



# Sponsorship Opportunities

## Venue Branding Sponsor

**Contact For Pricing**

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at The Edmonton Expo Centre. This will ensure you are the first and last thing attendees see. This opportunity is customizable, and opportunities are endless. Create decals for the windows, wrapped doors, signage above ticket windows, branded stairs for example.

## Registration Sponsor

**\$3,000**

Become the exclusive sponsor of the registration process and ensure that attendees are greeted by your brand from the moment they arrive. 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 opportunity is limited to 1 sponsor.**

## Exclusive Attendee Bag Sponsor

**\$3,000 + Bags**

Bags branded with your logo will be handed out to all attendees as they enter the show – a great way to create an early and lasting impression while welcoming visitors to the show. Attendees will appreciate this convenience as they visit exhibits and walk the show floor. **This opportunity is limited to 1 sponsor. The sponsor must provide 4,000 bags. We reserve the right to approve the bag design. Option to insert a small promotional item or one-page marketing piece into bag.**

## Exclusive Lanyard Sponsor

**\$2,500 + Lanyards**

As attendees register for the show, they will be given a lanyard imprinted with your corporate logo to hold their badge. Don't miss this highly visible opportunity to hang on to every potential customer that attends the show. **This opportunity is limited to 1 sponsor. Sponsor must provide a minimum of 5,000 bulldog clip lanyards.**

## 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 8 floor decals, which will be placed on the show floor to lead a path directly to your booth. These decals will feature your full colour logo and an arrow in the direction of your booth. It's an eye-catching and highly effective method to draw attention and traffic to your booth. **This opportunity is limited to 2 sponsors.**

## **“You Are Here” Sign Sponsor**

**\$2,000**

These signs will be strategically placed throughout the Alberta Equipment Expo 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. **This opportunity is limited to 3 sponsors.**

## **Concessions Sponsor**

**\$2,000**

Your logo will be prominently displayed on signage and table decals throughout the area, reinforcing brand visibility. This sponsorship also includes promotion on the show website, social media channels, and in additional event marketing efforts, maximizing your reach. **This opportunity is limited to 1 sponsor.**

## **Online Registration Sponsor**

**\$750**

As a sponsor, a branded web banner will be prominently displayed on our online registration page creating valuable exposure. This strategic placement not only increases brand visibility but also strengthens brand awareness right from the beginning. **This opportunity is limited to 1 sponsor.**

## **Exclusive Notepad Sponsor**

**\$1,000 + Notepads**

Your corporate notepads will be on hand at the registration area 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. **This opportunity is limited to 1 sponsor. Sponsor must provide a minimum of 5,000 notepads.**

## **Exclusive Pen Sponsor**

**\$1,000 + Pens**

The busy registration area will have attendees looking for pen to register for the show. Enjoy the benefits of having your name within arm's reach of all attendees. They'll be offered your corporate pen to keep. **Sponsor must provide a minimum of 5,000 pens.**

## **Social Media Sponsor**

**\$750**

Harness the power of social media! This unique sponsorship package has three elements: inclusion in two direct audience emails; a shout-out on the event's "show features" web page; and mentions in at least one post on the show's Facebook page. Your company name and booth number and a link to your corporate website will be included in each element. **This opportunity is limited to 3 sponsors.**

**Contact the Show Team to customize a sponsorship package that suits your marketing goals and budget.**



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