

# 2021 Virtual Annual Conference

Exhibitor Program



Fisheries Council of Canada  
Conseil Canadien des Pêches

# CHARTING A COURSE FOR CANADIAN SEAFOOD

## EXHIBITING PAYS DIVIDENDS!

The Fisheries Council of Canada 2021 Virtual Annual Conference, with its theme – Charting a Course for Canadian Seafood, will cover important topics of today and tomorrow – such as, food from the sea, seafood market trends, traceability, alternative seafood products, strategic communications and more. It will be the premier online event for the Canadian fisheries sector. Not only do you not want to miss it, you should be part of it by participating in our first-ever Exhibit Hall! It is worth the investment! It's been hard to connect with colleagues in the sector and other stakeholders. We are making it easy for you!

FCC has been reinvigorating its annual conference in recent years. In 2019, attendance surpassed 100. Our Webinar Series last year earned 1.8M+ impressions, 66,000 video views and 7,000 page views. With our various campaigns, our social media presence has grown by 145% over the last year.

This year we are hosting our Annual Conference in a virtual format featuring more live sessions and more opportunities for audience engagement. In recognition of busy schedules and online fatigue, the Conference will be spread out in digestible segments over three weeks in October 2021. We are confident that we can continue to grow the participation in our conference. We are no longer bound by geography! FCC, the sector, and certainly our sponsors and exhibitors will receive significantly more exposure this year than our in-person conference ever could.

We have a great The line up of speakers and panelists including the following:

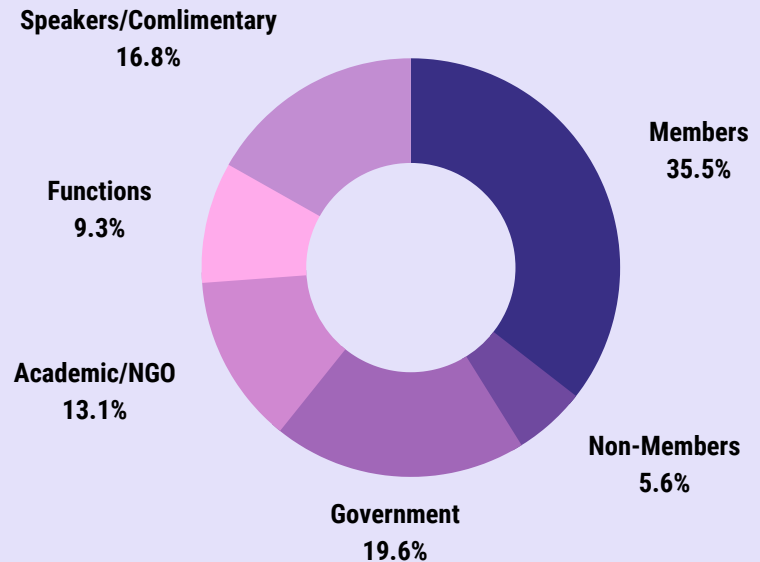
- Opening Keynote: Dr. Ray Hilborn, Professor, University of Washington
- Closing Keynote: Jan Tharp, CEO, Bumble Bee Seafood Company
- Food Service Seafood Trends Panel: Senior representatives from Sysco, Gordons Food Service, the Food Professor, and more
- Retail Seafood Trends Panel: Senior representatives from Loblaws, Sobey's, Walmart and Metro
- Seafood Traceability Panel: Senior representatives from industry, government and academia
- Markets: John Sackton, Seafood Datasearch - a clear member favourite!
- And more...

Exhibiting in our virtual exhibit hall is an excellent vehicle to advance your corporate exposure objectives and engage with stakeholders. You will be seen as a leading organization that is investing in the sector and its future. Join us for this premiere event!

# ATTENDEE PROFILE

The FCC Annual Conference has been growing in size and stature over the last three years. In 2019 we set participation records, with 107 participants.

