

EFCL presents our Second Annual Community League Tradeshow (Saturday, Jan. 22, 2011)

Workshops, Suppliers, Partner Organizations, Entertainment, and Free Food and Drink



The second annual EFCL Tradeshow will be held from 9-4PM at the Blatchford Hanger in Fort Edmonton Park. This is a daylong opportunity for community leaders to come and network with each other, mingle with suppliers and sponsors, go to sessions exploring best practices for community leagues, and take in some entertainment! Free food and beverages will be available so come down and learn about resources available to your community league.

We are bringing together providers and suppliers (Playground, Rink, Hall renovations, Accountants, Legal advisors, insurance providers and much more) of services that are relevant to your league together in one place so you can get your questions answered and learn about the resources available to you. Let the tradeshow inspire your volunteers to accomplish amazing things in 2011!

This will be a chance for people to come and learn about what is happening in their community, interact with suppliers and partner organizations, and plan for what 2011 will look like for their community league! There will be something of interest for every league so please mark the date off in your calendar.

Leaders in Attendance from groups representing:

- Seniors
- Teenagers
- Sports organizations and coaches
- Recreation groups
- Building maintenance and construction
- Family

Space is very limited. Booths will be allocated by order of registration for featured presenters and basic display booths. Preference will be given to returning guests.

Partner organizations will be held in queue until we can confirm available space. Due to the large number of requests we may require a deposit and might have to allocate spaces by lottery.

Set-up will be available the night before or the morning of the event. Presenters are strongly encouraged to set up the night before.

Parking is free and plentiful.

Featured Presenter Advertising Package (\$2000)

- The largest, most visible stalls in the hall, **(size to be confirmed)**
- The opportunity to facilitate a brief presentation to the audience *** Exclusive opportunity in presentation room to interested participants***
- Advance email promotion to our executive email list (2000+ recipients) with information about your organization and your presence at the Tradeshow.
- A half-page advertisement in our tradeshow Newsletter (circulation over 20,000)
- One free year of online business card advertising on www.efcl.org

Basic display spots are available for \$500 which include

- A display booth, **(size to be confirmed)**
- A quarter page profile ad in our tradeshow newsletter (circulation over 20,000)

Non-profit partner organizations.

These include EFCL Partner organizations such as Edmonton Minor Hockey Association and Edmonton Minor Soccer Association.

- Partner organizations will be held in queue until we can confirm available space. Due to the large number of requests we may require a deposit and might have to allocate spaces by lottery.

Advertising in our Tradeshow brochures will also be available.

TO REGISTER FOR THE TRADESHOW:

Email Michael.janz@efcl.org

Name of Contact person: _____

Contact phone number: _____

Contact Email: _____

Website: _____

Featured Presenter or Display spot or Non-profit partner: _____

For Preferred Suppliers:

Please attach a half-page ad for our tradeshow brochure

A high-res logo and a 25 word description about your business

Preference for presentation timeslot (not required)

Preference for stall location (once map is confirmed I will call you to select a space)

For Display spot

Please attach graphics for a quarter page ad in our tradeshow brochure

Doors: 9AM-4PM

Presentations: ****

10AM-330PM (30 minute presentations, 10 minute break)

A: 10:00-10:30

B: 10:40-11:10

C: 11:20-11:50

D: 12:00- 12:30

F: 12:40- 1:10

G: 1:20- 1:50

H: 2:00- 2:30

J: 2:40- 3:10

Location: Blatchford Hanger, Fort Edmonton Park

MAP:

http://www.fortedmontonpark.ca/Content_Files/Files/FortEdmonton_Files/TrafficAccess_Map.pdf

or

<http://maps.google.com/maps?client=safari&rls=en&q=hanger%20fort%20edmonton%20park&oe=UTF-8&um=1&ie=UTF-8&sa=N&hl=en&tab=wl>

Directions:

Fort Edmonton Park is located at the intersection of the Whitemud and Fox Drive. From fox drive turn onto Fort Edmonton Park Road. Drive under the Whitemud bridge and when the road forks, turn right so you are headed along a service road along the river through the service entrance to the park (Do not go to the main gates as they are locked.) Keep going until you see the Blatchford Hanger. Parking is in on the West side of the facility by the front entrance (Corner Tower)

When and Where

- Preferred set-up time is Friday between 3:00PM-7:00PM or as a backup Saturday 7:30AM-9AM.
- Doors open at 9AM to the public.
- Parking for exhibitors is available at the rear of the facility. Parking for the general public will be around the front of the hanger by the main entrance.
- Take down must be done promptly after the show.

Interest is high:

We have been hearing much curiosity from our membership about this event and we hope that this event empowers our volunteers for the upcoming year!

Our Community League Tradeshow has been advertised on Shaw TV and in the community column of the Edmonton Examiner and our members have placed it in their community publications. It is free to the public to attend and we hope that anyone with an interest in community building comes to attend.

A bit about community leagues...

