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Northern Lights 2012 Business and Cultural Showcase
Ottawa, Ontario
Ottawa Convention Centre
February 1-4, 2012

Event Background

Event

Building upon the success of both the 2008 and 2010 Northern Lights events held in Ottawa and Montréal respectively, the Baffin Regional Chamber of Commerce (BRCC) and the Labrador North Chamber of Commerce (LNCC) are once again jointly producing this high-profile business and cultural showcase of Nunavut, Nunavik, Labrador and Nunatsiavut.

Northern Lights 2012 will be held at the new Ottawa Convention Centre in Ottawa, Ontario, February 1-4, 2012. The four-day event is expected to attract over 140 exhibitors and more than 1,000 delegates.

Purpose

The show serves many purposes, including:

- Creation of stronger relationships between northern regions;
- Promotion of our respective regions to southern markets and business concerns;
- Promotion of economic development opportunities available in the Eastern Arctic and north;
- Promote joint ventures and the exchange of information between the northern regions and others;
- Allow northern organizations the opportunity to establish new relationships with southern businesses;
- Promote Expo Labrador, the Nunavut Trade Show and Conference, the Nunavik Trade Show, and other regional trade shows and conferences to the south and to the other northern regions;
- Promote Eastern Arctic and north tourism, culture and the arts to both the south and other northern regions; and
- Provide a high profile southern venue for the sale of arts and crafts.

Tradeshow

The displays on the trade show floor will include private business and all three levels of government from the participating regions and southern interests, as well as two special areas; a stage for cultural presentations and an area to demonstrate and display regional art and artists. These arts and cultural areas will be contained in an *Arts and Cultural Marketplace* that will be attached to the main trade show area.

Workshops, roundtable discussions and other presentations will also occur during the trade show at the OCC. Some of the workshops with broader topics of general interest will be promoted and open to the general public and delegates. Other more focused workshops will be open to delegates only. Participants in the roundtable discussions will be invited by the organizers.





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Conference

The conference will be held in the OCC from Wednesday afternoon to Saturday and will principally focus on economic development opportunities in each of the regions. Speakers from each of the participating regions will present and will speak on issues and topics of benefit to all those attending the show, both southern and northern. The conferences will be preceded and followed by sponsored breakfasts and lunches with keynote speeches from a variety of high profile speakers.

Event Schedule

On Tuesday, delegates will register for the event throughout the day in the lobby of The Westin Ottawa, the official hotel of the event. On Wednesday, delegates will register at the Ottawa Convention Centre (OCC) where the event will kick-off with a luncheon including an address from a high-profile keynote speaker, as well as the first round of conference sessions. Later that evening, delegates and their guests are invited to the *Opening Ceremonies* and *Meet and Greet*, sponsored by First Air and Nunavut Tourism.

On Thursday, *Business-to-Business Day* will take place where organizations and business can meet on the trade show floor and at other sponsored events to network, build relationships and make deals. On Thursday, the trade show floor and *Arts and Cultural Market* will be open only to business people, delegates and their guests, and then the general public on Friday and Saturday. The event is expected to attract thousands of attendees from the Ottawa region and elsewhere during these public days.

A black tie gala will be held on Saturday, the final evening of the event at the on the top floor of the beautiful new Ottawa Convention Centre with a spectacular view of Capital Hill, Rideau Canal and the surrounding area. This event will include several very high profile speakers (invitees to include the Prime Minister and/or the Governor General of Canada), performers from across the eastern arctic and north, and will also include an auction or other fundraising opportunity for charities in the regions that participated in Northern Lights 2012.

Publicity

The publicity that can be derived from such a large event in the nation's capital will go a long way to promoting the culture, the people and the economic development opportunities in the Eastern Arctic and North to the south. As well, this event will offer a tremendous opportunity to organizations both northern and southern to market themselves and continue strengthening their business relationships.

Contact

As additional information becomes available, please visit www.northernlightsottawa.com.

