



TRADE SHOW OPPORTUNITES

THROWDOWN SERIES: OKANAGAN VALLEY THROWDOWN
March 18 & 19th 2023

Penticton Sport and Fitness Expo Sunday March 19th 10-4pm
South Okanagan Events Center

Summary

Since 2013 the Okanagan Valley has been host to hundreds of athletes every year, traveling from all over Western Canada and the United States to 'throwdown. A CrossFit term to mean see who is the best on the day. The event evolved into a sister event in the Fraser Valley five years ago. This event is one of three large scale functional fitness competitions in British Columbia and the only one outside the lower mainland. OVT is popular because of the size of the event and offering all the competition categories across one weekend. Hosting the first event since 2019 has created a lot of excitement with returning and new athletes. We attract 200-300 athletes with translates into 900-1400 visitors to the area. The exposure for the sponsors will be across multiple platform digitally and in person at the event.

NEW this year we will be hosting the first Penticton Sport and Fitness Expo on March 19th - in conjunction with our Vendor Village - Sports and Fitness groups in Penticton will be exhibiting to show residents in the area what is offered. With proper sponsorship we will be able to keep the event free to attendees bringing in more spectators to watch some of the competition as well. Sports groups in Penticton have no where to comprehensively showcase their sports for parents and adult athletes alike.

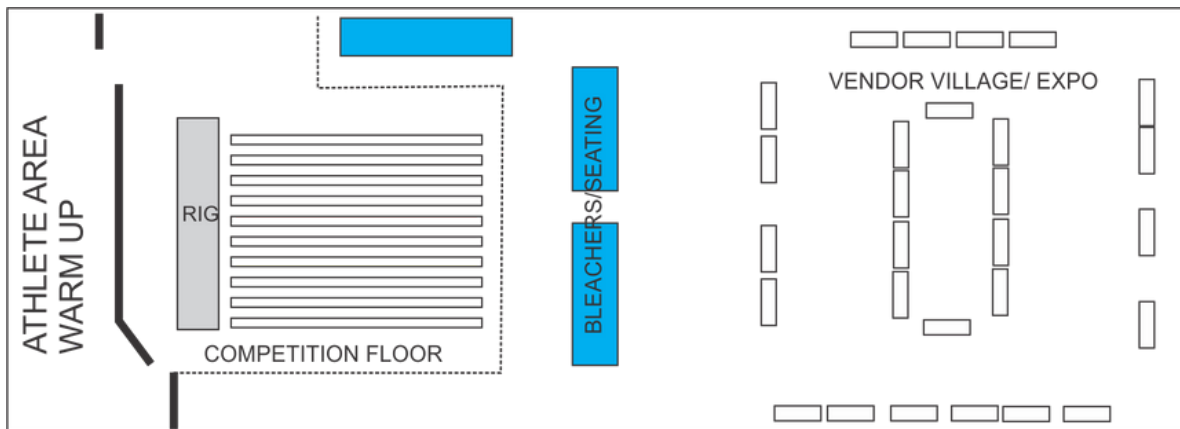
Sunday Expo will be free admission and will bring in families and athletes from Penticton. Attendance numbers and demographics are unknown in this first year. The intention is to provide one place for sports groups to showcase their sport/group/class to local residents. While in the Expo we hope the competition and community showcases the sport and those associated with it.

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- **BOOTH SPACE INFO**
 - Size approx 10x10
 - table with table cloth \$25 each
 - Power is available to some booth on the outside walls

Note: 2 Day Vendors will be prioritized closest to the competition floor.

Vendor Map is not finalized -



VENDOR VILLAGE 2 DAYS

- NON PROFIT: \$100
- FOR PROFIT: \$250

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SPORT AND FITNESS EXPO VENDOR SUNDAY ONLY

- NON PROFIT: \$50
- FOR PROFIT \$100

REGISTER NOW >

