



# 2022 ANNUAL CONFERENCE

## SPONSORSHIP PROGRAM



Fisheries Council of Canada  
Conseil Canadien des Pêches

# BACK TO THE FUTURE

DELTA OTTAWA CITY CENTRE HOTEL  
OCT 5-6, 2022

# SPONSORSHIP PAYS DIVIDENDS

Don't expect Marty McFly or a ride in a DeLorean but we are borrowing the name as our theme for our **2022 Annual Conference**. We are back in person! And we are looking to the future. A particular interest is how Canada can enhance its fisheries science to facilitate the realization of the sector's future growth potential. Join us for our great line-up of speakers and a chance to network with sector leaders!

FCC has been reinvigorating its annual conference in recent years. In 2019, in-person attendance surpassed 100. In 2020, our Webinar Series earned 1.8M+ impressions, 66,000 video views and 7,000 page views.

Last year we hosted our Annual Conference in a virtual format featuring more live sessions and more opportunities for audience engagement. This resonated as we had record registration of 125 people from the industry, government, associations, academia and more. We are confident that we can continue to grow the participation in our conference.

It will be the premier event for the Canadian fisheries sector. Not only do you not want to miss it, you should be part of it via sponsorship! 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.

This brochure provides an overview of the various sponsorship packages. It is a good investment! We are very confident that the benefits of sponsorship are convincing.

We would appreciate your support of this important conference. Contact us today to discuss the sponsorship opportunities.

**Paul Lansbergen, President**  
[plansbergen@fisheriescouncil.ca](mailto:plansbergen@fisheriescouncil.ca)  
613-291-5817  
613-727-7450xCLAM (2526)



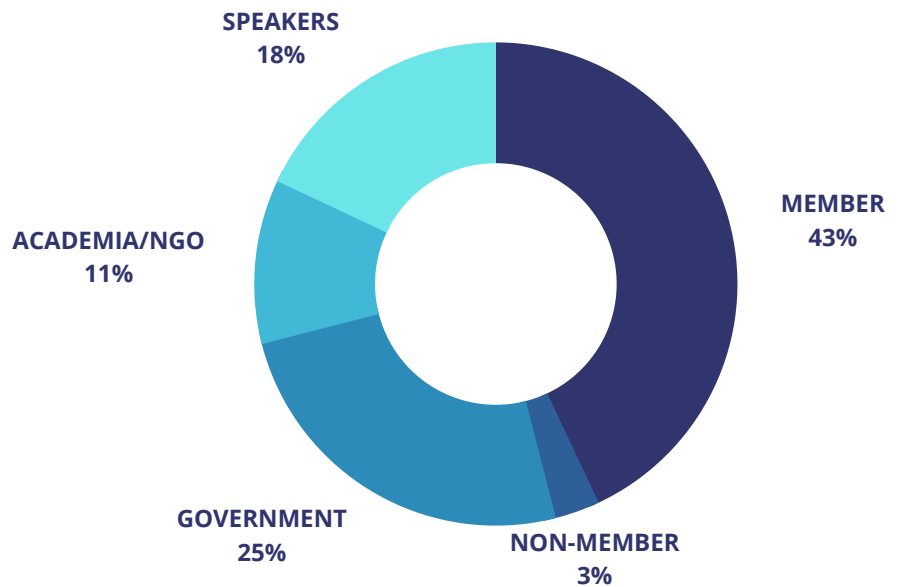
## **This year, we have a great line up of speakers and panelists including the following:**

- Opening Keynote: TBC
- Luncheon Keynote: John Connelly, CEO, National Fisheries Institute
- Closing Keynote: Rupert Howes, CEO, Marine Stewardship Council
- Fisheries Science Panel: Experts from Canada, USA, South Africa and Iceland
- Understanding Indigenous Business Approaches: Steve Hughes, CEO, St. Jeans Cannery and Smoke House
- Investing for the Future: Jean-Paul Gervais, Chief Economist, Farm Credit Canada
- Markets Overview: John Sackton, Seafood Datasearch - a clear member favourite!
- And more...

