



HIGHWAY 97 CONFERENCE AND TRADE SHOW

“Shaping the Future of the 97 Corridor”

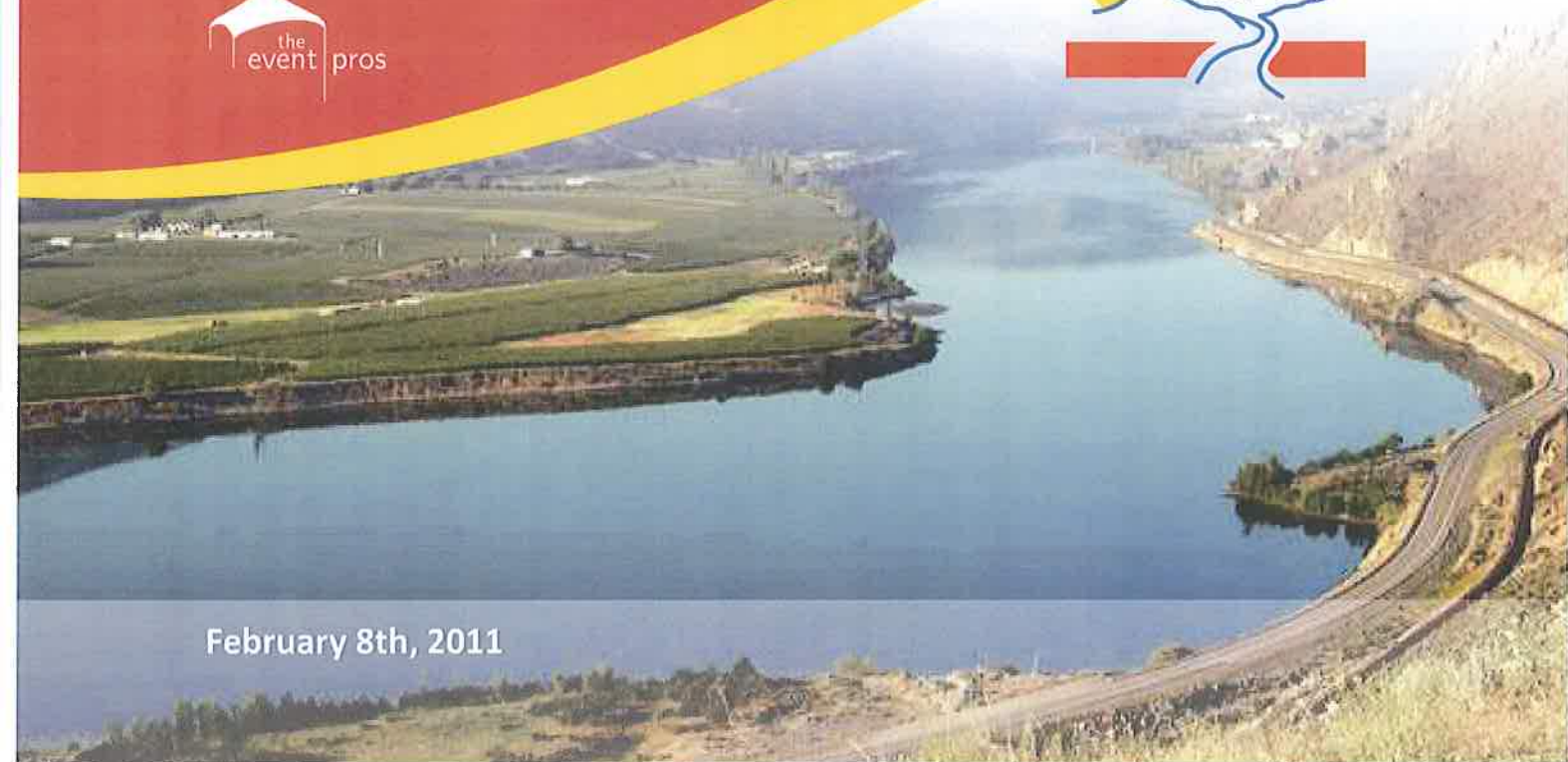
June 16th - 18th 2011, Osoyoos, BC

Sponsorship, Workshop and
Exhibitor Opportunities

Conference Organizers:



February 8th, 2011



Background

The *Highway 97 Corridor Border Region Coalition* is a not-for-profit society founded in 2001. It was created to further the interests of local government, businesses and First Nations adjacent to Highway 97 from Wenatchee in Washington State to Salmon Arm in British Columbia. The organization has become known over the years as "VIA 97".

