

2021 Virtual Annual Conference

Sponsorship Program



Fisheries Council of Canada
Conseil Canadien des Pêches

CHARTING A COURSE FOR CANADIAN SEAFOOD

SPONSORSHIP 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 via sponsorship! 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. 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 will receive significantly more exposure this year than our in-person conference ever could.

The line up of speakers and panelists includes the following:

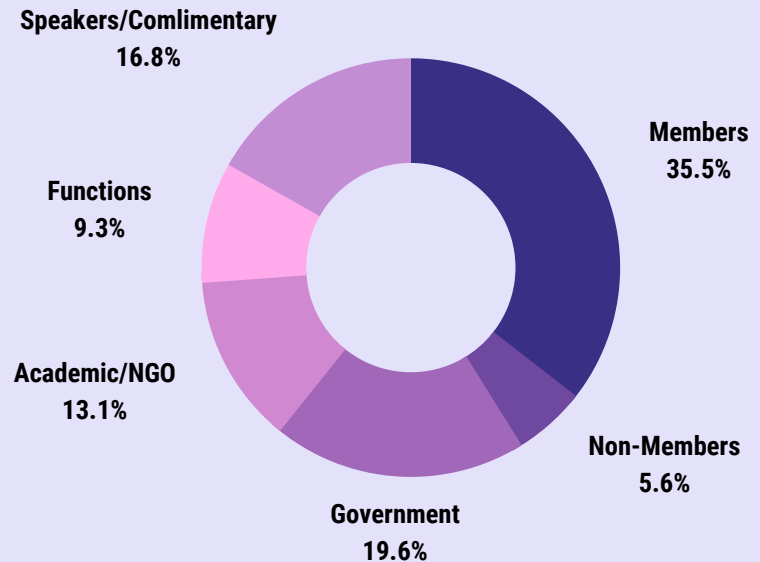
- Opening Keynote: Dr. Ray Hilborn, Professor, University of Washington
- Closing Keynote: Jan Tharp, CEO, Bumble Bee Seafood Company
- Food Service Seafood Trends Panel: Senior representatives from Sysco, Gordons Food Service, the Food Professor, and more
- Retail Seafood Trends Panel: Senior representatives 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...

Sponsorship is an excellent vehicle to advance your corporate exposure objectives and showcase your support for and interest in Canada's fisheries sector. You will be seen as a leading organization that is investing in the sector and its future. All sponsors will receive a Fulfillment Report on delivery of the sponsorship activation and benefits.

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

SPONSORSHIP INFORMATION

TYPES OF SPONSORSHIPS

This year FCC is offering three types of sponsorships.

1. **Presenting Sponsors:** sponsor a specific element of the conference and receive the premier level of exposure opportunities.
2. **Supporting Sponsors:** recognition and exposure as a supporting partner of the Conference.
3. **Media Sponsor:** recognized for marketing support provided to FCC.

SPONSORSHIP BENEFITS

Sponsorships can be an excellent vehicle to showcase your support for and interest in FCC activities. It also provides great networking opportunities with FCC members. Please consider supporting our 2021 Virtual Annual Conference through one of the sponsorship opportunities below.

Common Benefits for Presenting and Supporting Sponsors

All sponsors will receive profile/recognition in pre-event promotion, during, and in post-event communications, as well as:

- Clickable logos on the FCC website for the event
- Recognition in monthly member newsletter (July – Nov)
- Shout-out in social media posts as FCC markets the conference pre- and post-event
- Recognition during the Conference

Tailored Benefits for Presenting Sponsors

There are “Presenting” sponsorship opportunities, listed as follows:

- Opening Keynote: Dr. Ray Hilborn, Professor, University of Washington
- Closing Keynote: Jan Tharp, CEO, Bumble Bee Seafood Company
- Food Service Seafood Trends Panel
- Retail Seafood Trends Panel
- Seafood Traceability Panel
- Markets Presentation by John Sackton, Founder, SeafoodNews.com
- Communications presentation by Anton Holland, President & CEO, NIVA Inc.

Each sponsorship package includes some flexibility to be tailored to the individual sponsor, depending the size and scope of the sponsorship. Below are some suggestions:

- Complimentary registration(s)
- “Presented by” + logo on all formats of the content piece:
 - Video: Logo on screen after video title (before any other sponsors)
 - Spoken recognition at intro of content (“This speaker/panel is brought to you by...”)
- Potential inclusion of logo in FCC advertisements in Navigator Magazine (deadlines ~Aug 4 and Sept 4)
- A pre-recorded 1-minute video to post on event website (Keynote, Panels, and Reception only – additional cost applies)

Activation Tip: Sponsors can offer attendees discounts on on-line shopping of their products. Typically, shoppers spend more than the discounts, resulting in net revenue for sponsors!

PRICING & CONTACT

PRICES

- **Presenting Sponsor for Opening or Closing Keynote Speakers (2):** \$4,000
- **Presenting Sponsor for Panels (3):** \$3,500
- **Presenting Sponsor for John Sackton (1):** \$3,000
- **Presenting Sponsors for Other Speakers (3):** \$2,500
- **Supporting Sponsors (unlimited):** \$1,000
- **Media Sponsor (1):** \$5,000
- **Reception Sponsor(s):** Discuss with Paul Lansbergen

We would appreciate your support of this important conference.
If you have any further questions or requests please contact:
Paul Lansbergen, President, FCC
plansbergen@fisheriescouncil.org
613-291-5817 or 613-727-7450xCLAM (2526).