

# EXPO CAM

THE MEETING PLACE FOR CANADA'S TRUCKING INDUSTRY

## SPONSORSHIP OPPORTUNITIES

The Future of  
Trucking is **Now...**

...Be part of it  
**at ExpoCam 2023**

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**May 25-27, 2023**  
Espace Saint-Hyacinthe  
Saint-Hyacinthe, Quebec

**38** YEARS  
STRONG!

**EXPOCAM.CA**



## Stand out from your competitors and generate more leads!

### Sponsor Key Benefits

- › **Increase** booth traffic and exhibiting ROI
- › **Extend** your presence beyond your booth
- › **Position** your company as a leader
- › **Highlight** your new product and company

#### ONSITE OPPORTUNITIES:

Outdoor Registration Area.....	<b>SOLD</b>
Jefo Pavilion Entrance .....	<b>SOLD</b>
Jefo Pavilion Entrance Floor Decal.....	<b>SOLD</b>
Jefo Hanging Banner inside exhibit hall .....	\$7,500
Restaurant Area .....	\$3,500
Passageway between JEFO .....	\$5,700
and BMO pavilion	
Coop Passageway Overhead Banner.....	\$2,500
Soleno Passageway Overhead Banner.....	\$1,350
Passageway between Coop .....	\$4,250
and Soleno pavilions	
3 Outdoor BMO banners .....	\$2,800
Branded Video.....	from \$2,500
Hanging Banners.....	\$1,650
Floor Signage .....	\$550/sign

#### GARAGE EXPOCAM

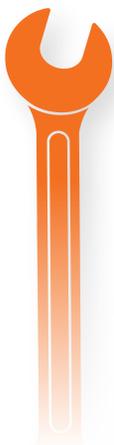
Soleno exterior entrance unit.....	\$6,900
Soleno entrance lobby.....	<b>SOLD</b>
Garage ExpoCam exclusive ballot box.....	\$2,200
Soleno exit wall banner .....	\$5,700
Garage ExpoCam conference sponsorship.....	\$5,900
Garage ExpoCam hanging sign.....	<b>SOLD</b>
Directional decals to Garage ExpoCam .....	<b>SOLD</b>

#### PROMOTIONAL OPPORTUNITIES:

Lanyards (Exclusive).....	<b>SOLD</b> +10,000/lanyards
Visitors Badges.....	\$6,500
Gas Gift Card - Ballot Kiosk .....	<b>SOLD</b>
Insert with Visitor Pre-show Mailing.....	\$2,500
Insert in ExpoCam Visitor Bag.....	\$1,500

#### ONLINE OPPORTUNITIES:

Mobile App.....	\$7,000
ExpoCam Banner Ad.....	\$550/month or \$2,500/show
Social Media Campaign .....	\$500/advertisement
Social media video post.....	\$750/post
Visitor Pre-registration Page with .....	<b>SOLD</b>
Confirmation Email and Page	
ExpoCam e-Newsletter banner ad.....	\$1,950
ExpoCam e-Newsletter text ad.....	\$1650
Online Logo .....	\$175
Custom E-blast .....	<b>SOLD</b> /e-blast



## Outdoor Registration Area

Have your logo prominently displayed in the unique registration area (located in the outside central area of the show) for the duration of the event.

### Sponsorship Features:

- > 10 Registration counter kick panels
- > 4 feather flags
- > Sponsor will be recognized on the ExpoCam website sponsor page

**EXCLUSIVE**

SPONSORSHIP COST:

**SOLD**

Exclusive to one sponsor only



## JEFO PAVILION ENTRANCE

Create attention and excitement for your brand at Jefo pavilion entrance unit.

Sponsor must provide final artwork for the 6 glass entry doors and the entrance overhead banner.

