



Cariboo Chilcotin Coast Tourism Marketing Association
CONSUMER SHOW FUNDING APPLICATION
(April 2020 – March 2021)

Funding Application Checklist:

- Complete the following funding application. Part of receiving this funding means that you will also complete a consumer show report **after** your event. Please review the report questions prior to your event so that you are aware of what you will need to report.
- You must bring min. 1 box of the regional Travel Guide as part of your booth display. Please coordinate ahead of time with CCC staff to receive/pick-up your box of travel guides. Any shipping costs will be deducted from your final approved funding.
- **Final intake deadline is December 31, 2020.**

Attendee Information: (business, attendee name, address)	
Show Name:	
Host City and show venue:	
Show Dates (incl. year) and hours:	
Planning Details: <ul style="list-style-type: none"> • Have you attended this show before (how many years)? • What other shows do you attend, if any? • Have you already paid a deposit for this upcoming show? • Do you already have copies of our regional Travel Guide to distribute? If so, how many? • Are you planning on receiving funding support from other sources? If so, how much and from who? 	
Cost of regular/standard booth & other event fees breakdown:	
Submission Date:	
Stakeholder Signature:	



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CONSUMER SHOW FUNDING REPORT
(April 2020 – March 2021)

Report Checklist:

- Complete the following report
- Attach pictures of your booth by either copy and pasting images at the end of this form, or attaching them as a .jpeg in your email submission
- Attach copies of any paid invoices AND itemize additional expenses in the respective section of this form
- Please address an invoice for 50% of your event fee (*less GST*) up to your pre-approved maximum with the following info:

Cariboo Chilcotin Coast Tourism Marketing Association (Attn. Finance)
204-350 Barnard St., Williams Lake, BC V2G 4T9
Description: Consumer Shows

- Email submissions and questions should be directed to the contact person in the footer of this form.
- **Final report deadline is March 1, 2021.**

Attendee Information: (business, attendee name, address)	
Show Name:	
Host City and show venue:	
Show Dates (incl. year) and hours:	
Booth # and Area Description: (Please provide pictures of your booth and names of immediate neighbours)	
How did you market your destination?	
Costs of booth (event fee, marketing materials, staffing incl. number of staff, etc.):	
Funding support received (by whom, how much):	

<p>Collateral handed out:</p> <p>How many GUIDES handed out?</p> <ul style="list-style-type: none"> - Regional Travel Guide - Gold Rush Trail Guide <p>How many MAPS handed out?</p> <ul style="list-style-type: none"> - Regional Map - Gold Rush Trail Map <p>Others?</p>	
<p>Collateral received:</p> <ul style="list-style-type: none"> - Did you collect email addresses, traceable social media follows/engagements, etc. from people visiting your booth? How many? - Did you collect any questionnaire data or other information? 	
<p>Show Attendance Numbers:</p> <ul style="list-style-type: none"> • # of people at your booth • Total show attendance • Demographics: 	
<p>Summary Comments:</p> <ul style="list-style-type: none"> • Did you find the show valuable? • Would you attend this show again in future? • What did you like/dislike about the show? 	
<p>Submission Date:</p>	
<p>Stakeholder signature:</p>	