## 2019 Conference Attendees



## LIST OF PAST PARTICIPATING ORGANIZATIONS

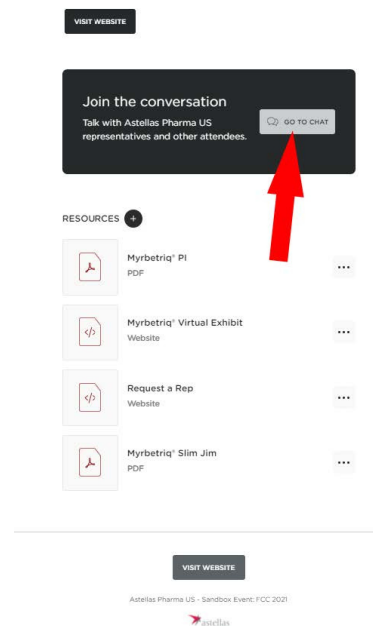
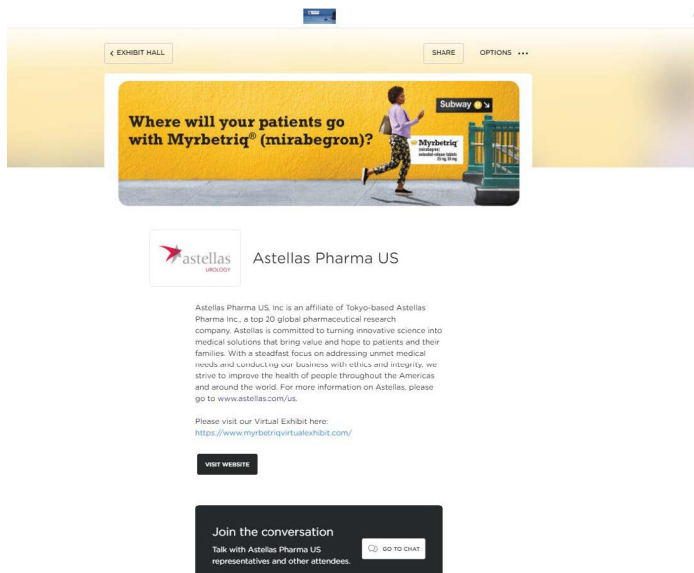
- Adams & Knickle
- Agriculture & Agri-Food Canada
- Alibaba Group Inc.
- Assembly of First Nations
- Association of Seafood Producers
- Atlantic Canada Opportunities Agency
- Atlantic Groundfish Council
- BAADER Canada Limited
- Baffin Fisheries
- BC Seafood Alliance
- BMO Bank of Montreal
- Brunswick Aquaculture
- Cambridge Global Payments
- Canadian Aquaculture Industry Alliance
- Canadian Association of Prawn Producers
- Canadian Committee for a Sustainable Eel Fishery
- Canadian Fishing Company
- Centre for Ocean Ventures and Entrepreneurship
- Clearwater Seafoods Limited
- Comeau's Sea Foods Ltd.
- Connor Bros. Cloverleaf Seafoods
- Dept of Fisheries & Land Resources, NL
- Ecology Action Centre
- Farm Credit Canada
- Fisheries and Oceans Canada
- Food Processing Skills Canada
- Food Producers of Canada
- Harbour Grace Shrimp Co.
- Labrador Fishermen's Union Shrimp Company
- LaHave Seafoods
- Loblaw Companies Ltd.
- Louisbourg Seafoods
- M.V. Osprey Ltd.
- Marine Institute
- Marine Stewardship Council
- McInnes Cooper
- Mersey Seafoods
- MOWI
- Newfound Resources
- Northern Coalition Corporation
- NS Dept. of Fisheries & Aquaculture
- Nunavut Fisheries Association
- Ocean Choice International
- Ocean Wise
- Osprey Mariner
- Pangnirtung Fisheries
- PEI Fishermen's Association
- Qikiqtaaluk Corporation
- Reiser Canada
- Scotia Harvest
- Seafood Nutrition Partnership
- SeafoodNews.com
- Sedna Technologies
- Sirena Canada
- Seafood Producers Association of Nova Scotia
- Sustainable Fisheries Partnership
- TheFutureEconomy.ca
- Torngat Fish Producers Cooperative
- TriNav Fisheries Consultants
- Vericatch
- Whitecap International Seafood Exporters
- WWF-Canada

# EXHIBITING INFORMATION

## ATTENDEE ENGAGEMENT OPPORTUNITIES

- Live chat and face-to-face video option
- Social media connectivity
- Direct email to attendees
- Links to your website and more

## VIRTUAL EXHIBIT SPACE EXAMPLES



**Booths will be open for conference attendees to visit for the duration of the three-week event, plus time will be allocated in the programming schedule to encourage attendees to visit the exhibit hall.**

**Activation Tip:** Incentive draws are simple and effective in attracting attendees to your booth.

**ONLINE MEETING PRICE: \$499**

We would appreciate your support of this important conference. If you have any further questions or requests please contact:

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