2021

# ATTENDEE PROFILE

The FCC Annual Conference has been growing in size and stature over the last three years. Last year we had record participation with 125 registrants for our virtual conference. This is 17% higher than the previous record set in 2019 with our last in-person conference. We expect to continue to grow our audience. Below is a breakdown of cohorts from 2021 and a list of organizations represented in recent years.



## PARTICIPATING ORGANIZATIONS

**2022 AT A GLANCE:**  
**130 DELEGATES EXPECTED**  
 SECTOR EXECUTIVES, GOVERNMENT & OTHERS

Adams & Knickle	Fishful Future	Ocean Choice International
Agriculture & Agri-Food Canada	Fogo Island Coop	Oceana Canada
Association of Seafood Producers	Gordon Food Service	Ontario Commercial Fisheries Association
Food & Beverage Atlantic	Government of New Brunswick	Pangnirtung Fisheries
Atlantic Groundfish Council	Government of Nunavut	Perennia Food & Agriculture
BAADER Canada Limited	Harbour Grace Shrimp Co.	Qikiqtaaluk Corporation
Baffin Fisheries	Human Resources & Social Development Canada	Recipe Unlimited
BC Seafood Alliance	Iceland Embassy to Canada	Reiser Canada
Bumble Bee Seafoods	Icewater Seafoods	Retail Council of Canada
Canadian Aquaculture Industry Alliance	I.E. Canada	Royal Greenland
Canadian Association of Prawn Producers	Labrador Fishermen's Union Shrimp Company	Seafood Datasearch
Canadian Fishing Company	LaHave Seafoods	Seafood Producers Association of Nova Scotia
Canadian Food Inspection Agency (CFIA)	Loblaw Companies Ltd.	Sobey's
Clearwater Seafoods Limited Partnership	Marine Institute	Stratos Inc.
Comeau's Sea Foods Ltd.	Marine Stewardship Council	Sysco Canada
Connor Bros. Cloverleaf Seafoods	Mariner Seafoods	Torngat Fish Producers Cooperative
Cube Automation	McInnes Cooper	TriNav Fisheries Consultants
Dalhousie University	Mersey Seafoods	Underwater Harvesters Association
Dept of Fisheries & Land Resources, NL	Metro	University of Guelph
Ducks Unlimited	NIVA Inc.	University of Washington
Ecology Action Centre	North Atlantic Fisheries Organization (NAFO)	Value Chain Management International
Export Development Canada	Northern Coalition Corporation	Vericatch
Export Packers	NS Business Innovations	Walmart Canada
Farm Credit Canada	Fisheries and Oceans Canada	Whitecap International Seafood Exporters
Fisher Bay Seafoods	Nunavut Fisheries Association	WWF-Canada

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# SPONSORSHIP INFORMATION



## Types of Sponsorships

FCC offers three types of sponsorships. The premier level of sponsorship is “Presenting Sponsors” for specific content or function, which carry additional exposure opportunities. The second level of sponsorship is “Supporting Sponsors”, which carry recognition and exposure throughout the Conference. The third type is “Media Sponsor”, to recognize the 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 conference participants.

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

Below is a table summarizing benefits for each type of sponsorship. These are explained more fully in the following pages.

**Activation Tip:**  
**Any sponsor can offer attendees discounts on on-line shopping of their products.**

**Typically, shoppers spend more than the discounts, resulting in net revenue for sponsors!**

Sponsorship Benefits	Presenting Sponsors	Supporting Sponsors	Media Sponsor
Complimentary Registration(s)	✓		
Exclusive Benefit(s) - Depending on Speaker/Function	✓		
Premium Signage	✓		✓
Signage		✓	
Company Logo in Conference Program	✓	✓	✓
Clickable Company Logo on Conference Webpage	✓	✓	✓
Potential Inclusion of Company Logo in Promo Ads in Navigator	✓		
Half Page Ad in Conference Program	✓		
Quarter Page Ad in Conference Program		✓	✓
Recognition in Monthly Member Newsletter (July - Nov)	✓	✓	✓
Social Media Mentions	✓	✓	✓
Verbal Recognition at Opening Remarks	✓	✓	✓
Verbal Recognition at Specific Function	✓		
Verbal Recognition at Closing Dinner	✓	✓	✓