### Sponsorship features

- > 6 Entrance glass doors
- > Entrance overhead banner (Sizes: 9 ft x 12 ft)
- > Sponsor will be recognized on the ExpoCam website sponsor page



**EXCLUSIVE**

SPONSORSHIP COST:

**SOLD**

Exclusive to one sponsor only

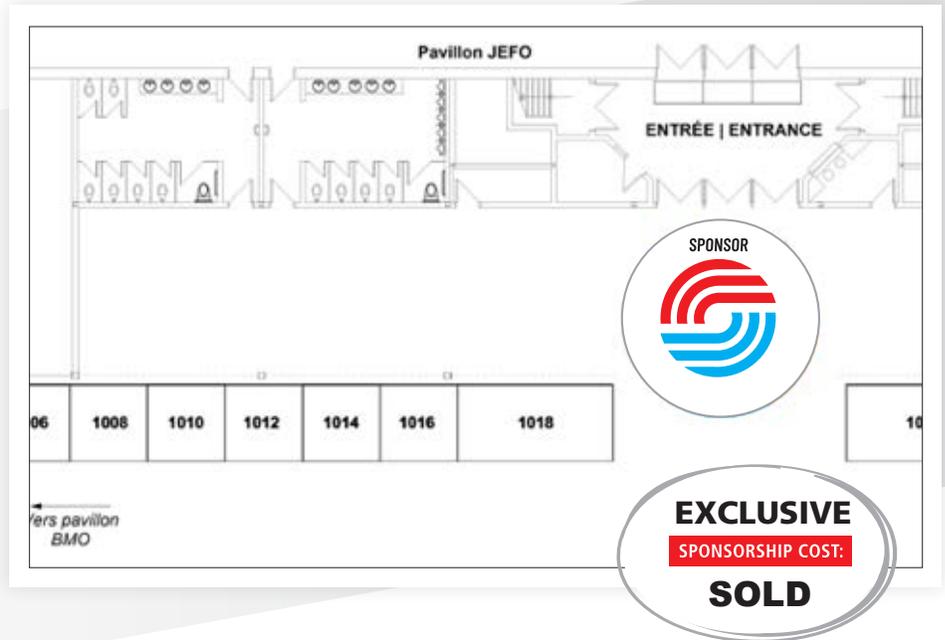


## JEFO PAVILION ENTRANCE FLOOR DECAL

Transform this high traffic area of the show into a prime branding location with your logo on a custom floor graphic.

### Sponsorship features

- Prominent sponsor decal (10 ft x 10 ft) placed just after entering Jefo pavilion.
- Sponsor will be recognized on the ExpoCam website sponsor page



## JEFO HANGING BANNER INSIDE EXHIBIT HALL

Your company and brand noticed by thousands of buyers once inside Jefo Pavilion.

- Banner size: 20 ft x 14 ft
- Sponsor will be recognized on the ExpoCam website sponsor page

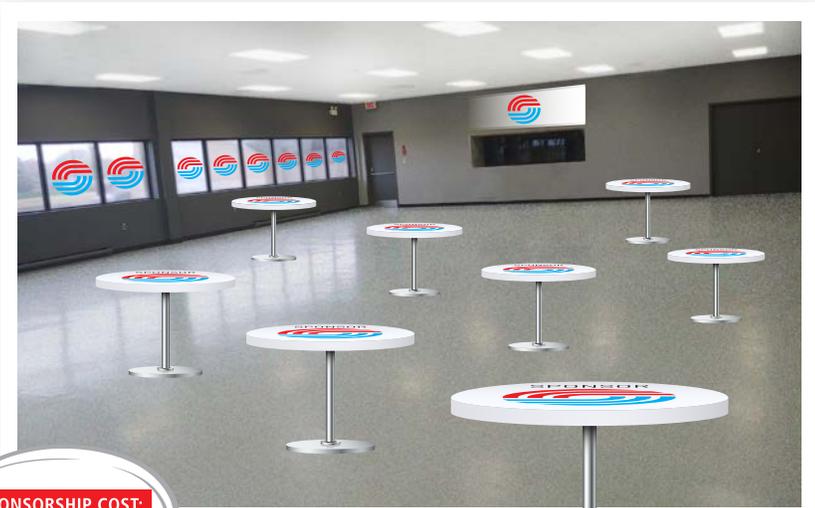


## RESTAURANT AREA

Catch the attention of potential buyers while purchasing their food and beverage in the only restaurant area located on the first floor of the JEFO pavilion. Drive traffic to your booth by leaving a tasty first impression. Get your company's name in front of thousands of attendees in the main restaurant at the show.

