



VENDOR ALLEY

It's all fun & games at SEC!

Sport Events Congress 2025
BMO Centre | March 18-19-20

2025 Exhibitor Packages
updated September 2024



About Vendor Alley

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

The show runs three days (between March 18-20) 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.



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.

There will be an exclusive group of **25** exhibitors at SEC25.

The SEC Audience

AUDIENCE QUICK FACTS

84% of attendees are aged 24-54

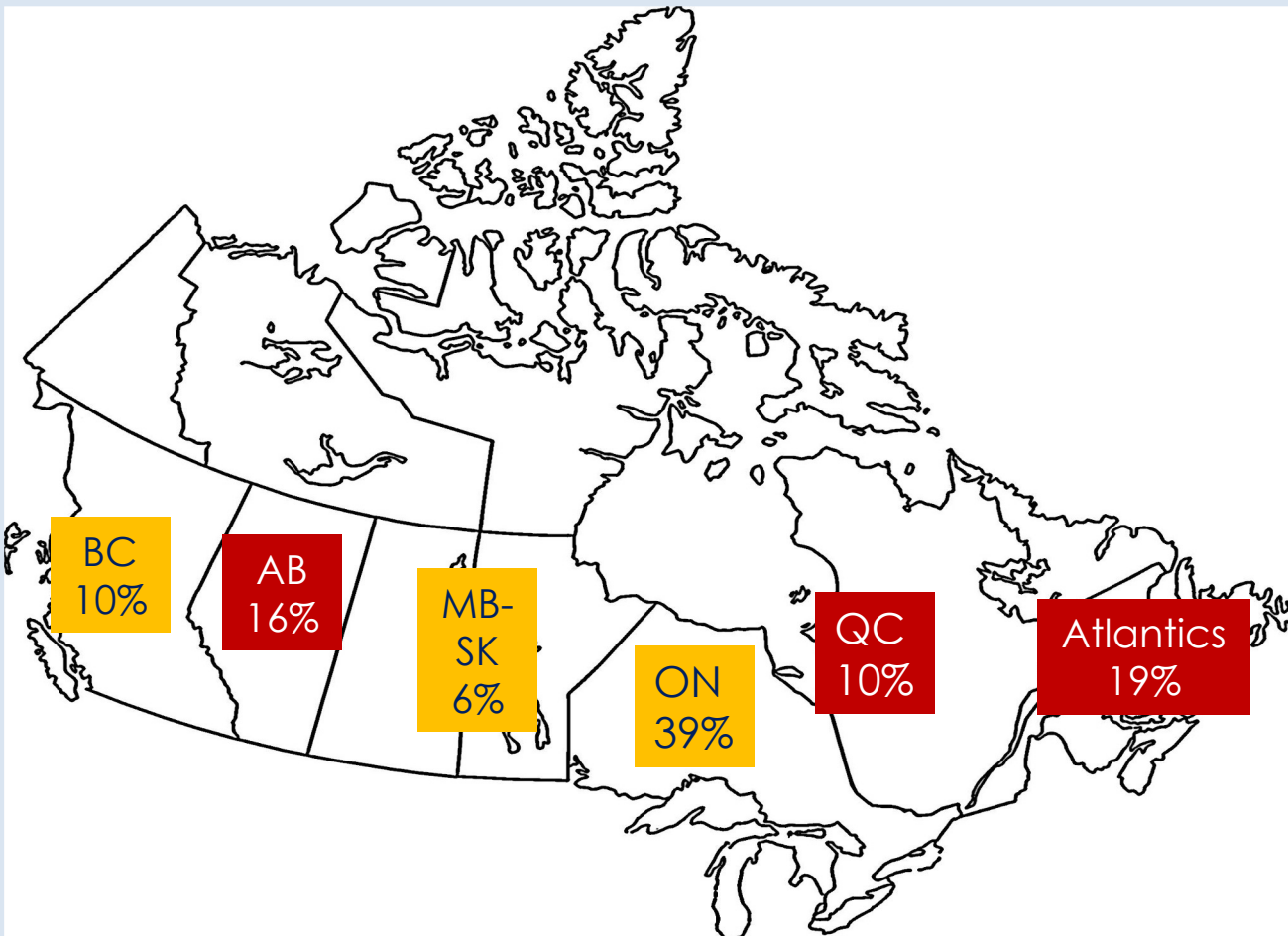
Attendees are an **even 50-50 split** of males & females

