

2024 UBCM Trade Show

EXHIBITOR PROSPECTUS

VANCOUVER CONVENTION CENTRE - EAST | CANADA PLACE
SEPTEMBER 18-19, 2024 |



EARLY BIRD RATE: SAVE \$400

Discount Rate Available to only the first 75 Booths Purchased
Buy Before April 30, 2024

ubcm.ca
tradeshows@ubcm.ca



2024 UBCM Exhibitor Prospectus

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The UBCM Convention Experience

Presented by the **Union of BC Municipalities (UBCM)**, the 121st Annual **UBCM Convention** will convene September 16–20, 2024 at the Vancouver Convention Centre – East Building. UBCM will also cohost the **UBCM Trade Show** in the same location for two days, Wednesday and Thursday, **September 18–19**.

The UBCM Convention is BC's largest event dedicated to the business of local government. The weeklong convention includes nearly 50 workshops, clinics, forums, plenary sessions and the 100+ booth trade show. In September 2024, this premier event is expected to draw over 2,000+ total participants, including UBCM's member delegates, which represent almost every urban and rural local government! UBCM's membership includes municipalities, regional districts and first nations communities that serve virtually all areas of BC.

The UBCM Trade Show is the largest exhibition-style event targeted specifically to BC Local Governments. Sold out since inception, the UBCM Trade Show offers organizations opportunities to develop and build brand exposure, awareness and business connections with an exceptional return on investment potential.

Take this unique opportunity to come face-to-face with local government decision makers, influencers, and connectors, all who invest their time to come to the UBCM Convention to collaborate and expand their networks. Join the ever-expanding list of exhibiting organizations that repeatedly return year over year to renew and establish partnerships, or to explore new business opportunities at the UBCM Trade Show.

Book Early to Guarantee Space and the Best Booth Locations

Contact: Karen Slessor 1-888-737-2583 or email tradeshow@ubcm.ca



UBCM Convention – Fast Facts

About UBCM

The Union of British Columbia Municipalities (UBCM) is a member-driven association that represents and serves the interests of all local governments across the province, from large municipalities and cities to small towns, villages and regional districts. UBCM is widely recognized as the leading advocate for local governments for provincial policy-making. Established in 1905, UBCM's original mandate was to provide local governments with a unified voice for their common interests. Today, UBCM's breadth of policy and strong advocacy work is further complemented with the administration of significant funding programs and specialized services for its member communities.

What is the UBCM Convention

An annual forum for dialogue, learning and policy-making—the UBCM Convention provides an opportunity for local governments of all sizes and from all geographic areas to share and capitalize on their mutual experiences, to learn best practices, explore solutions for anticipated challenges and to develop a united position on relevant issues. Through its Resolution Sessions, the Convention provides a platform for local government leaders to establish policy directions for UBCM's engagement with both the provincial and federal governments.

Who attends the Annual Convention

The majority of Convention Delegates represent local governments from across BC. At the last UBCM Convention in Vancouver in 2023, the event attracted well over 2,600 total participants, including local government elected officials and senior staff, provincial and federal government leaders, event speakers, sponsors as well as trade show exhibitors.

When, Where and Venue Location

The **2024 UBCM Convention** is the week of September 16 to 20.

The **2024 UBCM Trade Show** is open two days, September 18 and 19.

The Vancouver Convention Center (East) will serve as the Convention's hub & headquarters.

UBCM Trade Show – Fast Facts

Why The Trade Show

The UBCM Trade Show was originally created to assist UBCM members to make new business contacts while attending their annual convention. Today, the UBCM Trade Show offers suppliers, service providers, agencies and associations with a unique opportunity to network and reconnect face-to-face with individuals representing *multiple levels* of local government to introduce new products, services, initiatives and programs or to promote new ideas and solutions.

Who Attends The Show

The **primary audience** is elected local government officials, including Mayors, Councillors, and Regional District Directors. Many non-elected local government officers and senior staff such as Corporate Administrative Officers, City Managers, Finance and Community Services Managers in addition to several Provincial Ministers and MLA's may attend.

Show Move-In

Trade Show Move-in and UBCM Exhibitor Services Desk Opens Tuesday, September 17, 2024 at 9:00 am

Show Open Hours

Wednesday, September 18, 10:30 am to 5:00 pm

Thursday, September 19, 10:00 am to 3:00 pm

Trade Show Venue Location

Vancouver Convention Centre – EAST BUILDING
Exhibition Hall B (Convention Level) *At Canada Place Under the Sails*

UBCM Convention Demographics

Attracting: Local Government Decision Makers, Influencers and Senior Local Government Leaders

Expected: Total Event Attendance 2,000+ Participants

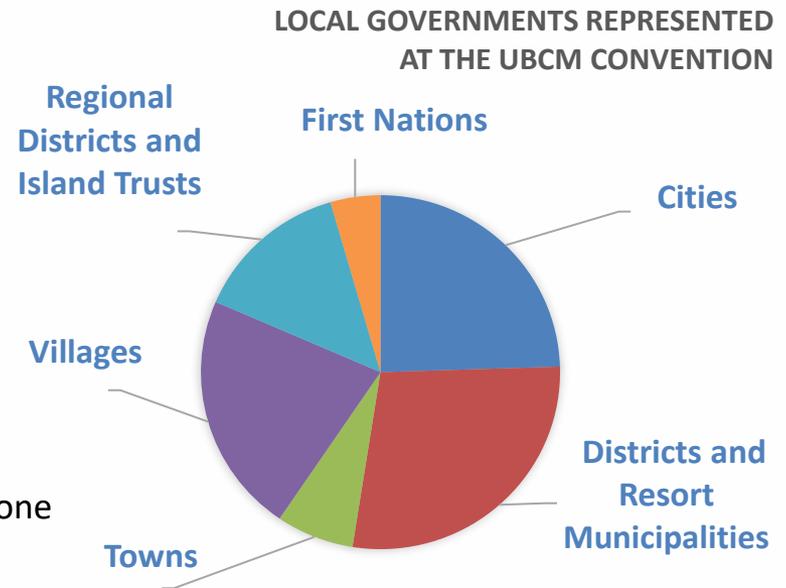
Planned: Show Floor with 100+ Exhibit Spaces

At the **2024 UBCM Convention**, exhibitors will benefit from connecting with BC local government officials, community officers and government agency partners.

The **2024 UBCM Trade Show** provides a strategic advantage and exclusive opportunity for organizations to meet one-on-one with an audience that is looking to explore and learn more.

Delegates are seeking new ideas about productive products, solutions and partnerships that will garner the best value for their constituent's tax dollars, or that will create new avenues to enrich and improve their communities.

- **Educate** and build brand awareness in this dynamic ecosystem.
- **Connect** and meet prospective and existing customers
- **Market** your products, solutions, services or ideas face-to-face



2024 Exhibit Package Pricing

Standard Exhibit Package: 10'x10' Booth

Regular Exhibit Package Rate: \$2,795 plus GST

SAVE \$400 Early Bird Rate: \$2,395 plus GST

[Available ONLY to the first 75 booth spaces sold by April 30th]

- **Early Bird Discount** is limited to the first **75 Exhibit Packages** purchased, **until April 30th**, pending booth space availability. Space will be secured on a first-registered, first-paid basis. Booths may NOT be reserved or held for future payment.
- Additional 10'x10' booths can be purchased at the same rate to accommodate larger displays.
- See next page for the list of *Exhibit Package Benefits*.
- Power is NOT included with the Standard Exhibit Package. (may be ordered direct from the venue for an extra charge)
- An exhibitor meal program is not included. A separate meal plan is unavailable to purchase.
- Exhibitor Badges do NOT provide access to Convention Sessions, the Delegate's Welcome Reception, Tours, Annual Banquet, Area Association or Forum Luncheons. Tickets to these functions are only available with the purchase of a Delegate Registration.



2024 Standard Exhibit Package

Each Exhibitor Package Includes:

- **Booth Footprint:** 10'W X 10'L X 8'H
- **Booth Flooring:** light grey carpet
- **Show Drape:** Black fabric drape, 8' backwall and 3' sidewalls
(sidewall optional for aisle facing booths)
- **Booth Furniture:** [1] black folding chair, [1] 6' x 2' table with black fabric skirt
- **[4] Exhibitor Badges – Exhibit Hall Access Only.** Exhibitor Badge name substitutions permitted.
[NOTE] all access 'Delegate Badges' can also be purchased. Delegate registration opens early July, with deepest discounts offered in the first month.
- **Convention Event App Profile:** feature your logo, company profile or video promo with your branded documents, links to your website and social media properties.
- **Trade Show Guide Listing:** Your company info with booth number presented in a 16+ page, 4-colour printed publication provided to registered Delegates.

