

# SEC26

MARCH 10-12

IN MISSISSAUGA, ON

# 2026 VENDOR ALLEY PACKAGE



## VENDOR ALLEY – It's all FUN & GAMES at SEC!

### ABOUT VENDOR ALLEY

Vendor Alley is the trade show element of Sport Tourism Canada's annual conference, Sport Events Congress.

The show runs three days (between March 10-12) and features a variety of booth activations offered by event sponsors and exhibitors.

Games and prizes are encouraged – Vendor Alley is a place to play and move, while networking and enjoying refreshments in between sessions and presentations.

[www.sporttourismcanada.com](http://www.sporttourismcanada.com)

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## THE EXHIBITORS



SEC Exhibitors are destinations and suppliers to the sport tourism industry who are interested in profiling their programs, products & services to organizers of sport events.

There will be an exclusive group of **19** exhibitors at SEC26.



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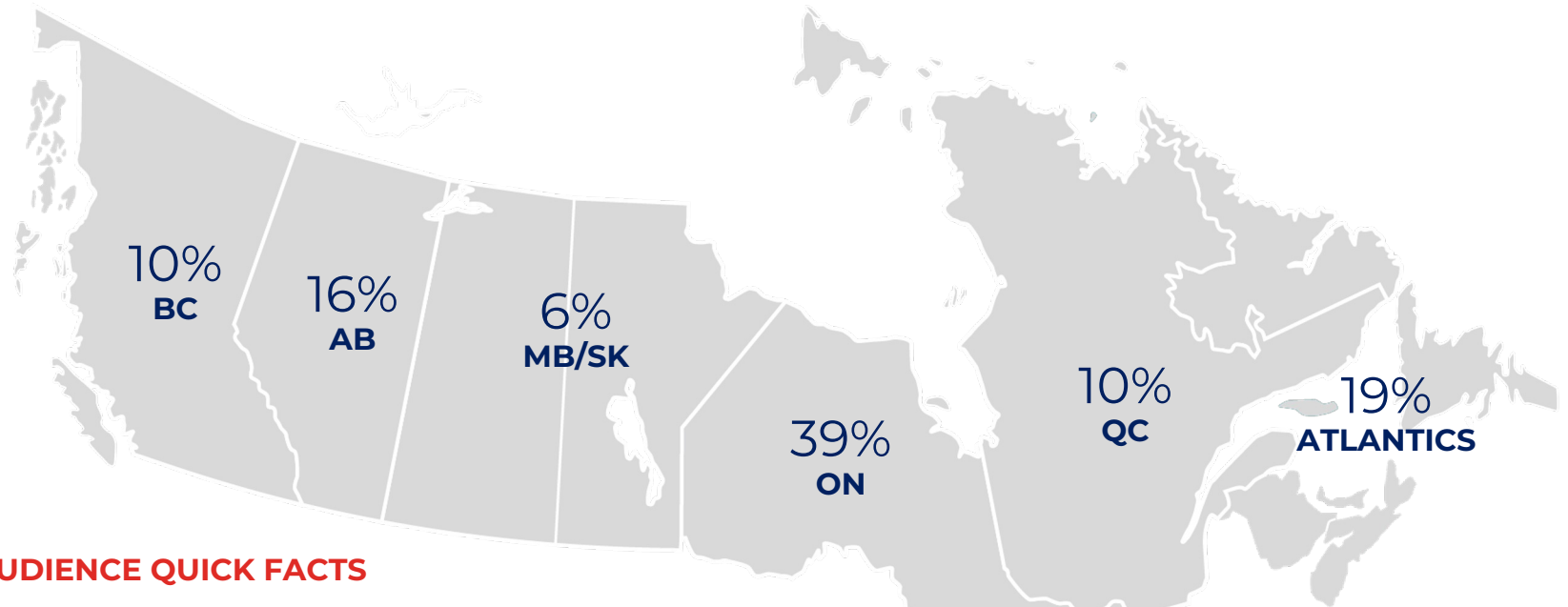
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# THE SEC AUDIENCE



## AUDIENCE QUICK FACTS

- **84%** of attendees are aged 24-54
- **98%** of attendees have post-secondary education at the college or university level, including **23%** with Masters' degrees or a PhD
- Less than **2%** of attendees are under 25 years old
- **52%** of attendees are somewhat likely or very likely to buy products or services from event sponsors

