



# 2024 Sponsorship Opportunities

## CANADA'S LARGEST HEAVY EQUIPMENT SHOW RETURNS TO MISSISSAUGA

### 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 April 11 – 12, 2024. Watch as the latest cutting-edge products, and big machine displays come together for this colossal trade event. 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 sponsorship.

### VISITORS AT A GLANCE...

44% work in Construction

26% work in Road Building

30% work in Transportation, Snow removal, Maintenance and more!

### ACT NOW!

Many of the opportunities outlined in the following pages 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:

**Mark Cusack**  
[mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
1-506-333-1064

**Andrew Burns**  
[aburns@mpltd.ca](mailto:aburns@mpltd.ca)  
1-506-649-0025

## SPONSORSHIP OPPORTUNITIES

### REGISTRATION SPONSOR

**\$5,000**

By becoming the exclusive sponsor of the trade show's registration process, your sponsorship will ensure that attendees are greeted by your brand from the moment they arrive. As the registration sponsor, your company's logo will be prominently displayed on registration signage, kiosks, and digital platforms, creating a strong visual presence that establishes your brand as a trusted partner in the trade show experience. This branding opportunity will maximize your exposure and reinforce your company's association with professionalism and efficiency. **This opportunity is limited to 1 sponsor.**

### EXCLUSIVE ATTENDEE BAG SPONSOR\*

**\$2,500 + bags**

Attendees will appreciate this convenience as they visit exhibits and walk through the Coliseum Complex. Official show bags will be handed to all attendees at the show entrance, which will offer them an easy way to gather and transport 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 5,000 bags. We reserve the right to approve the bag design.) **This opportunity is limited to 1 sponsor.**

\*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 + 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 highly visible opportunity to hang your name on every potential customer that attends. (Sponsor must provide a minimum of 5,000 bulldog clip lanyards.) **This opportunity is limited to 1 sponsor.**

### DIRECT ROUTE SPONSOR

**\$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, spread over 100ft., 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. **This opportunity is limited to 1 sponsor per building. 4 OPPORTUNITIES REMAINING**

### 'YOU ARE HERE' SIGN SPONSOR

**\$2,000 per sign**

These signs will be strategically placed throughout the show to familiarize attendees with the 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. **This opportunity is limited to 6 sponsors.**

**NATIONAL** CONSTRUCTION • ROAD BUILDING • LAND IMPROVEMENT • INFRASTRUCTURE  
**HEAVY EQUIPMENT SHOW**  
TORONTO • ONTARIO • CANADA

**SWAG DAY SPONSORS**

**\$1,000 + swag**

This unique sponsorship opportunity will get your branded swag (hat, t-shirt, etc.) in the hands of the first 500 visitors. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. This opportunity is available each event day - two opportunities. Swag day sponsors will be advertised throughout our social media, email blasts & website channels. **This opportunity is limited to 2 sponsor.**

**SOCIAL MEDIA SPONSOR**

**\$750**

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. Don't miss this high exposure opportunity. **This opportunity is limited to 3 sponsors.**

**WEB BANNER SPONSOR**

**\$500**

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 for months prior to the show. **This opportunity is limited to 2 sponsors.**

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All sponsors will be recognized in the Official Show Guide, as well as on sponsor signage at the show and on the National Heavy Equipment Show website.

**IMPORTANT NOTES ON SPONSORSHIP:**

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are 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 quality standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, lanyards).
- Provision and delivery of National Heavy Equipment Show sponsorship merchandise will be determined on an individual basis with each sponsor.

**Thank you for considering sponsoring the National Heavy Equipment Show!**

**To sign on as a sponsor today, contact:**

**Mark Cusack**  
[mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
**1-506-333-1064**

**Andrew Burns**  
[aburns@mpltd.ca](mailto:aburns@mpltd.ca)  
**1-506-649-0025**

Mark Cusack, National Show Manager – [mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
 Andrew Burns, Exhibit Sales Professional – [aburns@mpltd.ca](mailto:aburns@mpltd.ca)  
 PO Box 565, Saint John, New Brunswick E2L 3Z8  
 Phone: 1-888-454-7469  
 Online: [www.ahes.ca](http://www.ahes.ca) • [www.masterpromotions.ca](http://www.masterpromotions.ca)

**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"/> Registration Sponsor	\$5,000
<input type="checkbox"/> Exclusive Attendee Bag Sponsor	\$2,500 plus bags
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$2,500 plus lanyards
<input type="checkbox"/> Direct Route Sponsor	\$2,000
<input type="checkbox"/> 'You Are Here' Sign Sponsor	\$2,000 per sign
<input type="checkbox"/> Swag Day Sponsor	\$1,000 plus swag
<input type="checkbox"/> Social Media Sponsor	\$750
<input type="checkbox"/> Web Banner Sponsor	\$500

**PAYMENT INFORMATION**

**Payment due by March 14, 2024**

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

I have read and agree to the terms outlined in the National Heavy Equipment Show sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 202\_\_.

\_\_\_\_\_  
 Signature per Master Promotions Ltd.

\_\_\_\_\_  
 Sponsorship Applicant's Signature