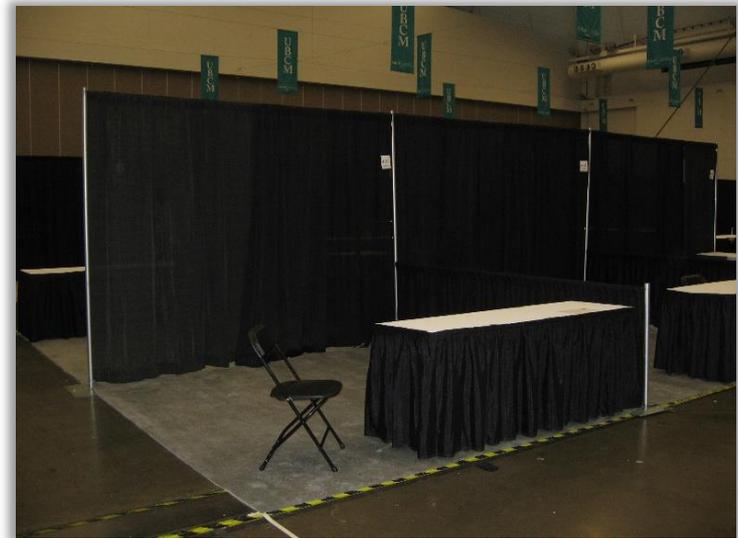


Exhibit Floor Traffic Generators

Exhibit Floor Traffic Generators

- ❑ Morning and afternoon **Refreshment Breaks** will be hosted both days in **the Delegates Lounge** on the show floor. Always a popular meeting hub!
- ❑ On Thursday, the formal agenda **breaks for lunch** tentatively from noon – 1:30 pm. All delegates are invited to visit the Trade Show floor to enjoy **Decadent Desserts and Specialty Coffees** in the Delegates Lounge, from 12:30pm to 2:30pm to encourage more opportunities for face-to-face meetings and spontaneous networking. *(Timing TBC)*
- ❑ After strong delegate and exhibitor engagement last year, the **'Convention Event App'** also returns for 2024. Through the event app, exhibitors can **engage with attendees in real-time**, whether it's through **live chats, polls, or notifications**. This immediate interaction helps capture attendees' interest and increase the likelihood of meaningful conversations during as well as long after show close.



Show Networking Opportunities

Show Networking Opportunities

- ❑ On Wednesday afternoon, Exhibitors can take advantage of the relaxed atmosphere to strike up conversations and make new connections at the **Trade Show Social Hour** hosted on the show floor. Each *Delegate Badge* will include a complimentary drink ticket to be redeemed at this event only! Light nibbles served. No-host bar available.
- ❑ The **UBCM Bistro Zone**, located in the northeast corner of the show floor, will offer a selection of sandwiches, beverages and snacks available for purchase. Exhibitors can invite delegates to meet-up to discuss business over a coffee, or booth staff can take a break and buy a tasty treat or cool drink to refuel, relax and recharge.



Advertise in the Trade Show Guide

Book Ad Space in the 2024 Trade Show Guide

Drive delegate traffic direct to your booth by placing an ad in the printed 2024 UBCM Trade Show Guide. Provided to all delegates, this 4-colour publication will complement the UBCM Event App.

Advertising in the Trade Show Guide is an exclusive opportunity, available **ONLY** to exhibiting organizations.

Trade Show Guide Publication Size:

Minimum 16 pages, 8.5" X 11"

QUARTER PAGE – \$550

HALF PAGE – \$800

FULL PAGE – \$1500

BACK PAGE – By Sponsorship

Ad Sizes



UBCM Sponsorship Program

UBCM Sponsorship Opportunities

We have several Sponsorship Opportunities to help strengthen brand awareness and offer an impactful way to make your organization's presence known at the 2024 UBCM Convention. Our sponsorships will not only assist you to elevate your profile and visibility at the upcoming convention in Vancouver, but they will also help you to make a lasting impression and improve your name recognition within the BC local government sector.

Convention Value and Sponsor ROI

Sponsorship at the UBCM Convention and Trade Show makes it possible for BC local governments to gather, learn and build on the future of our province.

Sponsors that previously supported the 2023 UBCM Convention in Vancouver, will be given first right of refusal to return as the named sponsor for the same opportunity for 2024.

Premium-Level Sponsorship Opportunities will be assigned priority booth placement in our designated preferred locations.



Sponsorship Opportunities are available to fit every budget and marketing goal.

