



Welcome to Ottawa Veg Fest 2018!

Our mission: To educate and assist the public to embrace a more vegan-friendly life by bringing together the businesses, products and services that will make it easier and more meaningful.

**Ottawa Veg Fest will be held June 2-3, 2018 - 10 am - 4 pm
at The RA Centre, 2451 Riverside Drive, Ottawa.**

The RA Centre is centrally located with free parking, close access to the Transitway and bus routes, and on Ottawa's bike path network.

Why Exhibit at Ottawa Veg Fest?

Now in its ninth year, Ottawa Veg Fest has a proven track record of ***consistently delivering more than 5,000 highly qualified visitors*** to each event. Ottawa residents have the highest median family income and highest education level of any city in Canada.

As a 100% vegan event, there is no other event like it in the Ottawa market. It attracts not only vegetarians and vegans, but also those who are generally health conscious, people interested in eating more ethically / sustainably, and locavores / foodies.

Most people who attend Ottawa Veg Fest come with the expectation of making purchases. Ottawa Veg Fest continues to offer the best consumer show value for businesses and organizations seeking to target these consumers in the Ottawa market. It has not only "at the show" opportunity, but also facilitates ongoing customer engagement, new customer acquisition, and offers broader exposure to this active and engaged community.

About Veg Fest 2017

During Ottawa Veg Fest 2017 our volunteers surveyed a random sample of visitors. An impressive 99.2% of those surveyed said they plan to come back next year. Somewhat surprisingly, only about 28.2% of those who were surveyed had attended Ottawa Veg Fest in the past, which means we're attracting many new visitors to the event every year.

Not Just Vegans

Of those surveyed, 49% indicated that they were neither vegan nor vegetarian (up from 38% last year). 20% were vegan and 31% were vegetarian. About 51% of those surveyed visited the vegfest.ca website (down from 59% last year) The vegfest.ca website attracted more than 30,000 page views in the month prior

to the event.

Promotion

According to our survey, more visitors learned about Ottawa Veg Fest from Facebook (29%) than any other means, with a recommendation from a friend a close second with 27%. More than 11,000 people were reached by our Facebook posts in the month before Veg Fest, and our Facebook event page reached 93,000 during the five weeks preceding the event.

Admission

For the first time, in 2018 Ottawa Veg Fest will have a nominal fixed admission fee of \$5, rather than by donation. This reflects the need to ensure the event's ongoing viability, and it is not expected that this will be a barrier to entry for visitors. A portion of proceeds will be donated to charitable /non-profit organizations.



“Ottawa Veg Fest is one of our favourite yearly events to participate in. The folks behind it are so genuinely excited to be hosting and are always super helpful. We sell a lot of sauce and meet plenty of new customers. The room is bustling with positive energy, happy volunteers and awesome attendees.”

~ Kailey Gilchrist, Sauce Boss and Owner of NONA Vegan Foods



What's New For 2018

New Ownership!

Veg Fest is now owned and operated by Pamela Tourigny, one of the event's original founders, and continuing event spokesperson. Pamela is well known within the Ottawa vegan community on account of her decade long involvement as an organizer, and runs the directory www.VeganEatsOttawa.com.

Pamela brings extensive experience in marketing, public relations, and event management to this role, and is taking over the event with a mind towards ensuring its sustainability into the future.

More Exhibitor Space!

We are removing the cooking demo section that has been at the back and creating more exhibitor space and room for traffic flow.

A New Approach to Speakers / Demos

There will be only one area for speakers and demos in 2018, and the focus will be on providing education that is also entertaining. A focus will be placed on using local talent and personalities to maximize cross promotional opportunities.

Enhanced Event Promotion

In addition to the existing promotion efforts (social media, earned media, 10,000 postcards distributed to stores and restaurants across Ottawa, etc) this year, for the first time, Ottawa Veg Fest will spend several thousand dollars on highly targeted Facebook and Instagram advertising for ten days leading up to the event. Ottawa Veg Fest will now also have access to the Vegan Eats Ottawa network.

Ottawa Veg Fest will also conduct influencer outreach and put into place an outreach strategy to engage local personalities - vegan and otherwise - to participate in the event, with the goal of reaching a wider audience and generating excitement about activities that are happening at the event.

New Branding

The Ottawa Veg Fest logo has been refreshed and modernized to reflect the diverse nature of plant based alternatives.

The Amazing Vegan Lifestyle Challenge and Prize Packs

We're still working out the details, but we have big plans to highlight vegan products and services through a big grand prize, a bit of competition, and through influencer outreach. Any exhibitor can contribute to it, but only a select few can be sponsors!



“Ottawa Veg Fest is one of the most successful events that we participate in every year. It is extremely well organized and a great place to meet the vegan community. Our vegan clientele has increased because of the exposure of our vegan menu at this event. We don’t even sell pizza at the event - we give away free samples and coupons - but the value of the exposure alone is well worth it!”

