



Nationals Les Nationaux

EDMONTON 2022

**VENDOR BOOTHS &
DISPLAY PRICING**

EDMONTON - MAY 2022



Volleyball
Canada

OVER 800 YOUTH TEAMS 55 COURTS ONE VENUE
10,000 PARENTS 25,000 HOTEL ROOMS
\$18 MILLION DOLLAR ECONOMIC IMPACT

The largest team sport event in Canada is coming to Edmonton in May of 2022! Volleyball Canada's National Championships will see 800+ youth teams competing over a seven-day event hosted at the Edmonton Expo Centre.

That's over 10,000 athletes and 10,000 family members and they are all starting to plan their trips to Edmonton.

With an economic impact estimated at over \$18 million to the City of Edmonton this event will explore opportunities with the local businesses to benefit and engage with the participants and help us make the event an amazing week.

Females are a key demographic that smart marketers typically try to connect with and at our National Championships they make up 70% of the participants.

That's 7,000 teenage girls at one tournament ... in one venue.



Nationals Les Nationaux

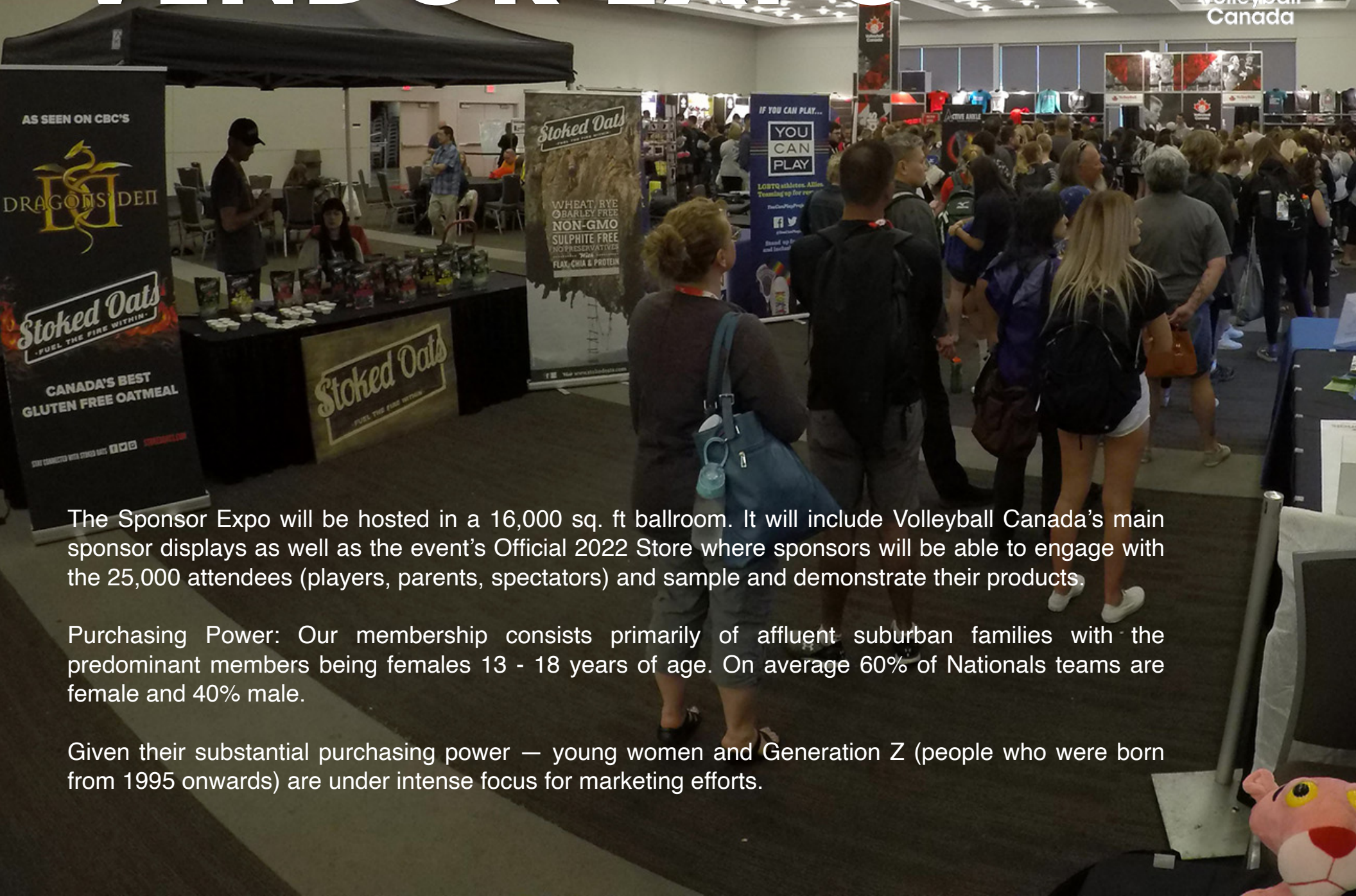
EDMONTON 2022

GIRL POWER MARKETING SALES
BRAND VISIBILITY ENGAGEMENT
SAMPLING SOCIAL MEDIA

VENDOR EXPO



Volleyball
Canada



The Sponsor Expo will be hosted in a 16,000 sq. ft ballroom. It will include Volleyball Canada's main sponsor displays as well as the event's Official 2022 Store where sponsors will be able to engage with the 25,000 attendees (players, parents, spectators) and sample and demonstrate their products.

Purchasing Power: Our membership consists primarily of affluent suburban families with the predominant members being females 13 - 18 years of age. On average 60% of Nationals teams are female and 40% male.

Given their substantial purchasing power — young women and Generation Z (people who were born from 1995 onwards) are under intense focus for marketing efforts.

SOCIAL REACH

Social Media Platform: Volleyball Canada's Activation Amplifier