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

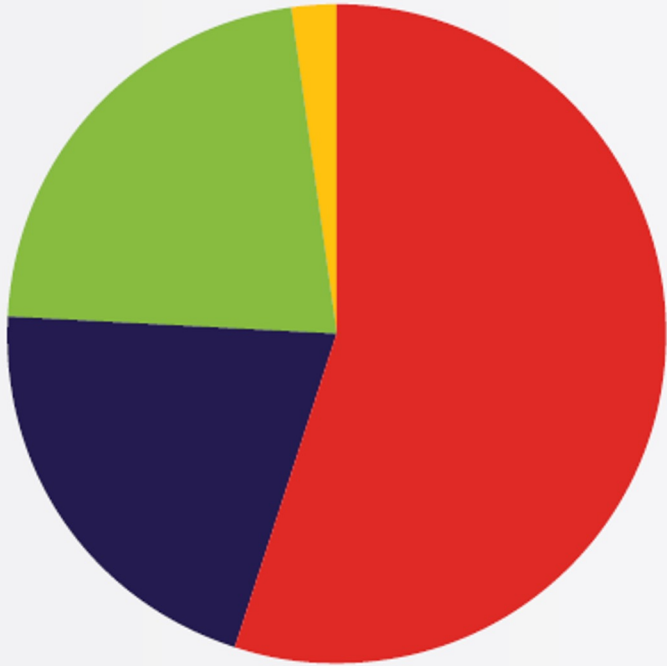
Less than **2%** of attendees are under 25 years old

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.

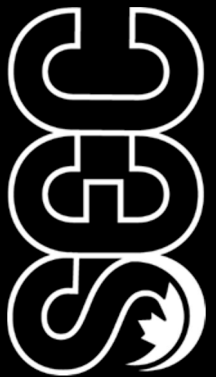
~ Wayne Long,
City of Charlottetown (SCORE)



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 SEC25?



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.



SEC25 Booth Package

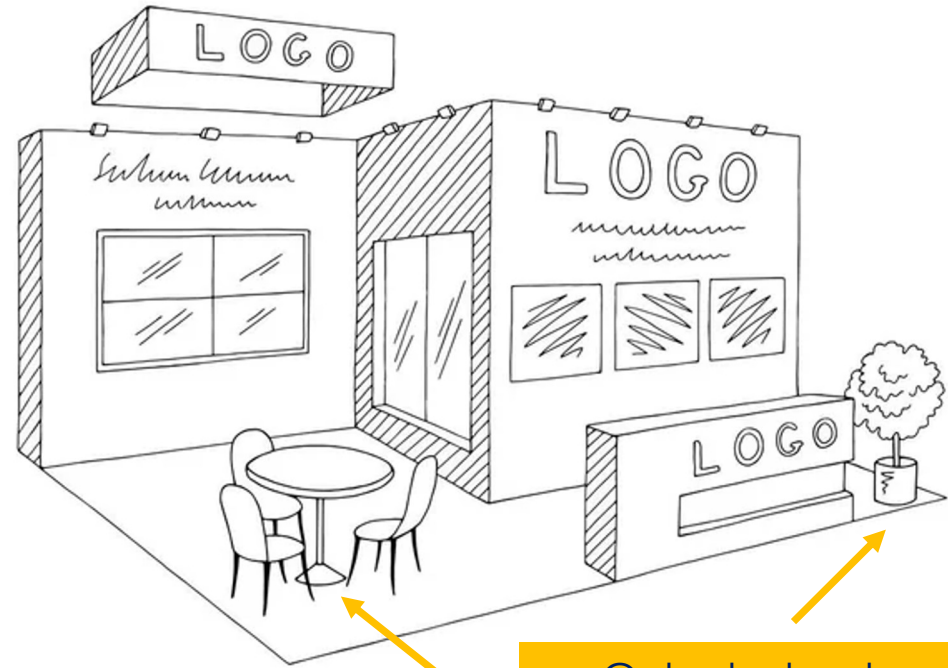
**\$4500 CAD +
tax**

Each SEC25 booth package includes:

- 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 SEC25
- 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



Cute, but not included!



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 SEC25, we invite you to book your exhibit space in Vendor Alley!

DEADLINE TO BOOK: Friday, January 31, 2025 (as space permits)

To request a spot in Vendor Alley, please contact SEC Sponsorship secsponsorship@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.