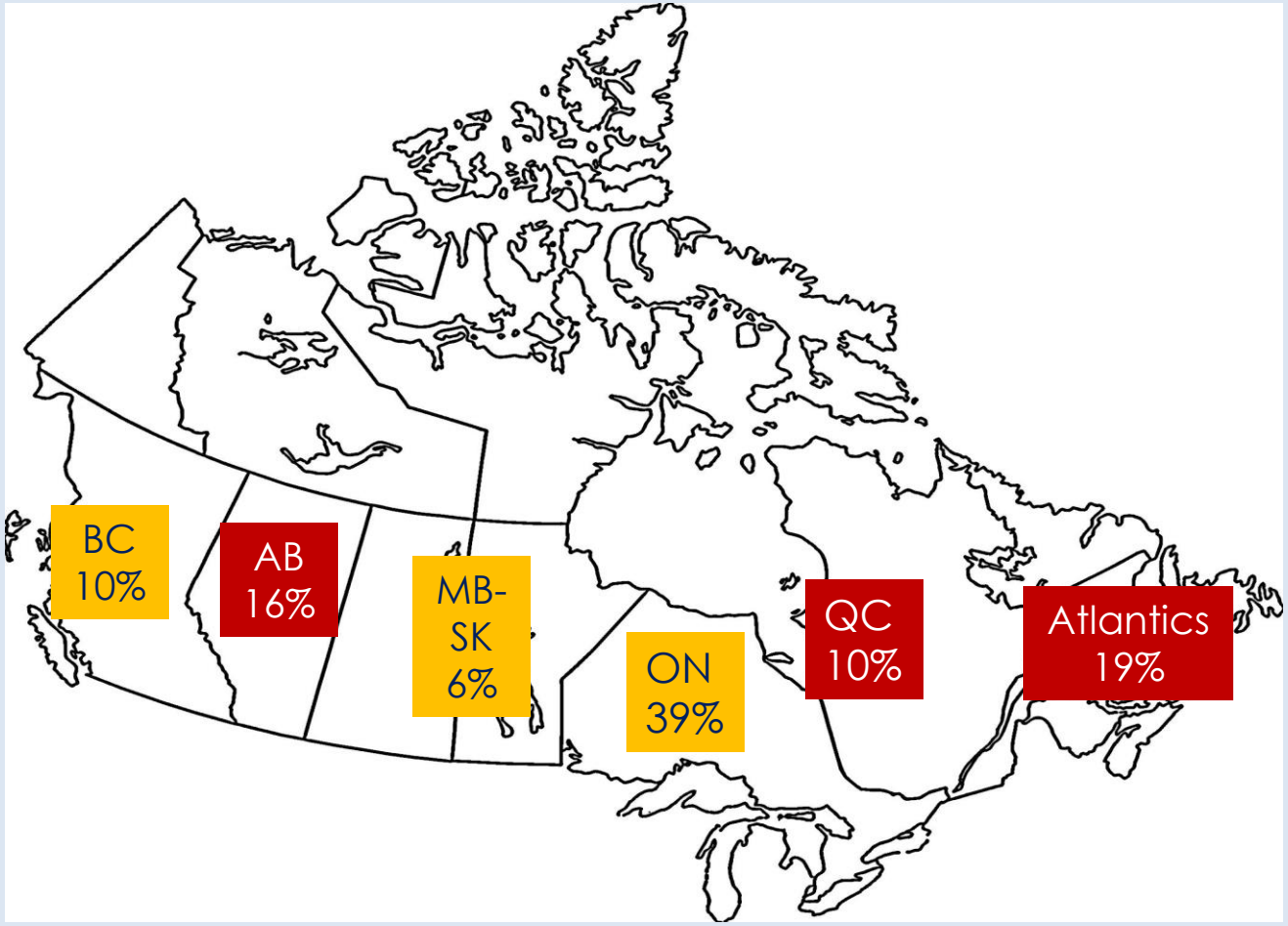
PLAY VIDEO ▶

The Exhibitors

SEC Exhibitors are destinations and suppliers to the sport tourism industry who are interested in profiling their programs, products & services to organizers of sport events.

