



**SIGN EXPO  
CANADA**

**34<sup>TH</sup> ANNUAL TRADE SHOW  
SEPTEMBER 20-21, 2019**

THE INTERNATIONAL CENTRE  
ENTRANCE 1, MISSISSAUGA, ON

**Sign Association of Canada**



**2019 SPONSOR  
OPPORTUNITIES**



# Sponsor Opportunities

## **Become a Sponsor - generate new business and enhance your company's profile with key decision makers!**

When you become a year round Premium Sponsor, Corporate Sponsor or a sponsor at Sign Expo Canada, you are enhancing your corporate profile and creating a strong visible presence at Canada's largest industry event. By aligning your brand with the Sign Association of Canada you are clearly stating your leadership in the industry.

Being a sponsor is about building relationships with Sign Association members and Trade Show registrants, and promoting your brand, your products, and services.

We work with you to help you meet your business development objectives. In addition to the opportunities presented, we welcome your suggestions and requests.

Sponsors are recognized based on the level of sponsorship and alphabetical order. The size and position of the logo is determined by the level of sponsorship.

Current year sponsors have first right of refusal to sponsor the same item at next year's event.

For more information about being a sponsor, please contact:

Asif Ahmed  
Deputy Officer, Director Membership and Sales  
asif@sac-ace.ca  
1-877-470-9787 x 110

# 2019 Sponsor Opportunities

## Year Round Sponsor Opportunities

The Sign Association of Canada is offering two year round sponsor opportunities. Be front of mind not just at Sign Expo Canada but also throughout the year! (Jan 1 - Dec 31, 2019)

	Premier Corporate Sponsor	Corporate Sponsor
	\$20,000 (Exclusive)	\$15,000 (2 opportunities)
Targeted mailings to the Sign Association mailing list	2	1
Customized webinars (open to Sign Association members and non-members)	2	1
Corporate recognition on all Sign Association member communications	✓	✓
1 year membership with the National association, the Sign Association of Canada	✓	✓
Acknowledgement on Sign Association social media channels and Sign Media Canada	✓	✓
Benefits and Annual Corporate Sponsorship Recognition at Sign Expo Canada: <ul style="list-style-type: none"> <li>• Logo and/or corporate recognition:               <ul style="list-style-type: none"> <li>- Signage in the feature area of the Trade Show</li> <li>- All sponsorship signage</li> <li>- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters</li> <li>- Sign Association website visibility with a link to your corporate site until Jan 31, 2020</li> <li>- Official Sign Expo Canada 2019 Show Guide</li> <li>- Sign Association HUB booth</li> </ul> </li> <li>• "Annual Corporate Sponsor" ribbon on representative badges</li> <li>• Booth photos to use for promotional purposes</li> <li>• 1 foursome (golf + dinner) or alternate event</li> <li>• 1 VIP table (8 seats) at the Awards Evening</li> <li>• Brochure in the Sign Expo Canada tote bag</li> </ul>	✓	✓
Visibility at the Cross Canada Roadshow	✓	
Floor graphics at the entrance of the Trade Show (supplied, applied and removed by sponsor*)	✓	
Sign Expo Canada refreshment breaks (2 per day; includes sponsor supplied branded coffee cups*)		✓
Corporate branding on Sign Association knowledge products	✓	

\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

# Sign Expo Canada Sponsor Opportunities

The Sign Association of Canada offers multiple sponsorship opportunities to enable you to expand your corporate profile during Sign Expo Canada - the National Sign & Graphics Trade Show.

