



★ WICKENHEISER ★



FUELLED BY 



YOU CAN'T MISS THIS!

EXHIBITOR PACKAGE

SURREY, BRITISH COLUMBIA
JANUARY 30 - FEBRUARY 2, 2020



CONTACT INFORMATION:

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CLICK HERE TO APPLY!!

Application deadline is January 10th, 2020
(limited spots available)

SCHEDULE

WickFest will be held on two consecutive weekends again this year. Priority will be given to exhibitors who are able to exhibit both weekends.

The first games of the day (Fri, Sat, Sun) should start around 8:00am with the final games ending by 10:30pm. Sunday typically finishes earlier as teams are eliminated and we move on to the finals.

Thursday, Jan 30 – Sunday, Feb 2nd, 2020

All Divisions

**For those vendors attending our Opening Party the fun will start on Thursday. If you are not participating in the Opening Party, then you will exhibit bright and early on Friday morning.*

WHAT IS WICKFEST

Celebrating our TENTH ANNIVERSARY! The Wickenheiser World Female Hockey Festival (WickFest) has grown into one of the largest and most celebrated female hockey tournaments in the world. The dream of having such a tournament was born when Hayley, a 5-time Olympic medalist, was preparing for the 2010 Olympics. She envisioned bringing women of all ages and skill levels from around the globe together so they could learn and participate in the greatest sport in the world - hockey!

Hayley proposed an all-female tournament that would deliver the ultimate hockey experience focused on building not just the player, but the whole person. A tournament where girls from around the world could form lasting friendships and build life-skills by participating in an event that encouraged self-esteem, pride, and advanced skill levels. Hayley's dream became a reality with the first Wickenheiser Festival in 2010.



OPENING PARTY THURSDAY NIGHT

The opening party occurs on Thursday night. The party brings the most people to one place at one time during WickFest. It's a great way to kick-off your WickFest experience. During our party, your exhibit would be set-up in high traffic area - the hours might be shorter, but the audience will be condensed.

If you choose to exhibit at the opening party on the Thursday, you can select that option on your application.

ATTENDANCE

4K - 5K

Expected Attendance

KEEP IN MIND

- Female hockey player aged 8-18
- Hockey parents have a household income 15% higher than the national median
- Girls and parents spend more time on social spending in the retail than their male counterparts

EXHIBITING SCHEDULE

| THURSDAY* | FRIDAY | SATURDAY | SUNDAY |
|-----------------------|-----------------------|-----------------------|-----------------------|
| 6:00PM ● 9:00PM | 9:00AM ● 5:00PM | 9:00AM ● 5:00PM | 9:00AM ● 4:00PM |

*ONLY OPENING PARTY EXHIBITORS

BOOTH SET-UP HOURS

Thursday set-up times are for the opening party exhibitors only, these booths can then be moved to the regular weekend locations on Friday morning. All weekend vendors are asked to set-up on the Friday morning.

We ask that all booths be set-up and ready to go 15 minutes prior to exhibiting hours.

Note that the set-up time allotted is there if you need it. For example, if you only need 30 minutes to set-up on Friday you would need to show-up by 7:30am. If you need additional time, please let us know and we will be happy to figure out a schedule that works for you.

| THURSDAY* | FRIDAY | SATURDAY | SUNDAY |
|-----------------------|-----------------------|-----------------------|-----------------------|
| 4:00PM ● 5:45PM | 7:30AM ● 8:45AM | 7:30AM ● 8:45AM | 7:30AM ● 8:45AM |

*ONLY OPENING PARTY EXHIBITORS

IMPORTANT: We ask that all full-weekend exhibitors have their booths running for all exhibiting hours Friday through Sunday (see above). For example, we don't want to have a booth empty and not running while the other booths are set-up and running. Some exceptions will apply.

EXHIBITOR PRICING

BOOTHS

| | Opening Party 10x10 (Thursday Night) | Full Weekend 10x10 (Fri-Sun) | One Weekend + One Opening Party 10x10 (Thurs – Sun) |
|---------------------|---|---|--|
| Includes: | \$225 + GST | \$325 + GST | \$450 + GST |
| 120v Power** | X | X | X |
| Internet*** | X | X | X |
| 6' Table | X | X | X |
| Two Chairs | X | X | X |

*If exhibiting in both the opening party and the full tournament, you'll need to move your booth either after the party on Thursday night or prior to the first game on Friday morning.

**Power will be supplied either by wall outlet or extension cord. Please bring a power bar if you need one.

***Wireless internet is available via facility

TIPS & TRICKS

- A big portion of your market at WickFest will be young girls aged 5-18. Be aware of how they prefer to communicate and plan accordingly (SnapChat, Instagram, Facebook, Twitter, Texting, etc.)
- Please make sure your display and materials are age-appropriate. We reserve the right to remove any display or materials we find offensive.
- Offer incentives for checking in on social media and tagging your business and @ctwickfest. For example, \$5 off if they tag you in a social media post including a picture.
- Think about offering a free item or discount if they tag your business and WickFest (sticker, water bottle, headband, hockey towel, etc.)
- The younger audience won't be interested in taking a business card. If they want to remember something they'll typically snap a picture.
- For payment, we'd recommend you accept: Cash, debit and credit.
- If you only have one staff member at your exhibit, we will have volunteers available to assistance at your booth for meal and bathroom breaks. Just find an official WickFest volunteer and ask for help.

[Click here to apply!](#)