

SHAPING *the* FUTURE '23

# EXHIBITOR OPPORTUNITY



**APPLY FOR A TABLE**





# SHAPING THE FUTURE

Ever Active Schools is hosting the 14th annual Shaping the Future conference from **February 2 – 4, 2023** in beautiful Lake Louise, Alberta on Treaty 7 Territory.

Educators, health and wellness professionals and researchers experience multiple days of learning, networking and collaboration in a setting that mimics that of a healthy school community. They leave feeling energized and inspired to implement their newfound knowledge for the benefit of the children and youth they work with.

At Shaping the Future, we explore topics such as:

- Equity, Access & Inclusion
- Mental Well-being
- Outdoor Learning
- Physical Activity
- School Leadership
- Sexual Health
- Wellness in Post-Secondary Education
- Youth Leadership

A partnership with Ever Active Schools lends weight to your commitment to these areas and gives our delegates the opportunity to make real change in the lives of children and youth. Over the past three years, an average of 440 delegates have attended the conference annually.



# EXHIBITOR OPPORTUNITY

Being an exhibitor allows organizations to demonstrate their commitment to children and youth on a provincial stage with a nationally recognized conference, leading in school health. It also offers businesses a chance to interact with over 400 delegates in the education, health, active living, and active recreation settings. Exhibiting at Shaping the Future is not only a reason to get away to the mountains but it is also a great platform to share your organization and work.

**Exhibitor Set-Up:**

Thursday, February 2, 2023  
Morning

**Exhibitor Table Dates:**

Thursday, February 2, 2023  
Friday, February 3, 2023

**Exhibitor MarketPLAYce:**

Thursday, February 2, 2023  
7:30-9:00pm

**Exhibitor Take Down:**

Friday, February 3, 2023  
Afternoon

*\*Schedule is subject to change\**

Cost: \$500 (+ GST) // [Apply](#)



# BENEFITS

- Exposure to 400+ delegates from across Alberta and Canada
- Lunch and snacks on Thursday, February 2, 2023
- Breakfast, lunch, and snacks on Friday, February 3, 2023
- Promotional postcards, flyers, and swag items (e.g. keychain, pen, sunglasses, water bottle, etc.) to be featured at your booth as delegate giveaways.
- Saleable items on display and opportunities for delegates to purchase items throughout exhibiting hours.
- Exhibitor MarketPLAYce: a fun, interactive cocktail hour hosted on Thursday, February 2 for delegates to explore exhibitors and directly see what your booth has to offer.
- Virtual exhibitor booth that allows attendees to browse your exhibitor profile, photos, video, logo, and website link
- Gamification within the STF app, delegates will fill their “passport” with exhibitor stamps for interacting with your booth
- Ability to host live stream demonstrations or pre-recorded videos
- Ability to create special promotional offers, coupons, or raffles for delegates through the app
- Delegates who sign up will be added to your leads list and you will receive their contact information
- Free wifi and electronic outlets are available. Tables are standard 6’ long with linens.





# NOTE

- Please [book](#) your accommodations as they fill up quickly
- If you wish to attend the full conference you must register as a delegate
- Once approved as a Shaping the Future exhibitor you will be sent an acceptance email and invoice.
- Draw prize submitted by each exhibitor must be brought to the conference or mailed to Ever Active Schools Prior to the conference
- Once an exhibitor has applied an Ever Active Schools representative will be in contact regarding the application status within 10 business days
- To increase your foot traffic and engagement with delegates we suggest making your booth as interactive as possible with games, demos, prize wheels, samples, etc.

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Please contact [krista@everactive.org](mailto:krista@everactive.org) or **780-454-4745** with any questions.

A group of people are gathered around a table, participating in a water balloon activity. They are holding colorful water balloons and a blue can of water. The scene is indoors, likely at a conference or event. The people are dressed in casual attire, including a red beanie, a black jacket, and a green shirt. The atmosphere appears to be fun and interactive.

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[EVEACTIVE.ORG/STF](http://EVEACTIVE.ORG/STF)