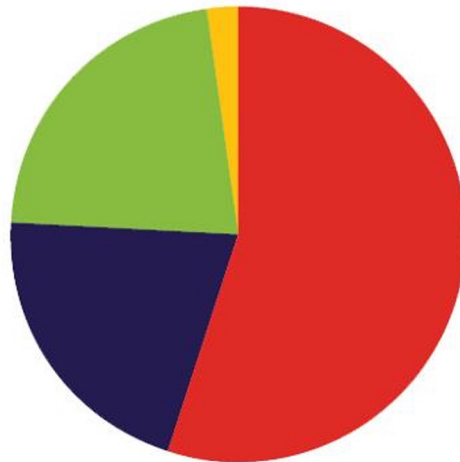
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## THE SEC AUDIENCE AT WORK



- 55% DMOs
- 21% Sport/Events Rights Holders
- 22% Suppliers
- 2% Other (Venues, Education, etc.)



**53%**

Have 6+ years' experience in sport tourism



**50%**

Earn between \$50k & \$99k per year



**56%**

Are responsible for departmental budgets



**43%**

Manage staff



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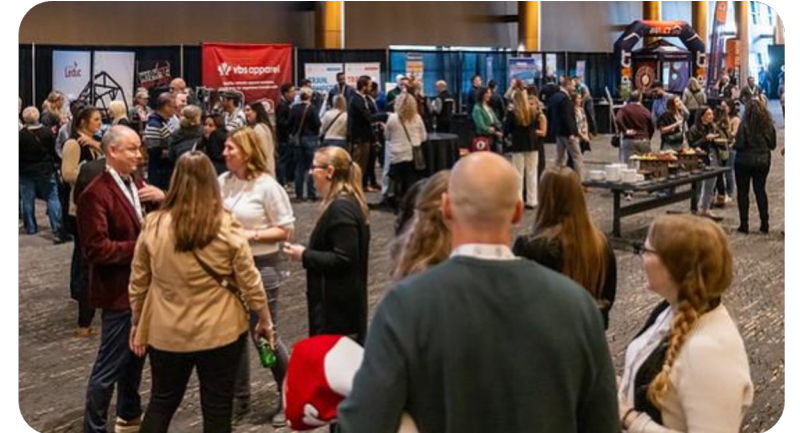
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## DID YOU KNOW?

SEC delegates say that **NETWORKING** is the #1 reason they attend Sport Events Congress. Vendor Alley is the place to be to meet new people!



SPORT EVENTS CONGRESS  
**GOT GAME?**



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## WHY EXHIBIT IN VENDOR ALLEY AT SEC26?

Sports Tourism Canada is hands down the national leader in this sector and we're glad they are our national partner.



**Kevin Eshkawkogan**, President & CEO  
Indigenous Tourism Ontario

Connections made through attending Sport Event Congress allow us to share our hosting history as well as showcase our amazing facilities through a booth at Vendor Alley.

Our Sport Tourism Canada membership has been invaluable to the organization and our ability to succeed in the world of sport tourism.



**Katie Biberdorf** – Director Community Connections  
City of Grande Prairie, AB

What makes Sport Events Congress (SEC) special is the chance to create bonds with our peers, meet new people, and have real conversations that move our industry forward. Every year, I walk away with fresh insights, new ideas, and many opportunities for our destination.

It's more than just a conference — it's the "rendez-vous" to shape the future of sport in Canada.



**James Guilbaud**, Project Manager – Sports Market  
Montréal Sports Events – Tourism Montréal



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# VENDOR ALLEY FUN FACT!

Exhibitors who stage games, activations or prize draws have **DOUBLE** the amount of booth traffic compared to those who set-up static booths.

**Need fun ideas? We can help.**



Participating in the Vendor Alley at Sport Events Congress has been a fantastic experience for Impact Canopies Canada. This portion of SEC consistently brings together key decision-makers and industry leaders, providing us with valuable face-to-face engagement and meaningful networking opportunities.

We've made some solid connections, had great conversations, and always walk away feeling like it was time well spent. We highly recommend it to any organization looking to connect with Canada's sport event community and look forward to seeing everyone again at the next event.