Its current board members are:

- Pat Hampson – Mayor of Oliver (Chairman)
- Diana Thomas – Assistant to MLA John Slater (Secretary/Treasurer)
- Robert Fine – Economic Development Commissioner for the Central Okanagan Regional District (Director)
- Michelle Rule – Councillor – City of Kelowna (Vice Chair)
- Robert Lintell – Developer (Director)
- Jack Bennest – Councillor Oliver (Director)

Improving trade and tourism, simplifying border crossing, improving highway infrastructure and enhancing business opportunities are all ongoing goals of VIA 97, and as such they have decided to host a conference and tradeshow in 2011 to bring together local government, businesses and First Nations in order to create a unified plan that can be presented to senior levels of government around the future of the *97 Corridor*.



As there is always strong competition for funding priorities within senior levels of government, VIA 97 wishes to use the conference to seek input on priorities from the various stakeholder groups that depend on Highway 97 as a transportation corridor. The primary goal of the event will be to gather input from all stakeholder groups.

As VIA 97 does not have the capacity to design, market and host such an ambitious event they have turned to Southern Interior Events Management, a BC registered company trading as **The Event Pros**, www.theeventpros.ca which provides events management services to organizations wishing to arrange corporate functions and conferences. The company has successfully hosted over 30 major conference and tradeshow events in Canada since its formation in 2005.

Community Hosts for the Highway 97 Conference and Tradeshow on June 16th - 18th will be the Town of Osoyoos's Mayor - Stu Wells and the Osoyoos Indian Band's Chief - Clarence Louie. The event will be held at the Osoyoos Indian Band's spectacular Spirit Ridge Vineyard Resort and Spa.

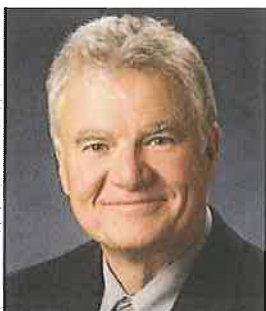


**Chief
Clarence Louie,**
CEO,
Osoyoos Indian
Band Development
Corporation



**Mayor
Stu Wells,**
Mayor of Osoyoos

Co-Chairs for the event will be MLA for the Boundary Similkameen - John Slater and Oliver Mayor – Pat Hamson.



**MLA
John Slater,**
Boundary-
Similkameen



**Mayor
Pat Hamson,**
Mayor of Oliver

Vision for the Event



There are many different Highway 97 stakeholder groups on both sides of the border with different needs and wishes. In order to unite these groups and create a unified plan, it will be necessary to give them all an opportunity to put forward their ideas and discuss how, through collaboration, they can improve the Highway 97 transportation corridor for the benefit of all.

This event presents opportunities for Sponsors, Exhibitors and Workshop Presenters who feel their products and services are well aligned with the Highway 97 Conference's four main goals:

- *Improving trade and tourism;*
- *Simplifying border crossing;*
- *Improving highway infrastructure; and*
- *Enhancing business opportunities.*

Taking these four main goals into account the focus is to create a very interactive networking event that attracts "key decision makers" from all levels of government, the private sector and local First Nation's communities.

The 2011 event will be the first of what is anticipated to be an annual "Highway 97 Conference and Tradeshow" event, and it will be marketed with a consistent theme and graphics feel. Each annual event will build on the last with many delegates returning to participate in the ongoing work required to further the interests of all stakeholder groups.

Event Structure and Speaker Lineup

The proposed approach for the event will be to focus on delivering high value to the delegates, sponsors and exhibitors who attend. The event will be planned as a 3 day conference with plenary sessions and a banquet dinner on Day 1; more plenary and breakout sessions and workshops on Day 2; and a charity golf tournament, winery tour and other fun activities on Day 3.