Contact Kelsey Mackay-Smith, Manager, Events & Sponsorship, at 604-270-8226 ext. 103 or email kmackaysmith@ubcm.ca

How To Apply To Exhibit

1. Starting February 29th, 2024 at 10:00am PST, visit ubcm.ca.
2. Under the **CONVENTIONS & RESOLUTIONS** top navigation bar on the website, select **2024 Convention** then click **Trade Show** on the navigation menu.
3. Scroll down to **>Apply to Exhibit**. Then click to open the **2024 Trade Show Exhibitor Application and Registration Form** hosted on www.civicinfo.bc.ca
4. Complete Exhibitor Registration to secure the **EARLY BIRD RATE: \$2395 plus GST**.
Rate limited to the first 75 booths purchased and paid in full, before April 30.
See Registration Form (Section 3) for a live count of booth packages available to purchase at the Early Bird discount. (rate per 10'x10' Standard Exhibit Package)
5. After the initial 75 booths are sold, then the **REGULAR RATE: \$2795 plus GST** applies.
6. Booth selection priority will be allocated on a first-registered, first-paid basis.
VISA, MasterCard and AMEX only – no cheques accepted.

Questions About How to Complete The Exhibitor Application?

call Karen Slessor at 1-888-737-2583 or email tradeshaw@ubcm.ca

Key Dates and Deadlines

Key Dates and Deadlines

A list of deliverables with details and deadlines will be posted on the [UBCM Trade Show Exhibitor Portal](#).

Feb 29, 2024	General Exhibitor Application and Registration Opens
Feb 29, 2024	Ad Space Sales Open for the Trade Show Guide; available to registered exhibitors only
April 30, 2024	Early Bird Rate Deadline Discount limited to the first 75 booth packages sold. See the count of remaining booths available at Early Bird Rate, refer to Section 3 on the Registration Form
June 2024	Official Booth Assignments Begin; may be confirmed earlier, pending registration numbers
June 2024	Exhibitor Manual available to view/download via the UBCM Trade Show Exhibitor Portal
July 2024	Exhibitor Service Forms online via Levy Show Services and Vancouver Convention Centre
Aug. 29, 2024	Last day to Apply for Exhibit Packages, pending booth space availability
Sept. 17, 2024	Exhibitor Move-In Exhibitor Services Desk opens at 9:00 am. Staggered booth access by show floor location. See <i>Target Move-in Plan</i> on Trade Show Exhibitor Portal for details
Sept. 18/19, 2024	Trade Show Hours Open — Wed:10:30 am to 5:00 pm and Thurs:10:00 am to 3:00 pm
Sept. 19, 2024	Exhibitor Move-Out —Booth dismantling not to start before 3:05 pm. See Trade Show Exhibitor Portal for up-to-date Move-Out procedures.

Eligibility and Key Contacts

Exhibitor Eligibility

UBCM reserves the right to decline any exhibitor's application whose business may not be targeted to or aligned with BC local governments or UBCM interests, or any organization not in good standing with UBCM.

UBCM Key Contacts

If you have specific questions about exhibiting or convention sponsorship, please contact:

For Exhibit Sales, Show Guide Advertising and Trade Show Management

Karen Slessor tradeshow@ubcm.ca

Call Toll Free: 1-888-737-2583

For Sponsorship Opportunities and Convention Management or Special Events

UBCM Manager, Events & Sponsorship

Kelsey Mackay-Smith kmackaysmith@ubcm.ca

Call: 604-270-8226 ext. 103



2024 UBCM Convention

Tentative* Agenda-At-A-Glance

This agenda is tentative and will change. Please refer to the *2024 Convention Information* web page on ubcm.ca for ongoing agenda updates. A final detailed agenda will also be available in a digital edition of the *2024 Convention Program* and the *UBCM Convention Event App*.

Monday, September 16

- Convention Registration Opens
- UBCM Study Sessions and Tours
- New Delegates' Orientation
- Electoral Area Directors Meet & Greet

Tuesday, September 17

- Convention Registration Desk
- Clinics Continental Breakfast
- Breakout Clinic Sessions
- **Exhibitor Registration Desk Opens**
- **Trade Show—Exhibition Hall B Move-In**
- Forum Sessions:
Electoral Area Directors, Small Talk,
Mid-Sized and Large Urban Communities
- Forum Lunches (optional)
- Plenary Session
- Provincial Policy Sessions
- Special Meetings & Networking Events
- Convention Welcome Reception
(*entrance with Delegate Badges only*)

