



## CANADIAN SNOW & ICE EXPO SPONSORSHIP OPPORTUNITIES September 12 & 13, 2011

### MAXIMIZE RESULTS THROUGH SPONSORSHIP

Show and conference experts often cite sponsorship as one of the most highly recommended promotional tools for creating those billboards that can reinforce their presence at the show.

Sponsorship opportunities can offer multiple levels of involvement that will get your company the additional exposure it wants both on and off the event floor.

The Canadian Snow & Ice Expo has many sponsorship programs that your company can participate in and every option gives your company additional signage, logo recognition in printed materials and special mention. Your support of the event sends a strong signal of your commitment to the industry and customers will recognize you for it.

We can also put together custom programs that are tailored to your specific needs. For further information on sponsorship contact:

Gilles Bouchard: 1(800) 265-5656 ext. 323, [gbouchard@landscapeontario.com](mailto:gbouchard@landscapeontario.com)

Paul Day: 1(800) 265-5656 ext. 339, [pday@landscapeontario.com](mailto:pday@landscapeontario.com)

### TITLE SPONSOR of the Canadian Snow & Ice Expo - \$4000 (September 12 & 13)

#### Benefits:

Title Sponsor of the 2011 Canadian Snow & Ice Expo

Exclusivity for the event

#### On-site Exposure

Logo on event banners and signage

Special signage with logo at entrance to the Canadian Snow & Ice Expo

Special signage with logo at seminars and equipment display

5 minute speaking opportunity at the Canadian Snow & Ice Expo on September 12<sup>th</sup>, 2011

#### Hospitality

2 – 2 day full conference passes and luncheon tickets for the Canadian Snow & Ice Expo

#### Advertising and Promotion

Logo and link on the Canadian Snow & Ice Expo page of the web site

Logo and listing in the official show guide

Logo used in advertising campaign material for Canadian Snow & Ice Expo

Mention in pre-show Horticulture Review and Landscape Trades articles

#### Public Relations

Mention in all press releases

Inclusion of a press release in the event press kit



**PRESENTING SPONSOR Educational Workshop, Beyond-the-Bid – \$2000 (September 12)**

**Benefits:**

Sponsor of the Beyond-the-Bid Program at the Canadian Snow & Ice Expo  
Exclusivity for the program

**On-Site Exposure**

Company logo on all material for the Beyond-the-Bid Program  
Company logo on banners for the Canadian Snow & Ice Expo  
Logo on signage at the entrance to the class room  
Opportunity to introduce the instructor and address the audience

**Advertising and Promotion**

Logo in official Show Guide as a major sponsor of the Beyond-the-Bid program  
Logo and link on the Canadian Snow & Ice Expo web site  
Logo used in advertising campaign material for the Canadian Snow & Ice Expo  
Mention in pre-show Horticulture Review and Landscape Trades articles

**Public Relations**

Mention in all press releases  
Logo on signage for all public relations events

**PRESENTING SPONSOR Educational Workshop, Build-A-Bid Program – \$2000 (September 12)**

**Benefits:**

Sponsor of the Build-A-Bid Program at the Canadian Snow & Ice Expo  
Exclusivity for the program

**On-Site Exposure**

Company logo on all material for the Build-A-Bid Program  
Company logo on banners for the Canadian Snow & Ice Expo  
Logo on signage at the entrance to the class room  
Opportunity to introduce the instructor and address the audience

**Advertising and Promotion**

Logo in official Show Guide as a major sponsor of the Build-A-Bid program  
Logo and link on the Canadian Snow & Ice Expo web site  
Logo used in advertising campaign material for the Canadian Snow & Ice Expo  
Mention in pre-show Horticulture Review and Landscape Trades articles

**Public Relations**

Mention in all press releases  
Logo on signage for all public relations events

**COFFEE BREAK Sponsor - \$1000 (September 12)**

**Benefits:**

Coffee Break Sponsor  
Exclusivity for the sponsored refreshment break time periods

**On-site Exposure**

Signage with company logo at coffee & refreshment areas during conference

**Advertising and Promotion**

Company name listed on event publications  
Company name listed on web site  
Company name listed in onsite conference program guide



**LUNCHEON SPONSORSHIP- \$2500 (September 12)**

**Benefits:**

Luncheon Sponsor for the educational attendee lunch program  
Exclusive sponsorship for the event

**On-site Exposure**

Signage with company logo at lunch areas during conference  
Mention during seminar program

**Advertising and Promotion**

Logo in official Show Guide as a major sponsor  
Logo and link on the Canadian Snow & Ice Expo web site  
Logo used in advertising campaign material for the Canadian Snow & Ice Expo

**Public Relations**

Mention in all press releases  
Logo on signage for all public relations events

**FULL BREAKFAST Sponsorship - \$2000 (September 13)**

**Benefits:**

Breakfast Sponsor for the Concurrent Educational Sessions at the Canadian Snow & Ice Expo  
Exclusive sponsorship for the event

**On-site Exposure**

Signage with company logo at the breakfast area during conference  
Mention during sessions program

**Advertising and Promotion**

Logo in official Show Guide as a major sponsor  
Logo and link on the Canadian Snow & Ice Expo web site  
Logo used in advertising campaign material for the Canadian Snow & Ice Expo

**Public Relations**

Mention in all press releases  
Logo on signage for all public relations events

**CONCURRENT EDUCATIONAL SESSIONS Sponsor - \$1000 (September 13)**

**Benefits:**

Sponsor of the Concurrent Educational Sessions at the Canadian Snow & Ice Expo  
Exclusivity for the program

**On-Site Exposure**

Company logo on all material for the Sessions  
Company logo on banners for the Canadian Snow & Ice Expo  
Logo on signage at the entrance to the class room  
Opportunity to introduce the presenter and address the audience

**Advertising and Promotion**

Logo in official Show Guide  
Logo and link on the Canadian Snow & Ice Expo web site  
Logo used in advertising campaign material for the Canadian Snow & Ice Expo

**Public Relations**

Logo on signage for all public relations events



**TRADE SHOW COFFEE BREAK Sponsor - \$1000 (September 13)**

**Benefits:**

Coffee Break Sponsor

Exclusivity for the sponsored refreshment break time periods

**On-site Exposure**

Signage with company logo at coffee & refreshment areas during trade show

**Advertising and Promotion**

Company name listed on event publications

Company name listed on web site

Company name listed in onsite conference program guide

**TRADE SHOW LUNCHEON Sponsorship- \$3000 (September 13)**

**Benefits:**

Luncheon Sponsor for the trade show

Exclusive sponsorship for the event

**On-site Exposure**

Signage with company logo at lunch areas during conference

Mention during seminar program

**Advertising and Promotion**

Logo in official Show Guide as a major sponsor

Logo and link on the Canadian Snow & Ice Expo web site

Logo used in advertising campaign material for the Canadian Snow & Ice Expo

**Public Relations**

Mention in all press releases

Logo on signage for all public relations events

**ASSOCIATE Sponsor - \$300 (September 13)**

**Benefits:**

Associate Sponsor for the Canadian Snow & Ice Expo

Non-exclusive sponsorship – 10 available

**On-site Exposure**

Company name on associate sponsor poster

**Advertising and Promotion**

Company name listed on event publications

**For more information about the 2011 Canadian Snow & Ice Expo or to inquire about a customized sponsorship package, please contact:**

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