~ Alia, Ottawa Co-Franchisee, Panago Pizza

About Pamela Tourigny - Owner, Ottawa Veg Fest



Pamela Tourigny co-founded Ottawa Veg Fest in 2008, and co-organized it for its first four years. She has been vegan for more than 13 years and has tirelessly advocated to make Ottawa a more vegan-friendly place to be. She has a bachelor’s degree in journalism, and has worked for 15 years in marketing, public relations and communications, for the past 5 specializing in marketing and brand management for vegan/healthy products, and retail marketing. With her company V Brand Management she works mostly with small businesses that need high level input and strategy, and/or assistance with execution.

Pamela has been a leader within Ottawa’s veg community for nearly a decade. She was the founding president of the National Capital Vegetarian Association and served on its board of directors for 8 years. She hosted monthly vegan potlucks for four years, has organized dozens of vegan events, and has raised thousands of dollars for animal-related charities.

She founded **Vegan Eats Ottawa** in 2015, which includes a map-based directory of vegan food and services in the National Capital Region (with 15,000 views), as well as a Facebook page (2,700 followers), Instagram (2,200 followers) and regular e-newsletter (700+ subscribers).



Become an Exhibitor

Ottawa Veg Fest sells out of exhibitor space at least six weeks early every year. There are a **limited quantity** of exhibitor spaces for each type of space; once those are filled there will be a waitlist established. Note that Ottawa Veg Fest reserves the right to refuse exhibitor space for any reason, including:

- Balancing the types of vendors at the event
- Potential vendors not aligning with Veg Fest's mission, or not being as within the scope of the event priorities as other vendors

Booth Size	Early Bird (until Feb. 21, 2018)	Regular Price
Standard (8x6)	\$400+HST = \$452.00	\$450+HST = \$508.50
Non-Profit (6x6)	\$215+HST = \$242.95	\$250+HST = \$282.50
Deluxe Corner (12x8)	\$850+HST = \$960.50	\$925+HST = \$1,045.25

Being an exhibitor includes:

- A free basic listing in the Veg Fest program - Company name, address and website
- Inclusion on the Ottawa Veg Fest website vendor list
- Exhibitors may include merchandise in the 200 early bird bags at no additional cost.

Add-ons (a full list is available on the registration form):

- Exhibitors may include coupons or promotional material in the 200 early bird bags for \$200.
- Non-exhibitors may include merchandise in the 200 early bird bags for \$200.



- Advertisement in the printed Program (3.5 " wide x 2" high in full colour) - \$75 ... limited number available so book early and send us your colour ad in PDF format by May 1, 2018
- * Deluxe listing in web directory - \$50 - - Deluxe website listing includes company logo linked to your website, company name in bold, two line description, website address linked to your website, email and phone number.

In-Kind

- We are seeking prize contributions for the Amazing Vegan Lifestyle Prize Pack
- Exhibitors are invited to contribute thank you gifts for volunteers.

Exhibitor Payment Policies

Once your registration is confirmed, you will receive a contract by email. Your exhibitor space is NOT confirmed until payment is received.

Method and terms of payment: 100% of the amount due at the latest 14 days after reception of the invoice confirming your participation, either by email money transfer (preferred), PayPal, or cheque addressed to Ottawa Veg Fest (Pamela Tourigny). After this deadline, we reserve the right to offer the space to another exhibitor.

Cancellation Policy

- Cancellation less than 1 month before the event: Ottawa Veg Fest administration keeps 100% of payment.
- Cancellation between 1 and 2 months before the event: 50% of payment will be kept by the Ottawa Veg Fest administration.
- Cancellation at least 2 months before the event: 15% of payment will be kept by the Ottawa Veg administration to cover administration fees.

YOUR REGISTRATION AND PAYMENT TESTIFY AS YOUR ACCEPTANCE OF THE TERMS OF THIS AGREEMENT.



General Exhibitor Policies

CONDITIONS OF THE AGREEMENT: A REMINDER

The exhibitor commits to offering solely vegan services and products, free of any animal-derived ingredients. If uncertain, please inquire. There are NO exceptions to this rule.

The exhibitor commits to not sublet his space and kiosk without the express permission of Pamela Tourigny. Remember that all exhibitors and products presented must be officially approved and registered.

The exhibitor commits to be ready at the opening of the festival, at 10:00 am, and present until closing time. He commits to start the dismantling of his kiosk only once the festival is closed for the day. He also commits to only occupy the space he has been allocated and to not overstep into the aisles.

The exhibitor commits to contribute to the festival's promotion in general as well as on social networks using various promotional tools (web pages, Facebook, Twitter, newsletters, blogs, etc.).

The exhibitor consents to receiving communication emails from the organization concerning the update of his registration.

The organizers of Ottawa Veg Fest reserve the right to decline the application of a potential exhibitor whose products or services do not correspond to the mission and priorities of the festival.

Need more information?

Contact Pamela Tourigny
Owner, Ottawa Veg Fest
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www.vegfest.ca

