

2017

Sponsorship and
Advertising Opportunities



www.expocam.ca



APRIL 20, 21, 22, 2017 | Place Bonaventure, Montréal, QC, Canada

Sponsorship Rates at a Glance

Increase your exposure - Position your company among industry leaders - Create more traffic to your booth

Have an idea to increase your exposure at ExpoCam?

Contact us and we will customize a package to suit your needs.

Rates in Canadian Dollars and subject to applicable taxes

All-Inclusive Packages

Platinum	SOLD	Page 3
Gold (4 maximum)	\$12,000	Page 3

Pre-Show Promotion

E-newsletter	\$1,500 <i>(per newsletter, sent Mar 1 & Apr 1)</i>	Page 4
ExpoCam Banner Ad	\$500 per month \$2,000 per show	Page 4
Inserts with Visitor Pre-Show Mailing	\$2,000 <i>(4 available)</i>	Page 4

On-site exposure

'You are here' signs	\$4,000	Page 4
Stairway Signage	\$6,500 <i>Double Opportunity</i>	Page 4
	\$3,500 <i>Single Opportunity</i>	Page 4
Visitor Lounge and Bistro	\$5,000	Page 5
Hat Day	2,000 hats	Page 5
Lanyards	\$6,000 + lanyards	Page 6
Visitor Badges	\$7,000	Page 6
Floor Signage	\$1,250 <i>(per sign)</i>	Page 6
Hanging Banners	\$1,250 <i>(per sign)</i>	Page 6
Hotel Room Key	\$2,000	Page 6
Inserts in ExpoCam Visitor Bag	\$1,000 <i>per insert</i>	Page 6
Cell Phone Charging Stations (3)	\$3,000	Page 6

Eligibility

- ▶ Confirmed exhibitors are eligible.
- ▶ Non-exhibiting manufacturers or trucking industry service providers are ineligible.
- ▶ Outside (non-trucking industry) organizations are eligible upon discussion.
- ▶ Platinum or Gold Sponsors must reserve a minimum of 400 square feet in the trade show.

Requirements

- ▶ A 50% deposit is required to confirm the Sponsorship. No logo placement in advertisements or other materials will take place until the deposit is received.
- ▶ The final balance is required by February 1, 2017.
- ▶ Sponsorship funds are non-refundable.
- ▶ GST and QST are applicable to Sponsorships and will be applied to your invoice.

PLATINUM

1 Maximum (sold)



GOLD

4 Maximum

Participation as a **Platinum** or **Gold Sponsor** will position your company as a leader in the industry.

These sponsorships offer heightened brand exposure, special advantages to attract more buyers to your exhibit booth, and post-show marketing opportunities.

Sponsorship Features

1 | CATEGORY EXCLUSIVITY

Platinum Sponsorship

The Platinum Sponsor's Logo will be the largest/most prominent of all sponsor logos in all printed and online materials.

2 | PRE-SHOW EXPOSURE

Magazine Advertising

- ▶ Identification in all ExpoCam magazine advertising
- ▶ Starting in September 2016, 28 full pages and 8 double page spreads scheduled in:



As well as: Transport Magazine, L'Echo du Transport, Over The Road

Point of Sale Material

Identification on promotional signage to be placed in over 200 truck-stop, carrier, dealer, and exhibitor locations

Pre-Registration Forms

Sponsor identification on 150,000 pre-registration forms to be distributed by direct mail, magazine insertion, and point-of-sale placement

Show Guides – Online and Printed Versions

Free colour logos to attract attention to your listings

Web Site Presence and Hyperlink

- ▶ Sponsor identification on ExpoCam home page
- ▶ Link to sponsor's site

Pre-Show Mailing

As a platinum/gold sponsor, we will provide you (through a bonded mailing house) with a complete list of pre-registered attendees so that you can send them a special promotion or incentive to visit your booth at ExpoCam.

3 | ONSITE EXPOSURE

Exhibit Hall Visibility

Platinum Sponsorship

Sponsor logo identification on two 4' x 6', four colour/double sided aisle banners to be hung in the same hall as your booth. Logo identification on 4 large floor plans displayed throughout the exhibit area

Gold Sponsorship

Sponsor logo identification on one 4' x 6', four colour/double sided aisle banner to be hung in the same hall as your booth. Logo identification on 4 large floor plans displayed throughout the exhibit area

Sweepstakes Contest

- ▶ A unique sweepstakes prize with a retail value of \$1,000 will be provided to each Sponsor along with a ballot box.
- ▶ Each Sponsor will have an individual ballot with Sponsor name and booth number.
- ▶ Ballots will be combined with the attendee's badge and mailed to pre-registrants

Show Bag Insert

The Sponsor's printed message or small give-away will be inserted in 12,000 Show Bags at no charge. Sponsor to provide the item/message.

4 | POST SHOW MARKETING

As a platinum/gold sponsor, we will provide you (through a bonded mailing house) with a complete list of pre-registered attendees for a one time follow up mailing.

Gold Sponsorship
Total Cost: \$12,000



E-newsletter

Add your logo, a short (maximum 25 words) message and link to your website to the ExpoCam 2017 visitor e-newsletter which will be sent to all pre-registered visitors before the show. 15,000+ impressions. Newsletter distribution dates: March 1, 2017 and April 1, 2017

Cost per newsletter: \$1,500

ExpoCam Banner Ad

Increase your visibility by advertising on the ExpoCam website

**Cost: \$500 per month
\$2,000 per show**

Inserts With Visitor Pre-Show Mailing

Put your promotion into the hands of all pre-registered attendees as they are making their plans for the show. Tie into this effective direct-mail program, which reaches the most highly motivated of our attendees, those who have taken the time to register for the show in advance. The insert must be sized to fit into a No. 10 envelope (without folds). We provide the envelope, labour and postage. Insert must be ready by February 10, 2017.

Cost: \$2,000 • 4 available

"You Are Here" Signs

Four strategically located **"You Are Here"** signs put thousands of buyers face-to-face with the Sponsor's logo, promotional message, and exhibit location. Visitor-friendly **"You Are Here"** signs display the full floor plan and a listing of all exhibitors and booth numbers.

- ▶ Sponsor will be recognized on the ExpoCam website as well as in the Official Show Guides (print and online). *Website logo will include link to your website.*

Sponsorship Cost: \$4,000



Stair Signage

You can't be missed with this dramatic signage, placing your name or logo in front of every visitor and exhibitor at ExpoCam 2017. Stair signage will be placed on 3 flights of stairs (50 stairs in total). Cost includes signs and installation.

- ▶ From the entrance/registration level up to level 200.
- ▶ From level 200 up to level 300.
- ▶ From level 300 up to level 400.

Availability: 2 opportunities (25 stairs each with category exclusivity)

**Cost: Double Opportunity \$6,500
Single Opportunity \$3,500**



Visitor Lounge

Sponsorship Features:

Show Web Site

Recognition of Sponsor on the ExpoCam web site – 100,000+ impressions

Show Guide

Recognition of Sponsor in the printed show guide – 12,000 copies

Signage

- ▶ Prominent Sponsor identification above the lounge area
- ▶ Plastic cups with Sponsor's logo printed
- ▶ Tent cards for all of the tables in the Lounge and Bistro with Sponsor message and logo
- ▶ As sponsor of the lounge area, you are also entitled to add (at your cost) additional signage in the area to promote your company and products.

*COMPLIMENTARY TICKETS

50 complimentary beverage tickets that can be used in the licensed area.

Sponsorship Cost: \$5,000

Visitor Lounge

The visitor lounge gives ExpoCam visitors the opportunity to rest and have a quick meal and/or beverage.



Hat Day

Hat Day, a huge success with visitors at previous shows, is a superb opportunity to create brand awareness or draw attention to a new product.

We are looking to give away hats to the first 2,000 visitors on Saturday.



Sponsorship Features:

Pre-Registration Forms

Owner-Operators will be alerted to Hat Day in 150,000 pre-registration brochures to be distributed to by direct mail and made available in 200 locations including truck stops.

Signage

Hats will be handed out at the entrance of ExpoCam with prominent sponsor signage.

Show Guides

Hat Day will be listed in the Show Guides (printed and online) "Special Events" sections and featured in a Transport Routier double-page spread promoting ExpoCam.

Show Web Site

Hat Day will be promoted on the ExpoCam website.

Sponsorship Cost: 2,000 hats

Visitor Badges

What better way to advertise to every attendee than to have your company logo, printed in full colour on the front of every visitor badge. This powerful promotion keeps your logo walking around the entire exhibit hall all 3 days.



Cost: \$7,000

Floor Signage

Direct visitors to your booth with this innovative signage. Signs are laid on the floor on an aisle leading to your booth and can include your logo, booth number and a brief (maximum 6 words recommended) message. Printing, design/layout are included.

Cost per sign: \$1,250

Hanging Banners

Have your 4'x6' double-sided sign hanging from the ceiling (with the aisle number attached below). This high-profile signage is a fantastic way to grab visitor's attention and highlight a unique feature or product from your exhibit. Printing is included.

Cost per sign: \$1,250

Lanyards (Strap Attached To Name Badges)

Get walking advertising by every ExpoCam 2017 visitor wearing your company name on lanyards. Your company name will be seen everywhere throughout the exhibit hall. A minimum of 12,000 lanyards must be supplied.

**Cost: \$6,000
(plus cost of lanyards)**



* Lanyards must be supplied

Hotel Room Key

Sponsor's Logo + Visit us at Booth # is printed on one side of the Hotel Room Key and given to all hotel guests who registered through our 2 (two) ExpoCam 2017 Official Host Hotels room blocks.

Sponsorship Cost: \$2,000



Inserts In ExpoCam Visitor Bag

Put your promotional items in the hands of every visitor by providing an insert in the ExpoCam Bag. 12,000 items must be provided. Items must be approved by ExpoCam in advance. Maximum weight per item: 250g. Items must be delivered to the ExpoCam office by March 1, 2017.

Cost: \$1,000 per insert

Cell Phone Charging Stations

Connect with attendees and drive traffic to your booth while they take time to recharge their phone. 3 (three) state of the art phone and tablet charging stations will be strategically placed on the show floor. You can customize these units with your message.

Sponsorship Cost: \$3,000



ExpoCam 2017 Show Guide

Reach every ExpoCam 2017 visitor, plus their associates, with your ad in the ExpoCam 2017 Show Guide, published by **Transport Routier**

With full exhibitor and product information, the ExpoCam 2017 Show Guide will be a resource for weeks and months after the show.



Book Your Ad Today!

Full Page	\$1,500
2/3 page	\$1,125
1/2 page island	\$975
1/3 page	\$600
1/4 page	\$500
1/6 page	\$375

(4 color, net) Rates in Canadian dollars + subject to applicable taxes

Directory of Exhibitors (Printed)

When you purchase an ad in the printed SHOW GUIDE, ExpoCam will highlight your listing with a **bold** company name + your logo.

Also, even if you don't purchase an ad, you can still have a **Bold** Company Name + Logo with your listing. Cost: \$150



Video Production

BOOTH VIDEOS

Did you know that 45% of trade show attendees only attend one exhibition per year.*

That means your current and future customers have a lot to see and do, in a short period of time... Time that other exhibitors are competing for.

Incorporating professionally produced video into your booth experience will transmit your message faster and more effectively than traditional signage.

And Newcom's creative team has the experience to produce the right video at the right price: From simple but slick product slideshows, to fully-animated product brochures with engaging text elements.

For three-days, every two years, **ExpoCam brings together 15,000 buyers**—many of whom are your customers or potential customers. Make the most of this opportunity by ensuring your company, and products, get noticed.

* Source: CEIR: The Role and Value of Face to Face



To guarantee on-time delivery, videos must be commissioned by **January 31, 2017**





Connecting you with buyers...

Ask our staff how Canada's leading truck show can help you
INCREASE BRAND AWARENESS and reach new buyers and prospects.

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