

NATIONAL CONSTRUCTION • ROAD BUILDING • LAND IMPROVEMENT • INFRASTRUCTURE
HEAVY EQUIPMENT SHOW[®]
TORONTO • ONTARIO • CANADA

CANADA'S LARGEST HEAVY EQUIPMENT SHOW

**THE
INTERNATIONAL
CENTRE**

Produced by:  **Master
Promotions Ltd.**

WWW.NHES.CA

SPONSORSHIP OPPORTUNITIES

MARCH 28 - 29

2019

CANADA'S LARGEST HEAVY EQUIPMENT SHOW RETURNS TO MISSISSAUGA | MARCH 28-29, 2019

Are you ready for the biggest trade event for Canada's heavy equipment industry?

National Heavy Equipment Show is taking over four halls of Mississauga's International Centre March 28 and 29, 2019. Watch as the latest cutting-edge products, big machine displays, and demos come together for this colossal trade event.

At the show's most recent edition in 2017, more than 13,000 buyers were in attendance in search of product solutions, industry trends and emerging technology. Exhibitors know this is a prime opportunity to get their cutting-edge equipment, products, services and technology in front of thousands of engaged industry professionals.

Sponsorship is your chance to bring your show presence to another level. We'll help you make the most of your sponsorship dollars with a variety of options and price points. We offer many different opportunities to highlight your company and showcase your support. Whatever your business' goals at the show, let us help you achieve them with a sponsorship.

ACT NOW!

Many of the opportunities outlined below are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

CUSTOM PACKAGES AVAILABLE

If you don't see what you are looking for or would like to discuss a unique package tailored to your company's specific needs, please don't hesitate to reach out to a member of the show team:

Mark Cusack, National Show Manager

mcusack@mpltd.ca

1-888-454-SHOW

Mike Neeb, Show Manager

mneeb@mpltd.ca

1-888-454-SHOW

All sponsors will be recognized on sponsor signage and the National Heavy Equipment Show website. We look forward to maximizing your sponsorship investment to its full potential.

EXCLUSIVE ATTENDEE BAG SPONSOR

\$3,000 plus bags

Attendees will appreciate this convenience as they visit exhibits and walk through the International Centre. Official show bags will be handed to all attendees at the show entrances to collect all of the information they receive during their time at the show. It's a great way to create an early and lasting impact while welcoming visitors to the show.

Sponsor must provide a minimum of 6,000 bags. We reserve the right to approve the bag design; Option to insert one promotional item into bag; insert must be a small promotional item or a one-sheet marketing piece.

EXCLUSIVE LANYARD SPONSOR

\$2,500 plus lanyards

As attendees register for the show, they will be given a lanyard to hold their badge around their neck. You have the opportunity to provide lanyards imprinted with your corporate logo (and the option to include the National Heavy Equipment Show logo) for all attendees. Don't miss this high-visibility opportunity to hang your name on every potential customer that attends. *Sponsor must provide a minimum of 6,000 bulldog clip lanyards.*

DIRECT ROUTE SPONSOR (1 available per hall)

\$2,000

There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 10 floor decals each 100 ft. apart, which will lead a path directly to your booth. The decals will feature your full color logo and an arrow in the direction of your booth. It's an eye-catching and highly effective way to draw attention and traffic to your booth.

'YOU ARE HERE' SIGN SPONSOR (6 available)

\$1,500 per sign

These signs will be strategically placed throughout the National Heavy Equipment Show to familiarize attendees with the entire show layout, their current location, and most importantly, your location. As a Sign Sponsor, your logo will be above the site map and your location will be highlighted on the map for all attendees to see. Help visitors find their way, and lead them directly to your booth.

EXCLUSIVE PEN SPONSOR (1 available)

\$1,000 plus pens

The registration areas will be busy during the show. It is the first place attendees make their impression of the show and the first place they'll look for a pen to register. Each attendee will be offered a pen to keep, courtesy of the sponsor. Enjoy the benefits of having your name within arm's reach of all attendees by providing the National Heavy Equipment Show with a branded keepsake for show visitors – that will stay with them long after the show is done.

Sponsor must provide a minimum of 6,000 pens

EXCLUSIVE NOTEPAD SPONSOR (1 available)

\$1,000 plus notepads

Your corporate notepads will be on hand at the registration areas for attendees to take with them as they enter the show. These handy items will keep you top-of-mind to all attendees while offering them a convenient way to keep track of new information. *Sponsor must provide a minimum of 6,000 notepads.*

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SOCIAL MEDIA SPONSOR (3 available)

\$1000

Harness the power of social media! This unique sponsorship package has three elements: inclusion in three direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in three posts on the show's Facebook and Twitter pages. Your company name and booth number and a link to your corporate website will be included in each element.

WEB BANNER SPONSOR (4 available)

\$500

(Includes web banner design with your logo & a direct link to your website)

National Heavy Equipment Show Web Banners are a great way to get your message to the right people. Your web banner will run on the show's homepage for months leading up to the show. As online registration becomes available, the site will be even busier with visitors registering for the show in addition to looking for information. Web banners are a cost-effective way to reach qualified clients and to create an impact months prior to the show. Our website averages close to 100,000 hits per month leading up to the show.

**If you don't see what you are looking for, or
if you have a unique sponsorship concept, please contact:**

Mark Cusack – mcusack@mpltd.ca

Mike Neeb – mneeb@mpltd.ca

**Or by phone at 1-888-454-SHOW
to discuss a package tailored for your company's needs!**

**Thank you for considering investing in the 2019
National Heavy Equipment Show's Sponsorship Opportunities!**

IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive offers, limited to only one sponsor. For this reason, sponsorships will be accepted on a first-come, first-served basis.
- The National Heavy Equipment Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, pens, notepads, lanyards).
- Provision and delivery of National Heavy Equipment Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Mark Cusack, National Show Manager – mcusack@mpltd.ca
 Mike Neeb – mneeb@mpltd.ca
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 Phone: 1-888-454-7469 • Fax: (506) 658-0750
 Online: www.masterpromotions.ca
 G.S.T. Number 10355 7344RT



SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name		
Contact Name		
Mailing Address		
Phone		Fax
Email		

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

	SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/>	Exclusive Bag Sponsor	\$3,000 + bags
<input type="checkbox"/>	Exclusive Lanyard Sponsor	\$2,500 + lanyards
<input type="checkbox"/>	Direct Route Sponsor	\$2,000
<input type="checkbox"/>	'You Are Here' Sign Sponsor	\$1,500 per sign
<input type="checkbox"/>	Exclusive Pen Sponsor	\$1,000 + pens
<input type="checkbox"/>	Exclusive Notepad Sponsor	\$1,000 + notepads
<input type="checkbox"/>	Social Media Sponsor	\$700
<input type="checkbox"/>	Web Banner Sponsor	\$500

PAYMENT INFORMATION

Payment due by March 8, 2019

- Cheque enclosed *(Please make cheques payable to Master Promotions Ltd.)*

I have read and agree to the terms outlined in the 2019 National Heavy Equipment Show sponsorship package and contract, and agree to sponsor this event this ___ day of _____, 20__.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature