

# Organic Islands

festival & sustainability expo  
July 10 & 11, 2010

## INFORMATION KIT Exhibitors & Sponsors

### 1. Demographics

**Expected attendance:** 5,000 to 6,000

**Main reason for attending the festival:**

to get educated about health and sustainability (75%)

**Age:**

19 to 29 - 15%  
30 to 45 - 26%  
46 to 59 - 35%  
60+ - 23%

**Gender:**

76% female, 24% male

**Household Income:**

39% \$80,000 and over  
32% \$50,000 to \$80,000  
29% \$49,999 or less



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## 2. Testimonials

### **Attendee:**

*I brought a few friends with me that aren't very environmentally savvy. This festival gave them something chew on. **I see changes in their households already.***  
Festival Attendee, 2008 only three weeks after festival

### **Exhibitors:**

*"A willing audience with positive attitude, receptive and open to dialogue, interested and unafraid to enter a booth, pick up a brochure, and start a conversation. Very few walked by with that empty expression in their eyes. This was an experience very different from regular trade shows." SOUL, Society for Organic Urban Landcare, Festival Exhibitor, 2005, 2006, 2007, 2008 & 2009*

*"It was a great event last year; you can expect us back! Sales on the island increased 40% yoy."*  
LOTUSLAND vineyards, Festival Exhibitor 2008, 2009

Exhibitors' feedback on expectations being met or exceeded in the following areas:

- Networking opportunities **93%**
- Highly valuable exposure **89%**
- Top quality contacts and sales leads **79%**
- Sales during the festival **78%**

### **Sponsors:**

*"An absolutely fantastic show! Our products were well received. Your staff, and the volunteers were exceptionally competent and helpful. We are keen to be involved as much or more next year." LEVEL GROUND Trading, Platinum Sponsor 2009, Sponsor 2006 to 2009*

*"The organizers did a fantastic job of advertising and promotions for the event. Overall the event was a success, provided great exposure and networking opportunities."*  
Dag Falck, Organic Program Manager, NATURE's PATH Foods, Founding Sponsor 2005, and sponsor 2006 to 2008



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## 3. Exhibit Opportunities

### Important Dates

Super Savings Early Bird

**Feb 1**, 20% off regular price

Early Bird

**Apr 1**, 10% off regular price

Online Registration

**May 1** - after this date, please contact us about availability in your product/service category

Set up

**July 9**, by appointment

Show Time

**July 10 & 11**, 10 am to 5 pm

Exhibit Spaces	Location	Regular Price*	Super Savings Early Bird* Feb 1 Save 20%	Early Bird* April 1 <sup>st</sup> Save 10%	After Registration Deadline* May 1 <sup>st</sup> Add 10%
<b>10' X 10'</b>					
Prime - Corner	The Gathering Place	\$1,471	\$1,177	\$1,324	\$1,618
Prime	The Gathering Place	\$1,271	\$1,071	\$1,144	\$1,398
Standard- Corner	The Village	\$947	\$757	\$852	\$1,042
Standard	The Village	\$759	\$607	\$683	\$835
Farm**	The Village	\$134*	\$107*	\$120*	\$148
<b>8' X 8'</b>					
Body Worker	Japanese Garden	\$344	\$242	\$275	\$378
<b>8' X 4'</b>					
Promo Table**	Pathways	\$303*	\$275*	\$275*	\$333
Non-profit**	Pathways	\$239*	\$191*	\$217*	\$263

\* Exhibit fees do not include rental items such as tent, table, chairs, umbrellas and power.

\*\* Fees for local farms, non-profits, and promo tables are subsidized. Only local farms, small businesses of limited financial ability and non-profit groups are eligible.

2009 Exhibitors list: <http://organicislands.ca/festival/exhibitorlist.php>



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## 4. Sponsorship Opportunities:

### 1. Corporate

Organic Champion - Platinum level **\$10,000**

Organic Hero - Gold level **\$5,750**

Organic Sustainer - Silver level **\$3,750**

Organic Supporter - Bronze level **\$2,250**

### 2. Customized Sponsorship

Sponsorship is based on targeted alignment and/or targeted exposure to the sponsor's audience. Sponsorship package is customized and not limited to those listed below.

#### Sustainability Expo

Sponsors host the "expo" portion of the festival including "passport" published in festival program with ten participating exhibitors issuing a Sustainability Challenge to attendees. Passport entries eligible for grand prize "La Vida Eco".

#### Main Stage Presentation

Sponsors for speakers, panel discussions, and/or musicians.

#### Children's Village

Children's program includes theatre, games, activities designed to educate and inform children and their families about sustainable practices. Includes Children's garden with edible plants.

#### Local Foods Chef Demos

Chefs specializing in consumer education will do demos, provide samples and teach people about how to eat well on a budget

#### Transportation/energy sponsor

Focus on green alternatives and education about reducing greenhouse gases.

#### Special Event

Sponsors host a special event at the festival.

Please contact **Debra Morse, Festival Director**, about your organization and its sponsorship or exhibiting goals. Phone: (250) 658-8148 or email: [director@organicislands.ca](mailto:director@organicislands.ca)



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