Every community league is an autonomous non-profit society and is governed by a board of directors. They are the folks who run the league, rent the hall, build the projects, apply for the grants, and flip the burgers. Our goal with the tradeshow was to make these hard-working volunteers' lives easier by connecting them to the businesses and services in the community that they need to be successful. The work of leagues vary: some might be younger both in age and in demographic and very interested in sports and recreation, others might be more established and looking to reduce the workload on the volunteers managing their facilities.

Out of our 154 leagues there are 125 that have halls and many have ice rinks, tennis courts, and playgrounds. Recreation is a big component of what brings neighbors together, but leagues often do so much more.

Last year's Booth Spaces:

- Featured Presenters had a booth space of 20' x 8' also surrounded by pipe and draping.
- Regular booth spaces will be sized 10' x 6' and surrounded by pipe and draping. If you require a table with linens please let us know.
- Partner organizations will have a table where they can set up their display and showcase their service.
- Booths and tables will be located on the facility map that we will email out and have available on site at the tradeshow. Booths were allocated in a first come, first served arrangement.
- If you have any requirements for power or technology, please let us know as soon as possible so we can try to accommodate you.
- Power is available in the hall. Please bring extension cords for your needs. Please also try to bring a trolley for the loading and unloading of your materials.

Food/Drink

There will be snacks and refreshments available all day at the tradeshow.

Attendance

- We have 154 community leagues in the federation and an excel list is attached with their names. You can also look up the leagues individually on www.efcl.org by clicking on the "League directory" tab on the top left.
- We encourage you to host prizes/raffles where league members can enter their name in a draw or have a sign-up sheet available. We are unable to provide personalized lists of the contacts (FOIPP) for our community leagues.

What to have at your booth

It is your space and you are free to do whatever you would like. Based on some requests received:

- It is most helpful if you can have handouts and materials readily available for league members. Often they will be doing research for their leagues and will be bringing materials back for their next community league meeting. The more information available the better.
- Making your space inviting through displays, pictures, materials, or other decor is also helpful.
- If you are able to bring product samples or demonstrations that is also a tremendous benefit.

- We encourage you to have a sign-up sheet for members who are interested in learning more about the opportunities available with your business or service.
- Of course, prizes, raffles, goodies, and all other forms of bribery are encouraged. :-)

Presentations

Featured Presenters will be giving presentations between 10:00AM-4:00PM upstairs in the presentation room. Presentations will last for 30 minutes with a 10 minute gap in between to move the crowd. The presentations are located upstairs in a private room so do not worry about the sound or distractions. The room will set up for 30+ people, lecture style, and we will do our best to send people upstairs.

There will be a projector, screen, laptop, but if you require other supports or want to show a movie, please let us know. We can also set up easels, screens or provide other materials.

Last year's Featured Presentations

(located upstairs in the hanger) 30 minute presentations with a 10 minute break. Here is the presentation line up from last year for your reference.

11:00 AM City of Edmonton: Great Volunteers building a Great City:

An overview of volunteer opportunities which can make a difference, enhance your resume, build new skills and help you meet new people. **Capital City Clean Up (CCCU)** is the City of Edmonton's comprehensive strategy to reduce and prevent litter and graffiti in Edmonton. This presentation will focus on how communities can do their part to create a cleaner and safer Edmonton. The following CCCU programs will be presented: **Community Wipe outs, Community Murals Program, Adopt-A-Block, Community Bins**

11:40 AM Habitat Systems- New Products, New Playground Equipment, Splashpad equipment and outdoor fitness equipment.

12:20 AM Canadian Arena Products- "Community Rink Construction A-Z" and the "Traveling Community League Zamboni"

1:00 PM Foster Park Basket- EFCL recommended insurance program and the protection it provides for community league programs, assets, board members, staff and volunteers.

1:40 PM Playworks - "The services you should expect from a Playground or Spray Park Supplier"

2:20 PM Flex Court Canada - Everything Tennis Courts: Resurfacing tennis courts, converting courts to basketball or multi-game courts, resurfacing gymnasium floors and much more!

3:00 PM Special Event Rentals - Planning and organizing top-notch events.

Entertainment

The Tradeshow will be fun for the whole family! Last year we had music and presentations from the Edmonton Public Library. Stay tuned for big announcements for this year.

Website Advertising

All tradeshow sponsors will be advertised in our new Business Directory on www.efcl.org for one year. In order to get your information up on our website as soon as possible we need you to visit our uploading page:

<http://efcl.org/Resources/LeagueServicesSuppliersFriends/tabid/202/Default.aspx>. If you have problems uploading, please call Valerie 7804372913 at the EFCL and she will help you. The image is 100pixels wide and less than 20 KB

Thank you

- Thank you for your generous support of Edmonton's Community Leagues. The EFCL is a non-profit organization that seeks to strengthen the neighbourhood bonds that make our city great.
- We look forward to working together with you in future. We are interested in building relationships with community partners and working together on other community initiatives.