**John Davis**, Sales Manager, BC WEST  
Impact Canopy



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## SEC26 BOOTH PACKAGE \$4,500 CAD + TAX

Each SEC26 booth package includes:

- **10 ft x 5 ft** kiosk space with black pipe & drape (8 ft high back + 3 ft high sides)
- One 6 ft skirted table & two folding chairs (as needed)
- **1 complimentary SEC registration – includes PRESTIGE Awards Gala**
- A mention on the exhibitor list (posted on STC's website)
- 2.5 hrs. of dedicated Vendor Alley time on the event schedule (over 2.5 days)
- Access to the conference WIFI



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## HOT TIP!

If you are a **Sponsor at SEC** you can add a booth in Vendor Alley for only:

# \$2,000 CAD + TAX

Exhibitors in Vendor Alley who **combine exhibit space with sponsorship** marketing at the event report more booth traffic than standalone exhibitors.

Event sponsors are also eligible for more perks and benefits at SEC, including speaking opportunities, logo visibility, direct access to events rights holders, and more.

Ask us about sponsorship as an alternative to being an exhibitor only. [See Sponsorship Package](#)



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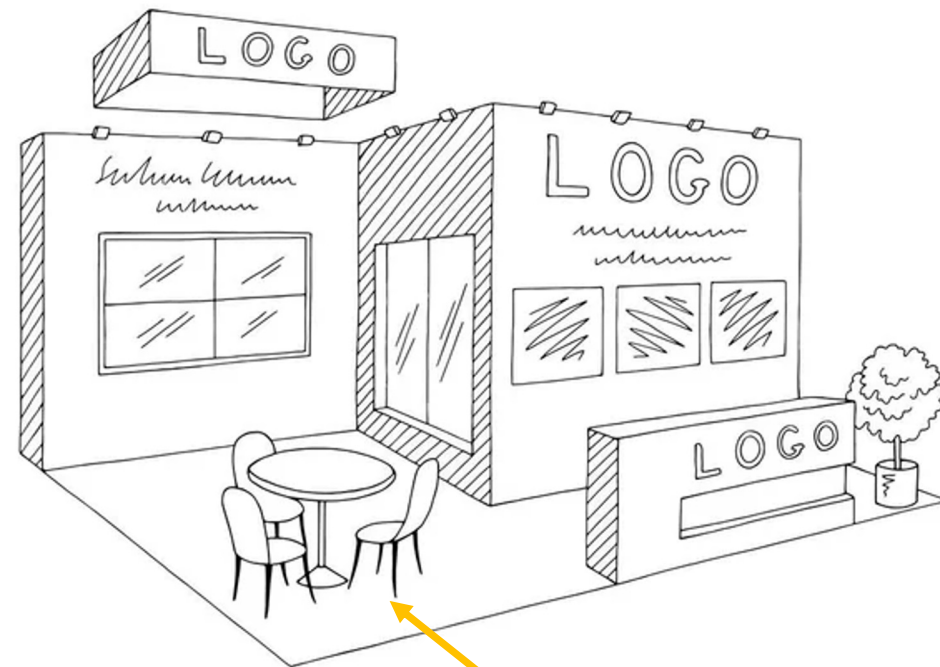
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# NOT INCLUDED

- Décor, signage or specialty furniture/props
- 'Trade Show Only' passes for additional booth staff
- Automatic access to Sport Events Exchange
- Logo recognition or branding on STC's website, on event signage or event materials
- Hardwired internet or a dedicated WIFI connection
- Shipping or handling of booth materials
- Games, prizes, etc.
- AV equipment (i.e. TVs, computers, screens, speakers, power bars, etc.)
- Booth security
- Booth sanitation / cleaning



Cute, but not included!



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## BOOK TODAY TO EXHIBIT AT SEC26 IN VENDOR ALLEY!

If you want to put your brand in front of highly educated sport tourism decision makers from all parts of Canada and help create a fun and playful event experience at SEC26, we invite you to book your exhibit space in Vendor Alley!



## DEADLINE TO BOOK: Friday, January 29, 2026 (as space permits)

To request a spot in Vendor Alley, please contact **SEC Sponsorship** [secsponsorship@sporttourismcanada.com](mailto:secsponsorship@sporttourismcanada.com).

**Note:** Vendor Alley space is available on a first come, first serve basis and is a sell-out each year. Priority is given to exhibitors who activate their booth space and past exhibitors or sponsors. Upon receipt of Vendor Alley requests, Sport Tourism Canada will follow-up to advise of availability in the show and connect the exhibitor with the Vendor Alley Coordinator.



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