The # of exhibitors in the show will be an exclusive group of **19** at SEC22 due to venue COVID restrictions at the Edmonton Convention Centre.

The SEC Audience



AUDIENCE QUICK FACTS

84% of attendees are aged 24-54

Attendees are an **even 50-50 split** of males & females

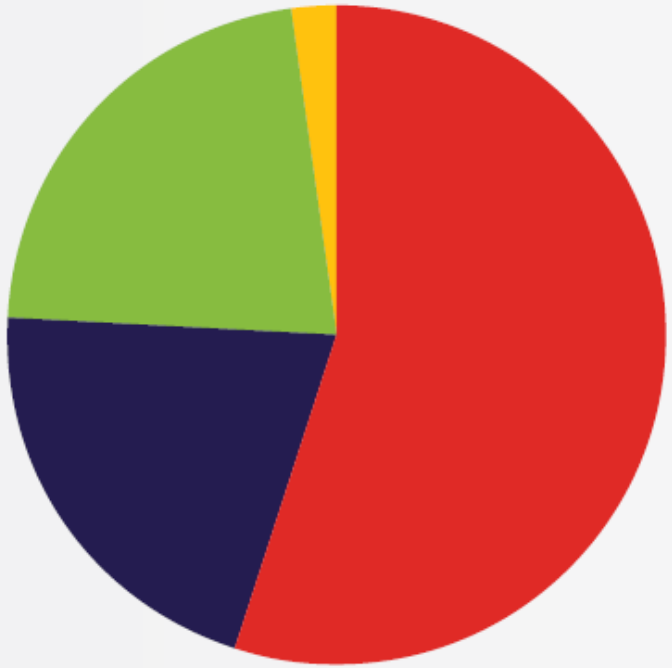
98% of attendees have post-secondary education at the college or university level, including **23%** with Masters' degrees or a PhD

Less than **2%** of attendees are under 25 years old

56% of attendees are parents

52% of attendees are somewhat likely or very likely to buy products or services from event sponsors

The SEC Audience at Work



- 55% DMOs
- 21% Sport/events rights holders
- 22% Suppliers
- 2% Other (Venues, Education, etc.)

53%
have 6+ years' experience in sport tourism

50%
earn between $50k & $99k per year

56%
are responsible for departmental budgets

43%
manage staff

DID YOU KNOW?

SEC delegates say that **NETWORKING** is the #1 reason they attend Sport Events Congress.

Vendor Alley is the place to be to meet new people!

SPORT EVENTS CONGRESS
GOT GAME?

I really enjoyed the format and educational pieces of SEC, but the biggest highlight was that it was FUN! From interesting breaks, encouraging movement and game areas, to the connections that I made and the social events – I enjoyed meeting so many passionate and interesting people.

~ Christie Imogen, Hilton

The best kept secret at SEC is that you can get to the people who really make the decisions or who have influence on awarding events.

~ Wayne Long,
City of Charlottetown (SCORE)

I had the honour of being a presenter of an award at the PRESTIGE Luncheon and it was great exposure for our business! There was an influx of interest at our booth afterwards – I highly recommend sponsorship of SEC.

~ Jessica Petrella, Brock University

Why Exhibit in Vendor Alley at SEC22?

HOT TIP

Exhibitors in Vendor Alley who combine exhibit space with sponsorship marketing at the event report **more booth traffic** than standalone exhibitors.

Event sponsors are also eligible for more perks and benefits at SEC, including speaking opportunities, logo visibility, direct access to events rights holders, and more.

Ask us about sponsorship as an alternative to being an exhibitor only.

Vendor Alley
FUN Fact

Exhibitors who stage games, activations or prize draws have **DOUBLE** the amount of booth traffic compared to those who set-up static booths.

Need fun ideas? We can help.