Delegate fees for the 2011 event will be set at \$399.00 with an additional \$85.00 for the banquet dinner and \$100.00 to participate in the charity golf tournament.



The fabulous 4.5 Star Spirit Ridge venue has been carefully chosen for its quality and ability to offer appropriate spaces for plenary sessions and meetings. Speakers and workshop presenters will be of the highest quality and will all be well known experts in their respective fields/disciplines.

Sponsors and Exhibitors will have the opportunity to provide speakers and workshop topics as the agenda is created. We expect that the agenda will be finalized in February.

The banquet dinner entertainment will be focused on providing a relaxing and humorous time for all with lots of laughs from Comedian Howie Miller and music from DJ Larry Gray.



Howie Miller,
Comedian



Larry Gray,
DJ

The charity golf tournament on Day 3 will donate its proceeds to the local United Way.



Sponsorship and Exhibitor Opportunities

To compliment the conference the Event Pros are developing a comprehensive website at www.97corridor.com that will seek to continually connect delegates before and after the event. Sponsors of the conference will have the opportunity to be featured on the website in addition to participating in the actual conference. The website will be up and running by March of 2011 and will feature: community and stakeholder groups, government, business and municipal contacts and a business listing directory.

Value Statement for Sponsors, Exhibitors and Workshop Presenters

The 2011 Highway 97 Conference and Tradeshow will attract delegates from across British Columbia and Washington State. We anticipate 280 delegates at the event including Federal, State and Provincial Ministers and staff, 30 First Nations, 20 municipalities, key stakeholders from various business sectors including 30 communities and 120 private sector companies represented.

"Quantity does not always equate to quality" as everyone knows, so the focus will be on attracting delegates who have the authority and jurisdiction to negotiate and make decisions on behalf of the organizations they represent.

Gathering over 250 bright minds together always presents targeted opportunities for those companies who wish to sponsor, exhibit and/or present workshops. As always with our events they sell out quickly and we work on a first-come-first-served basis for registration.



Sponsorship Fee Structure (No HST on Sponsorship)

| | |
|---|--|
| Major Sponsors | – Up to 3 maximum @ \$3,000 |
| Charity Golf Tournament Sponsors | – Up to 2 maximum @ \$2,500 |
| Audi/Visual Sponsor | – 1 @ \$2,000 |
| Refreshment Break Sponsors | – Up to 6 maximum @ \$1,000 |
| Banquet Dinner Sponsors | – Up to 2 maximum @ \$1,500 |
| Speaker Sponsors | – Up to 16 Maximum @ \$600 per speaker |
| Keynote Speakers Sponsors | – Up to 2 maximum @ \$1,500 |
| Hosts Chief Clarence Louie and Mayor Stu Wells Sponsors | – Up to 2 maximum @ \$1,500 per Host |
| Co-Chairs MLA John Slater and Mayor Pat Hamspon Sponsors | – Up to 2 maximum @ \$1,500 per Chair |
| Printed Materials Sponsors | – Up to 4 @ \$1,000 |
| Media Sponsors | – Up to 2 @ \$2,000 |
| Hospitality Suites | – Up to 3 @ \$500 plus food and beverage costs |

Exhibit and Workshop Fee Structure

| | |
|---------------------|---------------------------------|
| Booth Spaces | - \$795 (plus HST) |
| Workshop | - \$350 per Workshop (plus HST) |



Highway 97 Conference and Trade Show
"Shaping the Future of the 97 Corridor"

We look forward to working with your organization in 2011 and through collaboration we will make the conference very successful for everyone.

Our events always sell out quickly, so please contact me directly to discuss becoming a Sponsor, Exhibitor and/or Workshop Presenter.

Yours Truly,

Geoff Greenwell

General Manager

The Event Pros

"Dedicated to Creating Successful Networking Opportunities"

Toll Free: **1-866-284-8322**

Fax: **250-766-0253**

Email: geoff@2gggroup.ca