



WESTERN FORESTRY CONTRACTORS' ASSOCIATION

40th Annual Conference, Expo & AGM

Wednesday to Friday, February 10th to 12th, 2021

SPONSORSHIP OPPORTUNITIES

December 16th, 2020

Hey Big Spender,

The Western Forestry Contractors' Association's 40th Annual Conference and Tradeshow will be a virtual event this year. It will be held from February 10th to 12th, 2021. The WFCA was integral in the development of the forest industry's Covid-19 response this year which enabled the planting of over 600 million trees across Canada without a single outbreak. The expenses associated with this effort put our non-profit organization in a tenuous financial situation. Most members and some non-members made significant additional donations to help cover these costs.

That said, our annual conference has always been the main source of funds outside of membership dues, so we really need your support. We anticipate that there will be at least triple the number of eyes on your product or service with this style of conference. Since it is virtual, those who sponsor, or attend, need not allocate two days travelling to and from the conference and there is no cost for hotels or restaurant meals. The registration fees are significantly less than other years so we believe companies who would ordinarily not attend will attend this year. Also, WFCA members and companies who usually attend will enroll more of their workforce. Licensees will have higher enrollment. Forest workers will attend in greater numbers because of the Wednesday safety day and a reduced registration fee we are offering. We anticipate an increase of attendees from 150 to 400+ this year. That is a lot more exposure for you.

Because it is a virtual conference this year, we have also revamped our Sponsorship / Tradeshow booth levels. The top levels of Fir (\$1,000) and Cedar (\$2,000) come with a lot of advertising, three and five free registrations and an Expo booth which is accessible for all three days of the conference. The Expo Booth provides live interaction with customers and gives you the opportunity to showcase your latest products or special deals and promotions. You can also leave the booth unmanned and run some sort of advertising when your booth host is unavailable. Our Pine (\$300) and Spruce (\$500) sponsorships offer various levels of recognition as well as one and two free conference registrations. The full sponsorship level benefits can be found in the table attached.

Our paid-up sponsors are recognized on all digital pre-conference email blasts beginning December 16th, and on the WFCA website, so the sooner you help us out by sponsoring, the sooner you will get value for your support.

If you wish to take advantage of this excellent promotional opportunity or you need more information, please contact:

Judi Tetro
(613) 745-6618
judi_tetro@brinkman.ca

Jim Logan
(250) 563-5765
jim@folklorecontracting.ca

Juli-Anna Kwok
(604) 736-8660
admin@WFCA.ca

Thanks,
Jim Logan & Judi Tetro
Co-Chairs of the WFCA Conference Planning Committee

WESTERN FORESTRY CONTRACTORS' ASSOCIATION

#720 – 999 West Broadway, Vancouver, BC V5Z 1K5 | Telephone: (604) 736-8660 | Fax: (604) 738-4080 | Email: admin@wfca.ca | Web: www.wfca.ca

2021 CORPORATE CONFERENCE SPONSORSHIP FORM

Wednesday February 10th – Friday February 12th, 2021

Virtually Hosted



Please send your completed form via fax to (604) 738-4080 or email to admin@WFCA.ca.

Corporate Sponsorship Information:

Sponsorship Level: Cedar (\$2,000+) Fir (\$1,000+) Spruce (\$500+) Pine (\$300+)

All sponsorships levels receive their company logo on the official Conference banner displayed throughout the event. Please email your company logo as a .PNG or .JPEG file. If you are a past sponsor and wish to use a previous logo, please indicate below.

New Previous Year (which year: _____)

***All logos and ads are to be received no later than, Monday, February 1st, 2021.
However, the sooner you get the logo to us, the sooner we can start advertising for you!***

For Publication in our Conference Digital Materials

Only include information and contact numbers that you want the general public to have.

Company Name: _____

Contact Names: _____

Location Address: _____

City and Postal Code: _____

Phone Number: _____ Toll Free Number: _____

Cell Number: _____ Fax Number: _____

Email: _____ Website: _____

Description (1 or 2 sentences) about what you specialize in: _____

Contact Information

If different from above, please fill the below information with how you would like our office to coordinate with you.

Contact Names: _____

Phone Number: _____ Email: _____

Accounts Payable Contact Name: _____

Phone Number: _____ Email: _____

Payment Options

Cheques Payable To:
WFCA
#720 - 999 West Broadway
Vancouver, BC V5Z 1K5

Credit Card: Visa MasterCard American Express

Card Number: _____ Expiry Date: ____ / ____ CVV: ____

Full Name on Card: _____

Signature: _____

Please Note: Sponsor advertisements will only be implemented after payment has been received and processed by the WFCA Office.

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What's Included in a WFCFA Corporate Sponsorship?

	Pine \$300+	Spruce \$500+	Fir \$1,000+	Cedar \$2,000+
Acknowledged as session sponsor during live conference proceedings	-	-	✓	✓
Expo booth, accessible for the entire conference	-	-	✓	✓
Acknowledged as sponsor on conference website proceedings header	✓	✓	✓	✓
Company logo on the WFCFA website, conference page, and conference registration website	✓	✓	✓	✓
Sponsor recognition on all digital pre-conference material (e-blasts, website, etc.)	✓	✓	✓	✓
Access to conference networking & chat features	✓	✓	✓	✓
List of attendee names including company	✓	✓	✓	✓
Complimentary tickets to the conference	1	2	3	5
Rotational logo appearance during each conference break	Shared Page <i>with all other Pine Sponsors</i>	Quarter Page <i>with 3 other Spruce Sponsors</i>	Half Page <i>with 2 other Fir Sponsors</i>	Full Page Logo or Ad <i>You get the full spotlight!</i>
Value of Advertising:	\$250	\$400	\$700	\$1,400
Conference Ticket (Average Ticket Rate):	\$188	\$375	\$563	\$938
Expo Booth (Based on 2020 Tradeshow Rate):	-	-	\$589	\$589
Actual Value:	\$436	\$775	\$1,852	\$2,927
YOUR SPONSORSHIP PRICE:	\$300+	\$500+	\$1,000+	\$2,000+

All rates are subject to 5% GST

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