### Sponsorship features:

- Overhead banner 10 ft x 3 ft
- 12 restaurant window decals
- 12 restaurant table decals
- Sponsor will be recognized on the ExpoCam website sponsor page



## PASSAGEWAY BETWEEN JEFO AND BMO PAVILIONS

This hallway is one of the busiest connectors of the show. Thousands of attendees walk through this unique passageway to access The BMO pavilion. Your company brand will be viewed by a large number of ExpoCam buyers.

### Sponsorship features:

- 7 BMO passageway wall panels
- 7 floor decals
- Sponsor will be recognized on the ExpoCam website sponsor page

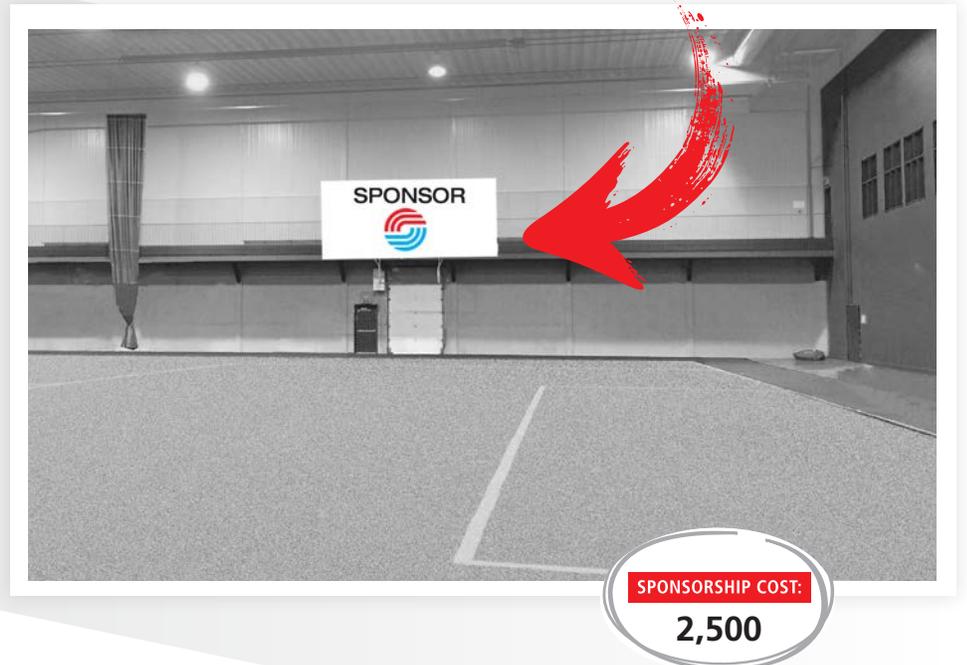


## COOP PASSAGEWAY OVERHEAD BANNER

A prime sponsorship location to advertise your company brand to thousands of attendees, before they enter the BMO / Coop connector.

