



Exploring Seafood Solutions

2023 FCC Annual Conference

October 4-5, 2023
Fairmont Château Laurier | Ottawa, ON

SPONSORSHIP PROGRAM



Fisheries Council of Canada
Conseil Canadien des Pêches



Canada's Premier Seafood Conference – Bigger Than Ever!

The world of Canadian seafood is poised on the cusp on some exciting opportunities as our nation – and the world – turn to the oceans for their massive potential in sustainable, economical food security. With the longest coastline in the world, Canada should be at the forefront of this explosive movement.

And there's no better place to get a front seat on the action than at the Fisheries Council of Canada's Annual Conference – Canada's premier seafood conference. Last year's conference earned a 90% 'Excellent' rating in our participant survey!

This year's conference, *Exploring Seafood Solutions*, is set to be the biggest event in decades with more attendance from industry, government and trade professionals than ever before. Our session lineup is shaping up to provide a great day of discussions surrounding the future of seafood as a solutions-provider to Canada's top issues:

- *Celebrating Canadian Seafood* Welcoming Reception
- Markets Overview – John Sackton, President, Seafood Datasearch
- Morning Keynote: National Indigenous Economic Strategy – Philip Ducharme, VP, Entrepreneurship & Procurement, Canadian Council for Aboriginal Business
- For the Love of Skills – Jennefer Griffith, ED, Food Processing Skills Canada
- Ministerial Authority under the *Fisheries Act*: A Legal Perspective – Daniel Watt, Partner, McInnes Cooper
- Luncheon Keynote: Sustainable Development & the Blue Economy
- Afternoon Panel: Looking for a Win-Win-Win Solution on Reconciliation, Marine Conservation and Innovation
- Closing Keynote – Fisheries Association CEOs Panel with Lisa Wallenda Picard, CEO, National Fisheries, Veronica Papacosta, CEO, Seafood Industry Australia, and Paul Lansbergen, FCC
- Closing Reception and Dinner + Future Leaders Canada Recognition Ceremony
- Visit fisheriescouncil.ca for the latest program details!

Sponsoring the 2023 conference is your best opportunity to showcase your brand and your support for Canadian fisheries in front of a focused audience of important stakeholders.

Contact Paul Lansbergen, President, at plansbergen@fisheriescouncil.ca or 613-291-5817 to discuss our valuable opportunities.

130+

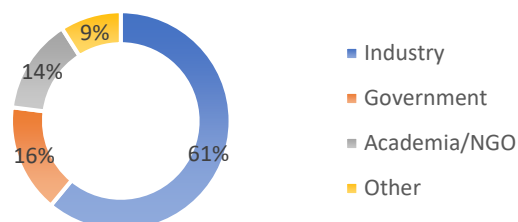
DELEGATES,
GOVERNMENT OFFICIALS
AND STAKEHOLDERS
EXPECTED!



Attendee Profile

Last year's Fisheries Council of Canada Annual Conference was the biggest event the association has ever had, with over 130 delegates in attendance. Our two receptions also boasted record attendance from government officials, including Fisheries and Oceans Canada Minister Joyce Murray. Below is a breakdown of cohorts from 2022 and a list of organizations represented in recent years. With a larger venue and momentum from last year, we expect this year's conference to be even better attended!

2022 Participation



See a [list of last year's sponsors](#), browse our [full membership list](#) or review the list of past participating organizations below to get a flavour for the conference audience.

