



Fisheries Council of Canada
Conseil Canadien des Pêches

NAVIGATING TIDES: SUCCEEDING IN AN EVER-CHANGING WORLD

Sponsorship Program



2024 FCC Annual Conference



OCTOBER 2-3, 2024



Fairmont Chateau
Laurier, Ottawa ON



www.fisheriescouncil.ca



CANADA'S PREMIER SEAFOOD CONFERENCE

- BIGGER THAN EVER!

Seafood plays a critical role in Canada and around the world. It is a vital to health, nutrition and food security. Harvesting and processing drives the socio-economic prosperity of coastal communities. The Canadian sector aspires to be in the top three global high quality and most sustainable seafood producers. Recognizing our existing strengths, there is no reason why we can't be among the best.

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 is set to be the biggest event in decades with more attendance from industry, government and trade professionals than ever before.

Our sector is forever adjusting to changes in the ocean ecosystem and global markets. That is the motivation behind the theme of this year's conference:

Navigating Tides: Succeeding in an Ever-Changing World.

Our session lineup is shaping up to provide a great day of discussions on key topics facing the industry:

- **Celebrating Canadian Seafood Welcoming Reception**
- **Markets Overview** – John Sackton, President, Seafood Datasearch
- **Morning Keynote:** Robert Kavcic, Senior Economist, Bank of Montreal
- **Gwaii Haanas:** Lessons Learned on Marine Conservation – Grant Dovey, Executive Director, Underwater Harvesters Association
- **Global Seafood Consumer Trends** – Femke de Man, GlobeScan
- **Luncheon Keynote:** David Coletto, CEO, Abacus Data
- **Afternoon Panel: Evolving Market Sustainability Expectations** – Jim Cannon, Sustainable Fisheries Partnerships, Mike Kraft, Global Fishery Certification; Christina Burrridge, Association of Sustainable Fisheries; Kurtis Hayne, Marine Stewardship Council; Christine Penney, Clearwater (moderator)
- **Closing Keynote: Fisheries and ESG** – Nancy Foran, President & Founder, ESG Partners Inc.
- **Closing Reception and Dinner + Future Leaders Canada Recognition Ceremony**
- Visit fisheriescouncil.ca for the latest program details!

Sponsoring the 2024 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.

140+
**delegates, government
officials and stakeholders
expected!**

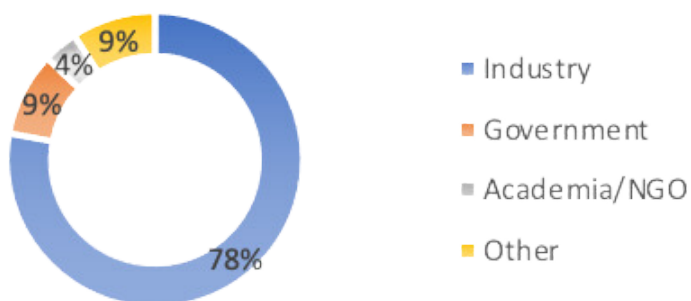


Attendee Profile

Last year's Fisheries Council of Canada Annual Conference was the biggest event the association has ever had, with 140 delegates in attendance. Our two receptions also boasted record attendance from government officials, including Fisheries and Oceans Canada Minister Diane LeBouthillier and other Parliamentarians. Below is a breakdown of cohorts from 2023 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!

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.

2023 Participation



Past Participating Organizations

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





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 BREAKS SPONSOR (1)	\$3,000	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)	\$3,000	1						½ PAGE				
MEDIA SPONSOR (1)	\$5,000	-						½ PAGE				
REGISTRATION DESK SPONSOR (1)	\$3,000	1						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				
PHOTOBOOTH SPONSOR (1)	\$3,000	1						½ PAGE				
SUPPORTING SPONSOR (UNLIMITED)	\$1,000	-						¼ PAGE				



Activation Tips:

- Function sponsors are invited to donate seafood to showcase their products!
- Any sponsor can donate company monogrammed items or other items as door prizes.
- 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
613-291-5817.

We look forward to seeing you in October!