### Sponsorship features

- Overhead banner sizes (24 ft x 4 ft)
- Sponsor will be recognized on the ExpoCam website sponsor page



## SOLENO PASSAGEWAY OVERHEAD BANNER

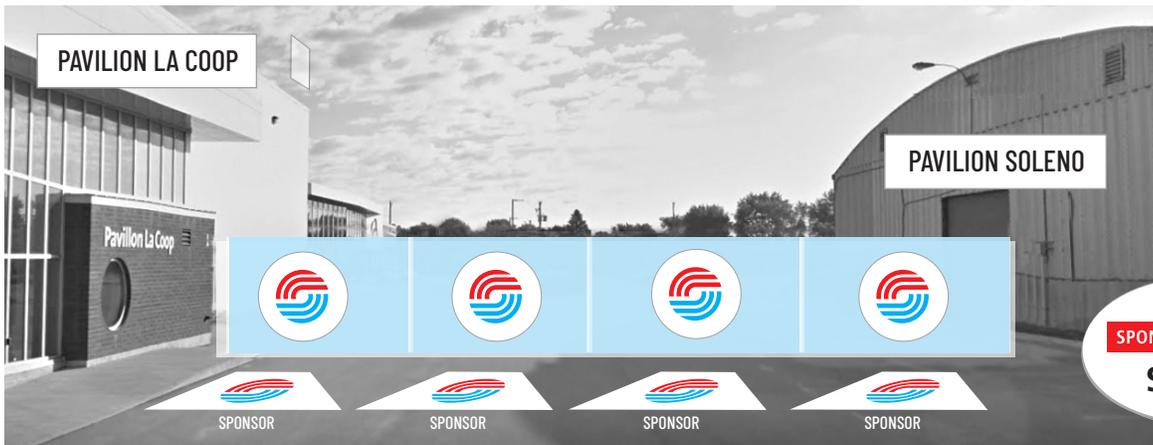
Have your brand within sight of attendees before crossing the corridor to access the Soleno pavilion.

### Sponsorship features

- Overhead banner size 6 ft x 3 ft
- Sponsor will be recognized on the ExpoCam website sponsor page



**SPONSORSHIP COST:**  
**\$1,350**



**SPONSORSHIP COST:**  
**\$4,250**

## PASSAGEWAY BETWEEN COOP AND SOLENO PAVILIONS

A unique opportunity to showcase your brand to the majority of attendees walking the show floor.

### Sponsorship features:

- 8 sponsorship banners
- 5 sponsorship floor decals
- Sponsor will be recognized on the ExpoCam website sponsor page

## 3 OUTDOOR BMO BANNERS

Your brand presence in the outdoor area of the show, where thousands of attendees will attend to visit outside booths and will meet to have lunch among food trucks and picnic tables.

- Banner size: 4 ft x 7 ft



**EXCLUSIVE**  
**SPONSORSHIP COST:**  
**\$2,800**  
Plus taxes. Exclusive to one sponsor only



## SOLENO EXTERIOR ENTRANCE UNIT

Get visitor attention while entering Soleno pavilion location of the Garage ExpoCam.

➤ Sponsor must provide final artwork for the 10 glass entry doors.

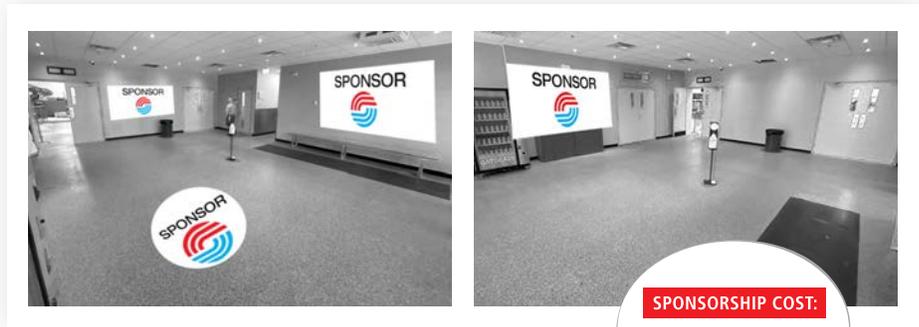


**SPONSORSHIP COST:**  
**\$6,900**  
Plus taxes

## SOLENO ENTRANCE LOBBY

Get your brand standing out with this spectacular Soleno entrance lobby sponsorship. Your company or product brand noticed by thousands of attendees entering the ExpoCam show and eager to participate in the new feature "The Garage ExpoCam".