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# PRESENTING SPONSORS

## Speaker Program Sponsorships

FCC is offering sponsorship packages for the Conference Speakers Program. These packages are more tailored to the individual sessions of the Conference plenary. The sponsors of each Keynote Speaker receive an exclusive opportunity to address the plenary and introduce the speaker. Each sponsorship package includes some flexibility to be tailored to the individual sponsor, depending the size and scope of the sponsorship.

- **Opening Keynote:** TBC
- **Luncheon Keynote:** John Connelly, CEO, National Fisheries Institute
- **Closing Keynote:** Rupert Howes, CEO, Marine Stewardship Council
- **Fisheries Science Panel:** Experts from Canada, USA, South Africa and Iceland
- **Understanding Indigenous Business Approaches:** Steve Hughes, CEO, St. Jeans Cannery and Smoke House
- **Markets Overview:** John Sackton, Seafood Datasearch - a clear member favourite!
- **Investing for the Future:** Jean-Paul Gervais, Chief Economist, Farm Credit Canada



Sponsor Benefits	Keynote Speakers (3)	Panel (1)	Individual (3)
One Complimentary Registration to the Conference	✓	✓	✓
Exclusive Address to Plenary and Introduction of Keynote Speaker	✓		
Premium Signage for Specified Speaker	✓	✓	✓
Potential inclusion of Company Logo in Promo Ads in Navigator	✓		
Company Logo in Conference Program	✓	✓	✓
Clickable Company Logo on Conference Webpage	✓	✓	✓
Half Page Ad in Conference Program	✓	✓	✓
Recognition in Monthly Member Newsletter (Jul – Nov)	✓	✓	✓
Social Media Mentions	✓	✓	✓
Verbal Recognition at Opening Remarks	✓	✓	✓
Verbal Recognition at Specified Speaker	✓	✓	✓
Verbal Recognition at Closing Dinner	✓	✓	✓
	\$5,000	\$3,500	\$2,000

## Function Sponsorships

FCC is offering sponsorship packages for specific functions of the Conference. These packages are more tailored to the individual functions. Each sponsorship package includes some flexibility to be tailored to the individual sponsor, depending the size and scope of the sponsorship.

	Welcoming Reception	Closing Reception & Dinner	Breakfast	Lunch
Three Complimentary Registrations	✓	✓		
One Complimentary Registration			✓	✓
Reserved VIP Table at Dinner	✓	✓		
Exclusive Address to Plenary	✓	✓		
Premium Signage at Specified Function	✓	✓	✓	✓
Company Logo in Conference Program	✓	✓	✓	✓
Clickable Company Logo on Conference Webpage	✓	✓	✓	✓
Potential Company Logo in Promo ads in Navigator	✓	✓		
Full Page Ad in Conference Program	✓	✓		
Half Page Ad in Conference Program			✓	✓
Recognition in Monthly Member Newsletter (Jul – Nov)	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓
Verbal Recognition at Opening Remarks	✓	✓	✓	✓
Verbal Recognition at Specified Function	✓	✓	✓	✓
Verbal Recognition at Closing Dinner	✓	✓	✓	✓
	\$10,000	\$10,000	\$3,000	\$3,000

## PRICES

- Presenting Sponsor for Keynote Speakers (3): \$5,000
- Presenting Sponsor for Panels (1): \$3,500
- Presenting Sponsors for other speakers (3): \$2,000
- Supporting Sponsors (unlimited): \$1,000
- Media Sponsor (1): \$5,000
- Reception / Dinner Sponsor (2): \$10,000
- Breakfast / Lunch Sponsor (2): \$3,000



We would appreciate your support of this important conference.  
Contact us today to discuss the sponsorship opportunities.

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