## Platinum Level

Includes Café sponsorship (Exclusive)	Exclusive brand recognition on the Trade Show entrance signage Logo and/or corporate recognition: <ul style="list-style-type: none"><li>• Signage in feature area of the Trade Show floor</li><li>• All sponsorship signage</li><li>• Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters</li><li>• Sign Association website with a link to your corporate site (until Jan 31, 2020)</li><li>• The official Sign Expo Canada 2019 Show Guide</li></ul> Sponsor ribbons on company representative name badges Acknowledgement in Sign Association social media and Sign Media Canada magazine Photos of your booth that can be used for your promotional purposes 1 VIP table (8 seats) to the Awards Evening where award winners are announced Sponsor recognition at the Awards Evening 1 foursome (golf + dinner) or alternate event 1 year membership with the National association, the Sign Association of Canada Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied* 2 sets of front door graphics* (Sponsor responsible for supplying, applying and removing graphics)	<b>\$10,000</b>
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## Gold Sponsors

<b>Café</b> (Exclusive)	Exclusive brand recognition in the centre of the Trade Show Floor Logo and/or corporate recognition: <ul style="list-style-type: none"><li>• Themed table-top signage</li><li>• Hanging banner over the Café</li><li>• All sponsorship signage</li><li>• Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters</li><li>• Sign Association website with a link to your corporate site (until Jan 31, 2020)</li><li>• The official Sign Expo Canada 2019 Show Guide</li></ul> All rights to decorate the Café in keeping with the branded theme (must have final approval from Show Management) Acknowledgement in Sign Association social media Sponsor ribbons on company representative name badges Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied* 6 complimentary tickets to the Awards Evening where award winners are announced Sponsor recognition at the Awards Evening	<b>\$6,000</b>
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\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

## Up and Down Graphics – Suspended Aisle Number Signage and Floor Graphics (30 - 3'x 3')

(Exclusive)

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
6 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening  
Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied\*

**\$6,000**  
plus graphics and branded  
signage\*

## Interactive Prize Draw Game Match the Logos

Promote your brand while Sign Expo Canada attendees play the interactive “digital touch screen” match game competition. Attendees play for cash prizes by pairing up the squares with your company logo. The fastest time wins. All the squares can be customized to your corporate identity. Your company logo combined with our unique gameplay creates a customized and fun experience that everyone will want to play again and again.

Don't miss out on this unique opportunity.

Logo and/or corporate recognition:

- All sponsorship signage
- Marketing materials
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
6 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening  
Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied\*

**\$6,000**

# Silver Sponsors

## Attendee Badge

(Exclusive)

Make all the Trade Show attendees a walking billboard for your company. We'll print your company name/logo, booth # and a brief message on the front bottom footer of every attendee badge. Benefits include:

Logo and/or corporate recognition:

- Signage in the feature area of the Trade Show
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with the link to your corporate site (until Jan 31, 2020)
- Logo recognition on event slides

Acknowledgement in Sign Association social media  
6 complimentary drink tickets to the Awards Reception  
Sponsor recognition at the Awards Evening  
Verbal recognition at the Awards Evening

**\$4,500**

## Awards Reception

(Exclusive)

Logo and/or corporate recognition:

- Signage in the feature area of the Trade Show
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with the link to your corporate site (until Jan 31, 2020)
- Logo recognition on event slides

Banner stand with sponsor logo  
Acknowledgement in Sign Association social media  
6 complimentary drink tickets to the Awards Reception  
Sponsor recognition at the Awards Evening  
Verbal recognition at the Awards Evening

**\$4,000**

## Fun Photo Booth at Sign Expo Canada

(Exclusive)

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
3 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening  
Corporate logo on the photos  
(Show Management will determine the location of the photo booth)

**\$3,500**

## Themed Photos at the Awards Evening

(Exclusive)

Logo and/or corporate recognition:

- All sponsorship signage
- Sponsor logo on all souvenir photos printed on-site at the Awards Evening
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
3 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening

**\$3,500**

(Photographer, props and prints will be provided by the Sign Association-supplied vendor)

## Wine at the Awards Evening

(Exclusive)

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
3 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening

- Branded label provided by sponsor\* on the wine bottles (one white; one red per table)

**\$3,500**

plus labels for wine bottles\*

## Wine Glass Tag

(Exclusive)

