



## Flowers Canada Retail and the BC Restaurant Hall of Fame offers Florists in British Columbia a Promotional opportunity.

### The Event

The restaurant scene in BC is one of the most outstanding in the world in terms of diversity, unique concepts, exceptional food quality, excellent wine, professional service and value to the customer.

The Awards Ceremony for the 5th Annual BC Restaurant Hall of Fame will be held **March 30, 2009**, at the **new** Vancouver Convention and Exhibition Centre. The BC Restaurant Hall of Fame Gala offers a sneak preview to the 800 guests attending this year's black tie gala; a first look at the VCEC.



### The Opportunity for Metro Vancouver Florists

Florists will have an opportunity to showcase their arrangements to over 800 hospitality industry members such as **Restaurateurs**, **Hoteliers**, **Wineries**, **Media**, **CTV**, **Global TV**, **Shaw TV**, **2010 Olympic decision makers**, **Government**, and **Catering Companies**.

The contest will be **judged by a panel of restaurateurs, hoteliers and media**. The selected florist **wins dinner for 6, plus a case of BC wines (valued at over \$1000)**. The photos of all arrangements will be posted on the BC Restaurant Hall of Fame website with a link to the florists website.

## Contest Details

### Florist Provides:

1. Provide a lobby style fresh arrangement that will be judged by a panel of Hoteliers, Restaurateurs and media at the BC Restaurant Hall of Fame Awards Dinner on Monday, March 30 at the New Conference center in Vancouver.
2. Provide your logo, e-mail address and web address if applicable.
3. Deliver your design to the Convention center no later than Noon on March 30. Designs may be delivered prior to the 30<sup>th</sup> and they will be held in the cooler space at the Convention Center. Participating Florists will be provided with a delivery authorization slip.
4. There is no limit on the number of entries that can be made per shop.
5. Flowers Canada members and non members are invited to enter. Should the number of applications exceed the space provided, preference will be given to Flowers Canada members.'

### Restaurant Association Provides

1. To the winner: dinner for 6, plus a case of BC wines. (Location of dinner to be tailored to fits winners needs and location) This package is valued at over \$1000.
2. Photos of all entries placed on the Restaurant Association web site with recognition of each entry.
3. Each shop will be provided with a link from the [www.bcrhof.com](http://www.bcrhof.com) site to the shop's site.
4. Each entry will be provided with appropriate signage with their logo. Business cards may also be placed in the design.
5. All entries will be provided with a draped table in the reception area. Attendees and the Media will have the opportunity to view the designs for 2 hours prior to the formal dinner. They will also be having desert in the area where the arrangements are being showcased to give additional exposure to the designers.
6. This is the first event being held in the new convention center so media coverage will be significant. The media attending include CTV, Global TV, Shaw TV, plus print media such as the Vancouver Sun, Business in Vancouver, Scout Magazine and CityFood.

### Design parameters

1. Designs may be placed on the provided round draped table or as a floor display, or on a pedestal. The diameter of the design is not to exceed 30" and the height no more than 60" from the surface upon which it sits.
2. There are no theme, color, design style, or design technique requirements.
3. All props and containers may be picked up after the event.

### Contact Details

**If you are interested please contact Jim Turley for further information:**

Jim Turley

Turley's Florist

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