Unique events like the 2022 Nationals tend to create a perfect storm of social media with this age group - 10,000 like-minded teenagers sharing everything cool that's going on during the event.

Volleyball Canada's social media platform:



160K likes



51K followers



59K followers



Volleyball



NORTHLANDS

Edmonton
EXPO
Centre



NORTH

NORTH STAGE

NORTH PLAZA

Conference Centre



109A

PATIO

SPONSOR SUITES

MAIN ENTRANCE

EVENT MERCH.

SPONSOR EXPO ACTIVATION AREA

MAIN HALLWAY

VOLLEYBALL COURTS

EAST PLAZA

VOLLEYBALL COURTS

36,126 SQ. FT.

VOLLEYBALL COURTS

29,328 SQ. FT.

VOLLEYBALL COURTS

62,400 SQ. FT.

FOOD COURT

VOLLEYBALL COURTS

39,156 SQ. FT.

VENDOR DISPLAYS

SOCIAL MEDIA ZONE



302

201

301

202



BOX OFFICE



Nationals

VENUE MAP

VOLLEYBALL COURTS

A

53,262 SQ. FT.

VOLLEYBALL COURTS

B

58,104 SQ. FT.

VOLLEYBALL COURTS

C

77,472 SQ. FT.





EXPO BOOTH RATES

Booth and Display Options	Space Details	Pricing
Main Hallway Display	3 x 10 feet of space for your display - one event pass, one parking pass	\$1,000
Wall Mural	18 x 7 feet of wall space in the main hallway for a mural or hanging banner, one event pass	\$1,200
Regular Booth	10 x 10 feet of space in the main expo hall, one event pass, one 8 x 3 foot table, two chairs, one parking pass	\$1,500
Double Booth	10 x 20 feet of space in the main expo hall, two event passes, one 8 x 3 foot table, two chairs, one parking pass	\$2,000
1 Day Activation Space	20 x 40 feet of space in the main expo hall, projector and screen, forty chairs, two event passes, two parking passes, promotion of your activation via Volleyball Canada	\$2,500

Product sampling and selling options may be available depending on your type of product. Selling and sampling may include additional fees and/or royalties paid to Volleyball Canada. For more information or to reserve your space please email: Nationals@volleyball.ca



Vendor Booth & Product Display Bookings

Volleyball Canada

1-613-748-5681

email: Nationals@volleyball.ca