➤ Sponsor must provide final artwork for the three wall banners and floor decal



**SPONSORSHIP COST:**  
**SOLD**  
Plus taxes

## GARAGE EXCLUSIVE BALLOT BOX

Sponsor the Garage ExpoCam ballot box located in the demo area of the Garage. An opportunity to showcase your brands to thousands of maintenance professionals attending this new feature.

➤ Prize can be either one of your company's products or ExpoCam will provide the prize.



**EXCLUSIVE**  
**SPONSORSHIP COST:**  
**\$2,200**  
Plus taxes

## SOLENO EXIT WALL BANNER

A sponsorship banner in a high traffic area, showing your brand to thousand attendees walking Soleno pavilion and visiting the Garage ExpoCam.

➤ Soleno Exit Wall Banner size: 20' x 10'



**EXCLUSIVE**  
**SPONSORSHIP COST:**  
**\$5,700**  
Plus taxes

## GARAGE EXPOCAM CONFERENCE SPONSORSHIP

Your brand associated with the Garage ExpoCam conference program and room.

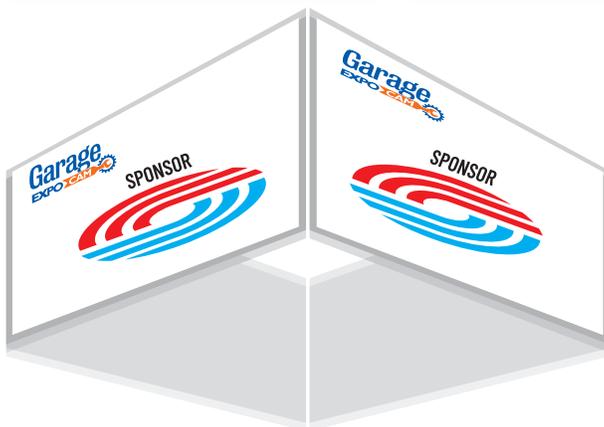
- 1 Sponsor banner above the Garage ExpoCam conference entrance
- 1 Sponsor banner inside the Garage ExpoCam conference room
- 2 Sponsor meter boards inside the conference rooms
- 8 Sponsor decals on conference tables
- Sponsor logo on the online conference webpage



**EXCLUSIVE**  
SPONSORSHIP COST:

**\$5,900**

Plus taxes. Exclusive to one sponsor only



## GARAGE EXPOCAM HANGING SIGN

Add your company name to the Garage ExpoCam hanging banner. This banner will be seen by hundreds of attendees looking for the Garage area.

**EXCLUSIVE**  
SPONSORSHIP COST:

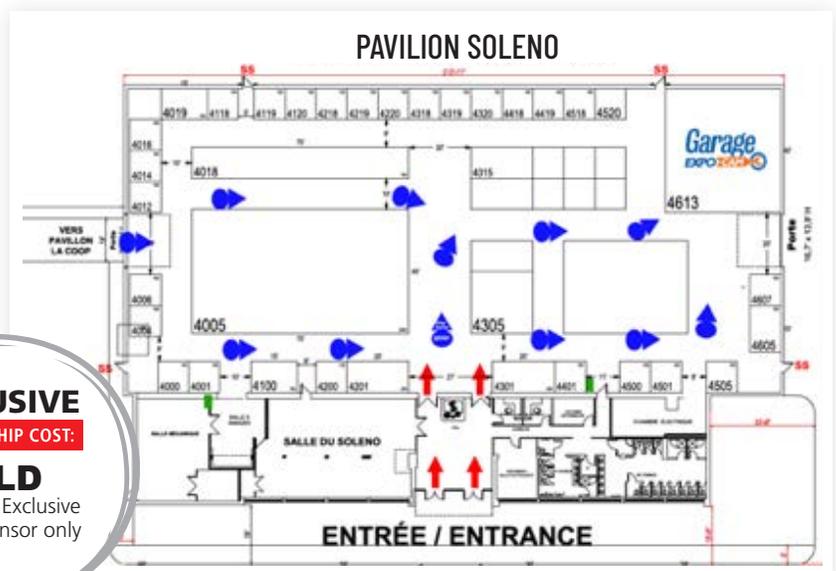
**SOLD**

Plus taxes. Exclusive to one sponsor only

## DIRECTIONAL DECALS TO GARAGE EXPOCAM

Add your brand to the directional floor decals guiding attendees from the Soleno entrance or from the Coop pavilion to the Garage ExpoCam.

