

SCBC BUSINESS DEVELOPMENT COMMITTEE UPDATE – June 12, 2025

Committee: Business Development

Liaison to the Board: Kerry Vital & Abigail Fulton

Date of last meeting: May 21, 2025

Date of next meeting: None

Update on Action Items Completed:

- Final sponsorships totalled \$327,250.

Action Items In-progress/Pending:

- Following up on final outstanding invoice for LaSalle in the amount of \$5,000.

Questions for the board/larger group:

- Any other feedback from day-off for those who attended?

Exhibitor Survey Results

Positives:

- Big turnout – 7,700 Attendees. High foot traffic all day, average of approximately 500/booth interactions some had many more than others.
- Brand visibility was seen and determined some new spaces to market for next year
- Booths with hands-on demos saw strong interest
- Exhibitors appreciated the effort and planning that went into the event.
- Many saw this as a great opportunity to connect with future tradespeople and promote industry awareness.
- Many exhibitors have actual numbers to prove results of traffic
- 84 Exhibitors, Over 75 Sponsors

Challenges & Areas for Improvement :

- Crowd overwhelmed some booths.
- Some booths ran out of supplies early (e.g., 700 worksheets gone before noon).
- Age observations - many exhibitors reported booth interactions were with younger students than expected – some as young as elementary (we know this)
- Bus flow issues caused the sudden arrival of large groups causing congested booth areas. Exhibitors recommend a more staggered schedule/spacious entrance.
- Vendor and exhibitor food was limited - food options noted with lengthy line ups.
- Parking app not the most reliable for advance bookings; day-of use was smoother.