



## **MUNICIPAL & CONTRACTOR FALL EQUIPMENT SHOW SPONSORSHIP OPPORTUNITIES September 14 & 15, 2011**

### **MAXIMIZE RESULTS THROUGH SPONSORSHIP**

Show and conference experts often cite sponsorship as one the most effective 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 Municipal & Contractor Fall Equipment Show has many opportunities 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:

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

### **TITLE SPONSOR of the Municipal & Contractor Fall Equipment Show - \$4000 (September 14 & 15)**

#### **BENEFITS:**

Title Sponsor of the 2011 Municipal & Contractor Fall Equipment Show, Exclusivity for the event

#### **On-site Exposure**

Logo on event banners and signage

Special signage with logo at entrance to the Municipal & Contractor Fall Equipment Show

Special signage with logo at seminars and equipment display

5 minute speaking opportunity at the Municipal & Contractor Fall Equipment Show on Sept. 14<sup>th</sup>, 2011

#### **Hospitality**

2 – 2 day full conference passes and luncheon tickets for the Municipal & Contractor Fall Equipment Show

#### **Advertising and Promotion:**

Logo and link on the Municipal & Contractor Fall Equipment Show page of the web site

Logo and listing in the official show guide

Logo used in advertising campaign material for Municipal & Contractor Fall Equipment Show

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 Program – \$2000 (September 14)**

**BENEFITS:**

Sponsor of the Beyond-the-Bid Program at the Municipal & Contractor Fall Equipment Show, Exclusivity for the program

**On-Site Exposure**

Company logo on all material for the Beyond-the-Bid Program

Company logo on banners for the Municipal & Contractor Fall Equipment Show

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 Municipal & Contractor Fall Equipment Show web site

Logo used in advertising campaign material for the Municipal & Contractor Fall Equipment Show

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 14)**

**BENEFITS:**

Sponsor of the Build-A-Bid Program at the Municipal & Contractor Fall Equipment Show, Exclusivity for the program

**On-Site Exposure**

Company logo on all material for the Build-A-Bid Program

Company logo on banners for the Municipal & Contractor Fall Equipment Show

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 Municipal & Contractor Fall Equipment Show web site

Logo used in advertising campaign material for the Municipal & Contractor Fall Equipment Show

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 14)**

**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 14)**

### **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 Municipal & Contractor Fall Equipment Show web site

Logo used in advertising campaign material for the Municipal & Contractor Fall Equipment Show

### **Public Relations**

Mention in all press releases

Logo on signage for all public relations events

## **EDUCATIONAL SESSIONS (morning and afternoon) Sponsor - \$1000 (September 15)**

### **BENEFITS:**

Sponsor of the Educational Sessions at the Municipal & Contractor Fall Equipment Show

Exclusivity for the program

### **On-Site Exposure**

Company logo on all material for the Sessions

Company logo on banners for the Municipal & Contractor Fall Equipment Show

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 Municipal & Contractor Fall Equipment Show web site

Logo used in advertising campaign material for the Municipal & Contractor Fall Equipment Show

### **Public Relations**

Logo on signage for all public relations events

## **TRADE SHOW COFFEE BREAK Sponsor - \$1000 (September 15)**

### **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 15)**

### **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 Municipal & Contractor Fall Equipment Show web site

Logo used in advertising campaign material for the Municipal & Contractor Fall Equipment Show

#### **Public Relations**

Mention in all press releases

Logo on signage for all public relations events

## **ASSOCIATE Sponsor - \$300 (September 15)**

### **BENEFITS:**

Associate Sponsor for the Municipal & Contractor Fall Equipment Show

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 Municipal & Contractor Fall Equipment Show or to inquire about a customized sponsorship package, please contact:**

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