- 12 floor decals with your company or brand logo



**EXCLUSIVE**  
SPONSORSHIP COST:

**SOLD**

Plus taxes. Exclusive to one sponsor only

## BRANDED VIDEO

Capture all your effort in your booth and display with an ExpoCam Booth Tour Video. Broadcast your participation at ExpoCam 2023 long after the doors of the show close.

Book time with our experienced video crew and record a guided 'virtual' tour of your booth, go in-depth on a new product or service, or give a product demonstration. Our talented team of editors will then craft a dynamic and engaging 2- to 3-minute video you'll be able to leverage in your marketing efforts long after you've left the excitement of the show floor.



### Give us 30-minutes

in your booth and we'll help you reach all those customers that couldn't make it to the show.

### Sponsorship features:

- > 2-to-3-minute virtual tour of your exhibitor booth
- > Use the edited video on your Social Media & Website
- > Add to your sales presentations



**SPONSORSHIP COST:**

**\$2500**  
(for one video)  
**\$4,500**  
(for two videos)

## FLOOR DECALS

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

*Printing is included.*

*Artwork is provided by the sponsor.*

**SPONSORSHIP COST:**

**\$550/ Sign**  
**\$2,000/ 5 Signs**  
**\$3,500/ 10 Signs**

## HANGING BANNERS

Have your 4 ftx 6 ft double-sided sign hanging from the ceiling (with the aisle number attached below). This high-profile signage is a fantastic way to grab visitors' attention and highlight a unique feature or product from your exhibit.

Printing is included  
Only available in Jefe and Coop pavilions



**SPONSORSHIP COST:**

**\$1,650/Banner**

**LANYARDS** (*Strap attached to Name Badges*)

Get walking advertising by ExpoCam 2023 visitors wearing your company name on lanyards. Your company name will be seen everywhere throughout the exhibit hall.

**Two Sponsorship Opportunities:**

➤ Sponsor will be recognized on the ExpoCam website sponsors page



**SPONSORSHIP COST:**

**SOLD** +10,000 lanyards must be supplied by sponsor  
**EXCLUSIVE**

**SPONSORSHIP COST:**

(2 sponsors max)  
+5,000 lanyards must be supplied by each sponsor  
**NON-EXCLUSIVE**

**NEW!**

A great opportunity to attract hundreds of attendees to your booth with this amazing new draw prize!



**\$500 VALUE**

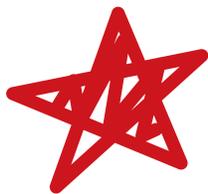
A ballot kiosk will be provided to the Sponsor. Sponsor will have an individual ballot with Sponsor name, logo, and booth number. Attendees will scan their badge to the ballot kiosk to enter the draw.

➤ Sponsor will be recognized on the ExpoCam website and mobile app sponsor page.

**Maximum of 5 gas gift cards available.  
Order deadline: March 2, 2023**

**SPONSORSHIP COST:**

**SOLD**/per Ballot box  
One Esso Gas gift card per sponsor.



A great opportunity to attract *hundreds of attendees* to your booth eager to win one of these *5 new draw prizes*, a \$500 value gas card. This sponsorship gives you the opportunity to receive after the show, the list of participants who have scanned their badge at your ballot kiosk.



### VISITORS 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.

- › Sponsor will be recognized on the ExpoCam website sponsors page

### INSERT WITH VISITOR PRE-SHOW MAILING

Put your promotion into the hands of thousands of 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 in advance for the show.

