

# 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 Construction26% work in Road Building30% 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 1-506-333-1064 Andrew Burns aburns@mpltd.ca 1-506-649-0025

# NATIONAL CONSTRUCTION • ROAD BUILDING • LAND IMPROVEMENT • INFRASTRUCTURE

# SPONSORSHIP OPPORTUNITIES

#### **REGISTRATION SPONSOR**

#### \$5.000

By becoming the exclusive sparsor the Your sponsorship will ensure that ade gistratio )w' roc attendees are greeted by your brand from he m er ey arri s th gistration sponsor, your company's logo will be prominently displayed on registra n sig e, ks, and ital forms, creating a strong visual presence that establishes your brand a trusted tner de shov peri e. This branding opportunity will maximize the your exposure and reinforce your company's association with professionalism and efficiency. This opportunity is limited to 1 sponsor.

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show.

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# **EXCLUSIVE ATTENDEE BAG SPONSOR\***

Attendees will appreciate this any tienc VI5 bags will be handed to all attendees at the hov all of the information they red eive durin eir ti while welcoming visitors to the show (S sor st i approve the bag design.) This approve the bag design.) is lin ed t

# \$2,500 + bags

through the Coliseum Complex. Official show of hem an easy way to gather and transport a gr way to create an early and lasting impact num 6,000 bags. We reserve the right to

\*Option to insert one promotional item into bag; insert must be a small promotional item or a one-sheet marketing piece.

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# EXCLUSIVE LANYARD SPONSOR

As attendees register for the show, they be vard to d t n vith opportunity to provide lanyar orate lo and impr int r c ghly/vis Equipment Show logo) for all ttend n't n th op potential customer that attends (Sonsor provi limited to 1 sponsor.

# \$2,500 + lanyards

badge around their neck. You have the option to include the National Heavy unity to hang your name on every 500 bulldog clip lanyards.) This opportunity is

\$2,000 per sign

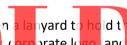
# DIRECT ROUTE SPONSOR

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**

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.

# \$2.000





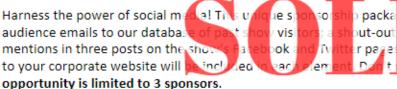
#### SWAG DAY SPONSORS

oity | This unique sponsorship oppor ou! swag (h -sh This is a superb opportunity to raw at war ss on opportunity is available each event Swag opp Ini spo social media, email blasts & we site o Τh n 2 sponsor. anr pp s teo

### \$1,000 + swag

etc.) in the hands of the first 500 visitors. new product or product line. This s will be advertised throughout our **2 sponsor.** 

#### SOCIAL MEDIA SPONSOR



#### \$750

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e elements: inclusion in three direct ent's "show features" web page; and pany name and booth number and a link igh exposure opportunity. **This** 

#### WEB BANNER SPONSOR

National Heavy Equipment Sho	web	an	ner	sar	a	gre	at v	vay to	0 g	et y	ou	me	ssi
banner will run on the show's	omepa	тe	for	non	ths	ea		g up '	to	the	sho	w	As
the site will be even busier wit													
are a cost-effective way to read	qual	Fed	die	nts	arc	to	cre	ate	n	imp	aci	fer	mo
opportunity is limited to 2 spo	nsors.												

#### \$500

ssage to the right people. Your web s online registration becomes available, looking for information. Web banners months prior to the show. **This** 

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 1-506-333-1064

Andrew Burns aburns@mpltd.ca 1-506-649-0025 TORONTO ON TO CONSTRUCTION • ROAD BUILDING • LAND IMPROVEMENT • INFRASTRUCTURE



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

### 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)
Registration Sponsor	\$5,000
Exclusive Attendee Bag Sponsor	\$2,500 plus bags
Exclusive Lanyard Sponsor	\$2,500 plus lanyards
Direct Route Sponsor	\$2,000
'You Are Here' Sign Sponsor	\$2,000 per sign
Swag Day Sponsor	\$1,000 plus swag
Social Media Sponsor	\$750
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