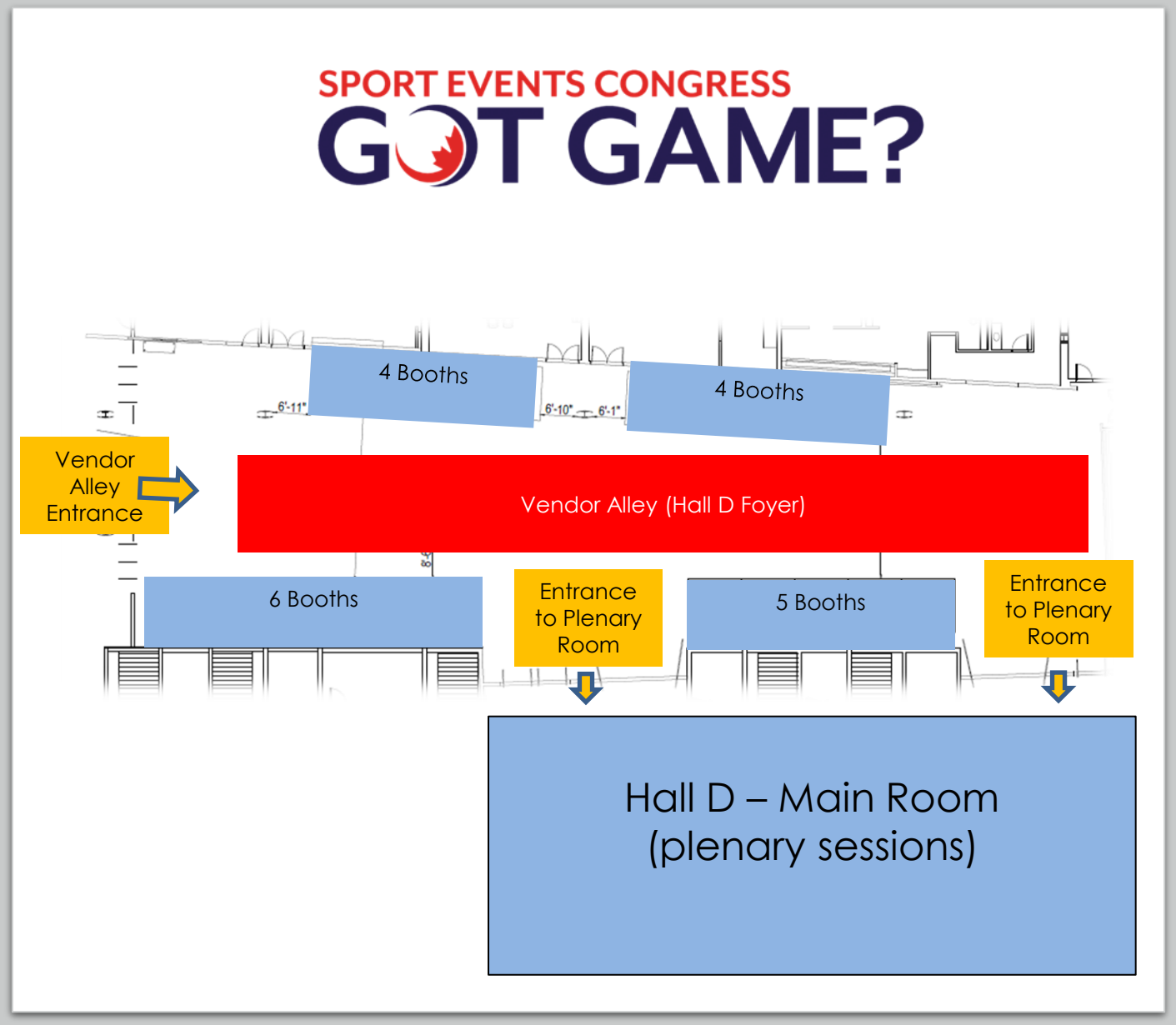
SEC22 Vendor Alley Floor Plan

Edmonton Convention Centre

Vendor Alley is an open area centrally located in the foyer of Hall D at the Edmonton Convention Centre where plenary sessions take place.

Vendor Alley has nineteen (19) 10x10 booth spaces available to exhibitors.

It's a natural spot for delegates to congregate, relax, move a little and meet-up in between sessions & presentations.



SEC22 Booth Package

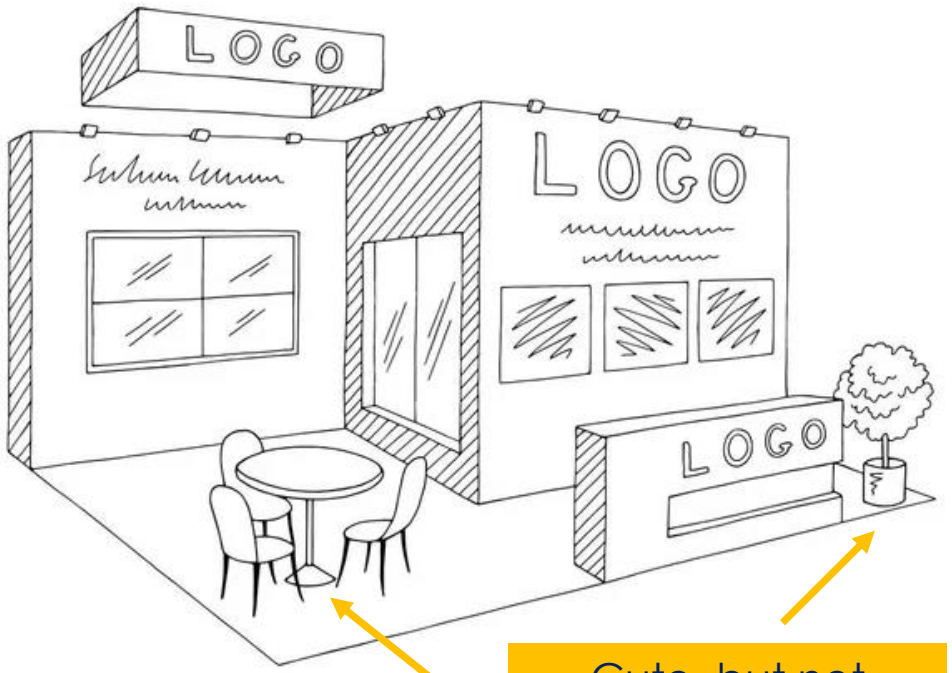
$3900 CAD + tax

Each SEC22 booth package includes:

- a 10 ft x 10 ft kiosk space with black pipe & drape (8 ft high back + 3 ft high sides)
- one 6 ft skirted table & two folding chairs
- One full delegate registration for one person at SEC22
- A mention on the exhibitor list (posted on STC's website)
- 2.5 hrs of dedicated Vendor Alley time on the event schedule (over 2.5 days)
- Ideas on how to animate your space
- Access to the conference WiFi

What is NOT Included

- Décor, signage or specialty furniture/props
- 'Trade Show Only' passes for additional booth staff
- Automatic access to Sport Events Exchange or Sport Events Exchange Overtime! (delegates must meet the eligibility requirements for these two activities – exhibitors are not automatically granted access)
- Logo recognition or branding on STC's website, on event signage or event materials
- Power
- Hardwired internet or a dedicated WiFi connection
- Shipping or handling of booth materials
- Games, prizes, etc.
- AV equipment (i.e. TVs, computers, screens, speakers, power bars, etc.)
- Booth security
- Booth sanitation / cleaning



SPORT EVENTS CONGRESS

GOT GAME?

If you want to put your brand in front of highly educated sport tourism decision makers from all parts of Canada and help create a fun and playful event experience at SEC22, we invite you to book your exhibit space in Vendor Alley!

DEADLINE TO BOOK: Monday, August 15, 2022 (as space permits)

To request a spot in Vendor Alley, complete the Vendor Alley Request form and submit it to Krista Benoit, Executive Director, Marketing & Events at kbenoit@sporttourismcanada.com.

Note: Vendor Alley space is available on a first come, first served basis and is a sell-out each year. Priority is given to exhibitors who activate their booth space and past exhibitors or sponsors. Upon receipt of Vendor Alley requests, Sport Tourism Canada will follow-up to advise of availability in the show and connect the exhibitor with the Vendor Alley Coordinator.