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 28, 2023.**



### 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 31, 2023.**

### MOBILE APP

Mobile App sponsorship is the new marketing frontier for brand recognition. Get your company noticed, from the moment the app is downloaded, activated, and after the event when it becomes the handiest access to our show buyers guide.

- › Sponsor will be recognized on the ExpoCam website sponsors page

**SPONSORSHIP COST:**

**\$7,000**  
Exclusive to one main sponsor



### EXPOCAM BANNER AD

Increase your visibility by advertising on the ExpoCam website. Get your company's banner\* visible on our homepage

*\*To be provided by sponsor*

**SPONSORSHIP COST:**

**\$550**  
per month or  
**\$2,500**  
per show



### SOCIAL MEDIA CAMPAIGN



Your company logo co-branded with ExpoCam's Social Media campaign towards LinkedIn targeted audience, Facebook and Twitter followers.

#### Sponsorship Features:

Add your logo to our ExpoCam online advertisement run on LinkedIn, Facebook and Twitter.

**SPONSORSHIP COST:**

**\$500**  
per Advertisement

### SOCIAL MEDIA VIDEO POST

Promote your company across all of ExpoCam's social media platforms including Facebook, LinkedIn, Instagram... with a dedicated 60 second video post and a caption of your choice.

**Video format:** .MP4

**Aspect ratio:** 16:9 or 1:1 and 9:16 (recommended for Instagram)

**Caption:** 125 character limit

**SPONSORSHIP COST:**

**\$750**  
per Post



## VISITOR PRE-REGISTRATION PAGE

Be the first company visible when visitors register online for the show. Your company logo will be placed on:

- Online registration page
- Registration confirmation email
- Printable confirmation page

**SPONSORSHIP COST:**  
**SOLD (EXCLUSIVE)**  
 Exclusive to one main sponsor



### EXPOCAM E-NEWSLETTER TEXT AD

Be part of our marketing campaign. Reach our pre-registered attendees leading up to ExpoCam. Add your logo, a short (maximum 25 words) message and link to your website.

**LIMITED AVAILABILITY:**  
 February 2023 to May 2023  
 Subject to change.

**SPONSORSHIP COST:**  
**\$1,650**  
 per e-newsletter

### CUSTOM E-BLAST

Promote directly to targeted pre-registered attendees prior to the show. Provide us your custom message in html format and ExpoCam will email it one time to the targeted group(s).

*Limited number of E-blasts, one per month maximum: February, March, April, May 2023*

**SPONSORSHIP COST:**  
**SOLD**  
 per Eblast

### EXPOCAM E-NEWSLETTER BANNER AD

Get your ad in front of ExpoCam pre-registered attendees by placing your banner ad near the top of our e-newsletter.

**Specs:** 640 x 90 and 300 x 90

**LIMITED AVAILABILITY:**  
 One banner/Enewsletter  
 February 2023 to May 2023  
 Subject to change.

**SPONSORSHIP COST:**  
**\$1,950**  
 per banner ad

### ADD YOUR LOGO

to the ExpoCam online exhibitor list. Capture visitors' attention when they are browsing the exhibitor list.

**SPONSORSHIP COST: \$175**



## Connecting you with buyers...

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

### Rules and requirements for all sponsorship and promotional programs

#### ELIGIBILITY

- › Confirmed exhibitors are eligible.
- › Non-exhibiting manufacturers or trucking industry service providers are ineligible.
- › Outside (non-trucking industry) organizations are eligible.

#### REQUIREMENTS

**A 50% deposit is required to confirm the Sponsorship. No logo placement or orders will take place until the deposit is received.**

- › The final balance is due by February 28, 2023.
- › Sponsorship funds are non-refundable.
- › 5% GST + 9.975% PST is applicable to Sponsorships and will be applied to your invoice.

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**For more information on Sponsorship Opportunities at ExpoCam 2023 contact:**

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