Wednesday, September 18

- Convention Registration Desk
- Delegates' Continental Breakfast
- Breakout Sessions: Clinics and Workshops
- Opening Session, Annual Meeting, Keynote
- **Trade Show Floor Open**
- Principal Policy Session: Resolutions
- Area Association Lunches (optional)
- Special Address and/or Presentation
- Candidate Speeches, Election of Table Officers
- Cabinet Panels, Presentations, Awards
- **Trade Show Social Hour in the Exhibit Hall**
- Networking Events

Thursday, September 19

- Registration, Continental Breakfast, Clinics
- Election of Table Officers continues
- Special Address and/or Presentations
- **Trade Show Floor Open**
- Resolutions Session Continues
- Candidate Speeches & Elections
- **Delegates' Dessert and Specialty Coffees Served in the Trade Show**
- Workshops and Panels
- **Trade Show—Floor Move-Out**
- UBCM Reception & Annual Banquet

Friday, September 20

- Continental Breakfast
- Elections
- Resolutions Session Continues
- Special Address
- Installation of President Elect
- Sponsor Prize Draw
- Address by the Premier
- Convention Closing Remarks

* TENTATIVE AGENDA ONLY – SUBJECT TO CHANGE

Partial List of Previous Exhibitors

ABBOTSFORD CONCRETE PRODUCTS, ABORIGINAL TOURISM ASSOCIATION OF BC, AC GLOBAL SYSTEMS, ACCENT REFRIGERATION SYSTEMS, AFA FOREST PRODUCTS INC. AMBULANCE PARAMEDICS OF B.C. (CUPE LOCAL 873), APPRAISAL INSTITUTE OF CANADA - BC, ARTOPIA ADAPTIVE DISPLAY LTD., ASSOCIATION FOR MINERAL EXPLORATION BC, ASSOCIATION OF BC FOREST PROFESSIONALS, ASSOCIATION OF BC LAND SURVEYORS, ASSOCIATION OF CONSULTING ENGINEERING COMPANIES OF BC, ATHABASCA UNIVERSITY, BARR PLASTICS INC., BC AGRICULTURE COUNCIL/ARDCORD, BC ASSESSMENT, BC CANCER AGENCY PREVENTION PROGRAMS, BC HYDRO, BC CONSTRUCTION ASSOCIATION, BC GOVERNMENT & SERVICE EMPLOYEES' UNION, BC HEALTHY COMMUNITIES SOCIETY, BC HOUSING, BC INSULATORS, BC LANDSCAPE & NURSERY ASSOCIATION, BC LUNG ASSOCIATION - QUIT NOW SERVICES, BC MAIL PLUS / QUEEN'S PRINTER, BC ONE CALL, BC PUBLIC LIBRARIES, BC REAL ESTATE ASSOCIATION, BC TRAPPERS ASSOCIATION (BCTA), BC WILDLIFE FEDERATION, BCIT - BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY, BCLC, BioMAXX WASTEWATER SOLUTIONS, BIRD STUDIES CANADA, BRITISH COLUMBIA COMMUNITY FOREST ASSOCIATION, BRITISH COLUMBIA TREATY COMMISSION, CANADA MORTGAGE & HOUSING CORPORATION - CMHC, CANADA REVENUE AGENCY, CANADIAN ARMED FORCES, CANADIAN ASSOCIATION OF HOME & PROPERTY INSPECTORS BC, CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS, CANADIAN BAR ASSOCIATION (BC BRANCH), CANADIAN LABOUR CONGRESS, CEMENT ASSOCIATION OF CANADA, CENTRAL 1 CREDIT UNION, CHBA BC'S DEPARTMENT G, CHelsea NATURAL GAS LIMITED, CIVICINFO BC, CLEAN ENERGY BC, CN, COAST FOREST PRODUCTS ASSOCIATION, COLAS SOLUTIONS INC., COLLEGE OF APPLIED BIOLOGY, COLUMBIA INSTITUTE, COLUMBIA POWER CORPORATION, COMMUNITY ENERGY ASSOCIATION, COMMUNITY FUTURES BRITISH COLUMBIA, COMMUNITY INFRASTRUCTURE FINANCE FUND L.P., COMMUNITY LIVING BC, CREATIVE BC, CREATIVELY