Past Participating Organizations		
Adams & Knickle	Food Processing Skills Canada	Select Seafood/ Viking Seafoods
Agriculture & Agri-Food Canada (AAFC)	House of Commons	Government of New Brunswick
Association des Crabiers Acadiens Inc.	Fishful Future	Simon Fraser University
Association of Seafood Producers	Fogo Island Coop	Smart Packaging Solutions
Atlantic Groundfish Council	Maritime Paper	Ocean Choice International
BAADER Canada Limited	Gordon Food Service	Oceana Canada
Baffin Fisheries	Government of Nunavut	St. Jean's Cannery and Smokehouse
BC Seafood Alliance	Harbour Grace Shrimp Co.	Ontario Commercial Fisheries Association
BERG Industrial Services	Human Resources & Social Development Canada	Perennia Food & Agriculture
BMO Bank of Montreal	Iceland Embassy to Canada	Qikiqtaaluk Corporation
Bumble Bee Seafoods	Marsh Canada	Recipe Unlimited
Canadian Aquaculture Industry Alliance	National Fisheries Institute (NFI)	Reiser Canada
Canadian Association of Prawn Producers	Icewater Seafoods	The Lobster Council of Canada
Canadian Centre for Fisheries Innovation	I.E. Canada	Tisec Inc.
Canadian Committee for a Sustainable Eel Fishery	Labrador Fishermen's Union Shrimp Company	Retail Council of Canada
Canadian Fishing Company	NunatuKavut Community Council	Royal Greenland
Canadian Food Inspection Agency (CFIA)	Osprey Marine Ltd Mariner Seafoods Ltd	Seafood Datasearch
Canadian Museum of Nature	LaHave Seafoods	Ueushuk Fisheries Limited Partnership
Clearwater Seafoods Limited Partnership	Loblaw Companies Ltd.	University of Cape Town
Comeau's Sea Foods Ltd.	Prince Edward Island Fishermen's Association	Seafood Producers Association of Nova Scotia
Connor Bros. Cloverleaf Seafoods	Marine Institute	Sobey's
Cube Automation	Marine Stewardship Council	Vericatch Solutions Inc.
Cumberland Sound Fisheries Ltd.	Mariner Seafoods	Stratos Inc.
Dalhousie University	McInnes Cooper	Sysco Canada
Dept of Fisheries & Land Resources, NL	Scout	Torngat Fish Producers Cooperative
Ducks Unlimited	Mersey Seafoods	TriNav Fisheries Consultants
Ecology Action Centre	Metro	Underwater Harvesters Association
eDNAtec	NIVA Inc.	University of Guelph
Export Development Canada	North Atlantic Fisheries Organization (NAFO)	University of Washington
Export Packers	SeafoodNews.Com	Value Chain Management International
Farm Credit Canada	Northern Coalition Corporation	Walmart Canada
Fisher Bay Seafoods	NS Business Innovations	Whitcap International Seafood Exporters
Fisheries and Oceans Canada	NS Dept. of Fisheries & Aquaculture	WWF-Canada
Fisheries Council of Canada	Nunavut Fisheries Association	Société Makivik Corporation
Food & Beverage Atlantic	IUCN Commission on Ecosystem Management/Fisheries Expert Group	Pangnirtung Fisheries





Sponsorship Opportunities

Sponsorships can be an excellent vehicle to showcase your support for and interest in FCC activities. They also provide great networking opportunities with conference participants.

FCC offers a suite of sponsorship opportunities that provides a variety of recognition and other benefits. The higher profile sponsorships carry more exposure and recognition.

All sponsors receive profile/recognition in pre-event promotion, during, and in post-event communications. Below is a table summarizing benefits for each type of sponsorship. Sponsorship packages can be modified to fit your brand and exposure needs.

	Sponsorship Amount	Complimentary Registrations	Reserved VIP Table	Exclusive Address To Plenary	Logo On Signage	Logo On Conference Website	Logo In Advertising	Ad In Conference Program	Logo In Conference Program	Recognition In FCC Newsletter	Social Media Mentions	Verbal Recognition
RECEPTION/DINNER SPONSOR (2)	\$8,000	3						FULL PAGE				
BREAKFAST/LUNCH SPONSOR (2)	\$4,000	1						½ PAGE				
HEALTH BREAK SPONSOR (1)	\$2,500	1						½ PAGE				
KEYNOTE SPEAKER SPONSOR (3)	\$5,000	1						½ PAGE				
PANEL SESSION SPONSOR (1)	\$4,000	1						½ PAGE				
GENERAL SPEAKER SPONSOR (3)	\$2,500	1						½ PAGE				
MEDIA SPONSOR (1)	\$5,000							½ PAGE				
LANYARD SPONSOR (1)	\$3,000	1						½ PAGE				
BACK OF BADGE SPONSOR (1)	\$3,000	1						½ PAGE				
WIFI SPONSOR (1)	\$3,000	1						½ PAGE				
A/V SPONSOR (1)	\$3,000	1						½ PAGE				
SUPPORTING SPONSOR (UNLIMITED)	\$1,000							¼ PAGE				



Activation Tip:

- Function sponsors are invited to donate seafood to showcase their products!
- 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!
- Function Sponsors (receptions, dinner, breakfast and lunch) can set up pop-up banners in the room and/or use other promotional materials. Discuss with FCC to confirm.

We know results matter! All sponsors will receive a fulfilment report outlining what was promised and delivered. That is how you can keep us accountable and also evaluate the results for you.

Contact Paul Lansbergen, President, Fisheries Council of Canada to discuss available sponsorship opportunities. plansbergen@fisheriescouncil.ca or 613-291-5817.

We look forward to seeing you in October!



Network

Join 130+ of Canada's fish and seafood industry leaders, decision makers and stakeholders.



Learn

Attend sessions led by some of the industry's best speakers and thought leaders.



Enjoy

Dine on some of the best seafood Canada has to offer!