

2012 CONSUMER SHOWS The Partnership Process & Guidelines

Northern BC Tourism is once again offering Stakeholders partnership opportunities to attend consumer shows. The following outlines the overall program application and consumer show registration and payment process:

STEP 1 Stakeholders interested in attending Consumer Shows under NBCT partnership should complete and submit the attached program application form by **October 14, 2011**.

STEP 2 NBCT will review all application forms received and notify Stakeholders when requests have been approved for partnership.

STEP 3 Stakeholders are responsible for contacting their approved consumer shows and will register and pay for their own booths.

STEP 4 Stakeholders will submit copies of their registration contract with consumer show management, proof of booth payment and a completed NBCT Consumer Show Evaluation Form with booth photographs no later than **February 29, 2012**.

(If Stakeholders are attending consumer shows after this date, the registration contracts and proof of payment are still required by the February 29 deadline and evaluation forms and photographs can follow afterwards.)

STEP 5 Once all documentation outlined in Step 4 is received, NBCT will issue the partnership funding portion of the basic booth cost to Stakeholders.

PROGRAM GUIDELINES

- A minimum of two (2) and a maximum of five (5) booths will be eligible for partnership at any individual consumer show.
- Only standard size booths are eligible for partnership funding and Tourism Partners funds are only applicable to booth registration costs. Furnishings, décor, transportation, and accommodation are the responsibility of the Stakeholder.
- Participating Stakeholders must represent Northern BC at consumer shows by:
 1. displaying the supplied NBCT signage
 2. distributing the supplied Northern BC travel guides and/or regional publications
 3. being able to answer questions about Northern BC
- Partnership funding will only be paid to Stakeholders once NBCT Consumer Show Evaluation Forms with booth photographs, copies of consumer show registration contracts and proof of basic booth cost payments have been received.

NOTE: Consumer Show Program participation will be based on the submission of application forms and spots will be allocated on a first come, first served basis.

Company: _____

Contact person: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Consumer Show Name

Choice 1: _____

Choice 2: _____

Choice 3: _____

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- Partnership funding will only be paid to Stakeholders once NBCTA Consumer Show Evaluation Forms with booth photographs, copies of consumer show registration contracts and proof of basic booth cost payments have been received.

NOTE: Consumer Show Program participation will be based on the submission of application forms and spots will be allocated on a first come, first served basis

Please submit applications by October 14, 2011

Contact: Hilary Erasmus by email: hilary@nbctourism.com, phone: 250.961.6015 or fax: 250.561.0450