UNITED FOR THE PLANET SOCIETY, CREE CANADA, CUPE BC, DIVISION 15 MECHANICAL LTD., EAGLE MAPPING LTD., EASY BUILD STRUCTURES, ECO-FLEX, E-COMM 9-1-1, EMTERRA ENVIRONMENTAL, ENCORP PACIFIC (CANADA), ENNIS - FLINT, ENPOINTE ENTERPRISES, EZ DOCK, FCM - RAC PROXIMITY INITIATIVE, FEDERATION OF BC WOODLOT ASSOCIATIONS, FINK MACHINE INC., FIRE CHIEFS' ASSOCIATION OF BC, FIRST IMPRESSIONS VISUALS, FOREST PRACTICES BOARD, FORTIS BC, GEOSTABILIZATION INTERNATIONAL, GLENBRIAR TECHNOLOGIES INC., GLOBE 2014, GREAT WEST EQUIPMENT, GROUND FORCE TRAINING INC., HABITAT SYSTEMS INC., HENDERSON RECREATION EQUIPMENT LTD., HESPV, HUGHES CONDON MARLER ARCHITECTS, ICBC, INCLUSION BC, INSURANCE BUREAU OF CANADA, INVESTMENT AGRICULTURE FOUNDATION OF BC, IPL INC., JRP SOLUTIONS LTD., JUSTICE INSTITUTE OF BRITISH COLUMBIA, KIDNEY FOUNDATION OF CANADA, BC BRANCH, LANDCOR DATA CORPORATION, LAST DOOR, LUMISAVE, LED ROADWAY LIGHTING, LIFESAVING SOCIETY - BC & YUKON BRANCH, LMG LUCID MANAGEMENT GROUP, LOCAL GOVERNMENT MANAGEMENT ASSOCIATION OF BC, MAIL-O-MATIC SERVICES, MARATHON SURFACES, MASTER MUNICIPAL CONSTRUCTION DOCUMENTS ASSOCIATION, MUNICIPAL INSURANCE ASSOCIATION OF BC, MUNICIPAL PENSION PLAN, MUNICIPAL PENSION RETIREES ASSOCIATION, MUSCO SPORTS LIGHTING, NEPTUNE TECHNOLOGY GROUP (CANADA) LTD., NORTHERN DEVELOPMENT INITIATIVE TRUST, NUSTADIA RECREATION INC., OMBUDSPERSON OF BC, OMINECA BEETLE ACTION COALITION, OPUS DAYTON KNIGHT, PACIFIC BLUE CROSS, PACIFIC COASTAL AIRLINES, PBK ARCHITECTS, PLACE SPEAK INC., PORT METRO VANCOUVER, PRISM ENGINEERING LTD., PRIVATE MANAGED FOREST LAND COUNCIL, PROTELEC CHECKMATE, PROVINCE OF BC - GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT, PVL PROJECTS, RASMUSSEN & CENTENNIAL BOOKBINDING, RAVENHILL GROUP INC., REAL ESTATE FOUNDATION OF BC, RECTEC INDUSTRIES INC., RHINOSNOT CANADA INC., ROCK CRAFT/CROZIER, ROYAL ROADS UNIVERSITY, SHEPHARD ASHMORE INSURANCE, SHIFT INTO WINTER, SPANMASTER STRUCTURES LTD., SPECTRA ENERGY, SPEEDMINTON, SPRUNG STRUCTURES, STRUCTURECRAFT BUILDERS INC., SUCCESS BY 6, SURE-CLOSE INC., SWING TIME DISTRIBUTORS LTD., TALUIS, THE FLAG SHOP - TEXTILE IMAGE INC., TIME SENSE ENTERPRISES CORP., TIRES STEWARDSHIP BC, TRANS MOUNTAIN EXPANSION PROJECT, TRANSCANADA PIPELINES, TRANSPORT CANADA, URBAN SYSTEMS LTD., VANCOUVER FOUNDATION, VARI NET TELESERVICES INC., VEOLIA WATER SOLUTIONS & TECHNOLOGIES, VOLUNTEER FIREFIGHTERS' ASSOCIATION OF BC, WOOD WORKS!, ONSITE WASTEWATER MGMT. OF BC, WE CONSULTING & BENEFITS, WESGROUP EQUIPMENT, WESTERN FOREST PRODUCTS INC., WESTERN SILVICULTURAL CONTRACTORS' ASSOCIATION, WHISTLER CENTRE FOR SUSTAINABILITY, WILDFIRE ENVIRONMENTAL INC. AND MORE.

ASK FOR THE 2023 TRADE SHOW GUIDE TO SEE A DETAILED EXHIBITOR LIST



2024 UBCM Trade Show

THE Place To Do Business With BC Local Government

The UBCM Trade Show is where local government comes together to cultivate, advance and explore new business relationships.

Sign Up To Exhibit Today!

www.ubcm.ca
tradeshow@ubcm.ca

UPDATED: FEB 5, 2024 V1.4

