



**Cariboo Chilcotin Coast Tourism Marketing Association**  
**CONSUMER SHOW FUNDING APPLICATION**  
**(April 2022 – March 2023)**

**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, 2022 OR until budget is committed on a first-come first-serve basis.**

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



**Cariboo Chilcotin Coast Tourism Marketing Association**  
**CONSUMER SHOW FUNDING REPORT**  
**(April 2022 – March 2023)**

**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, 2023.**

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

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