At the Awards Dinner, we'll dress each wine glass with a tag which will display your company logo exclusively. Benefits include:

Logo and/or corporate recognition:

- Signage in the feature area of the Trade Show
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with the link to your corporate site (until Jan 31, 2020)
- Logo recognition on event slides

Acknowledgement in Sign Association social media  
3 complimentary drink tickets to the Awards Reception  
Sponsor recognition at the Awards Evening  
Verbal recognition at the Awards Evening

**\$3,500**

\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

## Awards Evening

(3 opportunities available)

Welcome remarks by a sponsorship representative  
Logo and/or corporate recognition:

- All sponsorship signage
- All Awards Evening signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
Complimentary tickets to the Awards Evening where award winners are announced (dependent on the sponsorship contribution)  
Sponsor recognition at the Awards Evening  
**Exclusive Only** - Free brochure insert in the Tote Bag - 3,000 units required - Sponsor supplied

**\$3,000** each  
Three Silver Level  
Sponsors

OR upgrade to

**\$10,000**  
Exclusive  
(Gold Level Sponsor)

## Awards Evening Signature Cocktail

(Exclusive)

Logo and/or corporate recognition:

- Signage in the feature area of the Trade Show
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with the link to your corporate site (until Jan 31, 2020)
- Logo recognition on event slides

Signature drink to be named after the sponsor - each guest to receive one complimentary drink  
A recipe card with the sponsor logo to be handed out to each guest  
Banner stand with sponsor logo in the reception area  
Acknowledgement in Sign Association social media  
3 complimentary drink tickets to the Awards Reception  
Verbal recognition at the Awards Evening

**\$3,000**

## Washroom Signage

(Exclusive)

Branded floor and mirror graphics (supplied, applied and removed by sponsor)\*  
Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
3 complimentary tickets to the Awards Evening where the award winners are announced  
Sponsor recognition at the Awards Evening

**\$3,000**  
plus graphics\*

# Bronze Sponsors

## Music

(Exclusive)

During the Awards Evening, the melodies of a live performer will provide a charming backdrop to the buzz of conversation. Benefits include:  
Logo and/or corporate recognition:

- Signage in the feature area of the Trade Show
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with the link to your corporate site (until Jan 31, 2020)
- Logo recognition on event slides

Acknowledgement in Sign Association social media  
2 complimentary drink tickets to the Awards Reception  
Sponsor recognition at the Awards Evening  
Verbal recognition at the Awards Evening

**\$2,500**



## Tote Bags

(Exclusive)

This is your company's opportunity to gain exposure during the show, as well as afterwards. Give attendees a useful souvenir they will hold onto.  
Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
2 complimentary tickets to the Awards Evening where the award winners are announced  
Sponsor recognition at the Awards Evening

**\$2,500**

plus printed bags provided by the sponsor

## Badge Lanyards

(Exclusive)

Sponsor branded lanyard handed out to all Sign Expo Canada attendees  
Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
2 complimentary tickets to the Awards Evening where the award winners are announced  
Sponsor recognition at the Awards Evening

**\$2,500**

plus the imprinted lanyards provided by sponsor

## Front Foyer

(Exclusive)

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- Logo recognition in the official Sign Expo Canada 2019 Show Guide
- Sponsor recognition on name badge
- 3 banner stands promoting the sponsor (sponsor supplied)\*
- Branded floor graphics (6 - 3'x3') (sponsor supplied)\*

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
2 complimentary tickets to the Awards Evening where the award winners are announced  
Sponsor recognition at the Awards Evening

**\$2,500**

plus floor graphics\* and banner stands

## Entrance Windows and Outdoor Entrance

(Exclusive)

2 sets of side panel windows and the outside concrete entrance pad (graphics to be provided, applied and removed by sponsor\*)

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
2 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening

**\$2,000**

plus graphics\*

\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

## Directional Signs

Your company logo will appear on all directional signs for the event. Attendees will see your logo prominently displayed as they look for a session or event. (Does not appear on signs pertaining to other sponsored items)

**\$2,000**  
plus graphics\*

Logo and/or corporate recognition:

- All sponsorship signage
  - Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
  - Sign Association website with a link to your corporate site (until Jan 31, 2020)
  - The official Sign Expo Canada 2019 Show Guide
- Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
2 complimentary tickets to the Awards Evening where award winners are announced  
Sponsor recognition at the Awards Evening

## Sign Competition

(Exclusive or maximum of 3 opportunities available)

Logo and/or corporate recognition:

**\$1,000**  
per sponsor

- All sponsorship signage
  - Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
  - Sign Association website with a link to your corporate site (until Jan 31, 2020) OR upgrade to
  - The official Sign Expo Canada 2019 Show Guide
  - Sign competition criteria and submission form (dependent on date of sponsorship confirmation)
  - On-site displays of competition entries and finalists
- Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
1 complimentary ticket to the Awards Evening where award winners are announced (OR Exclusive Only - 3 tickets)  
Photo opportunity with the winners at the Event (upon request)  
Sponsor Recognition at the Awards Evening

**\$3,000**  
Exclusive to Silver Level Sponsor

## Wrap Design Competition

(4 opportunities available)

Logo and/or corporate recognition:

**\$1,000**  
per sponsor  
plus wrapping\*

- Sponsor signage in the car wrap design area
  - All sponsorship signage
  - Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
  - Sign Association website with a link to your corporate site (until Jan 31, 2020)
  - The official Sign Expo Canada 2019 Show Guide
  - Wrap Design Competition criteria and application form (dependent on sponsorship confirmation)
  - On-site displays of competition entries
- Videotaped demonstration of the wrap at the event (time specified by Show Management)  
Sponsor recognition on name badge  
Acknowledgement in Sign Association social media  
1 complimentary ticket to the Awards Evening per sponsor where the award winners are announced  
Sponsor recognition at the Awards Evening  
Photo opportunity with the winners at the Event (upon request)

\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

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## Water Station

(each)

We will strategically place water stations throughout the Trade Show floor. Each water station will include signage with your company logo.

Benefits include:

Logo and/or corporate recognition:

- Signage in the feature area of the Trade Show
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with the link to your corporate site (until Jan 31, 2020)
- Logo recognition on event slides
- Acknowledgement in Sign Association social media

**\$1,000**

## Tote Bag Inserts

- 8 ½ x 11 insert
- Branded “give-away items” or Catalogues

**\$400** plus item

**\$500** plus item

# Supporting Sponsors

## Corporate Table

The Awards Evening is a special opportunity to gather with colleagues, network with associates and celebrate the outstanding work of the sign industry. You can demonstrate your support for the evening's honorees by reserving a branded corporate table.

**\$1,300**

## Student Sign Competition Prize

(Exclusive)

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide
- Sponsor ribbons on company representative name badges
- Acknowledgement in Sign Association social media
- Recognition of contribution at the Awards Evening where award winners are announced

**\$500**

## Outdoor Parking Lot Flags and Banner Signs

(2 opportunities available)

Sponsor 20 branded flags and banners in the parking lot of The International Centre (Airport Road & Derry Road)\*

Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide
- Sponsor ribbons on company representative name badges
- Acknowledgement in Sign Association social media
- Recognition of contribution at the Awards Evening where award winners are announced

**\$500**

plus outdoor flags/  
banners\*

\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

## Attendee Prize Machine and Cash Draws

(Multiple opportunities)

One Sponsor recognized draw at The HUB. Sponsor representative present the winner at their designated draw.  
Logo and/or corporate recognition:

- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
Recognition of contribution at the Awards Evening where award winners are announced

**\$500**  
each

## Sign Expo Canada On-Site Copied Materials

(Exclusive)

Logo and/or corporate recognition:

- Each page photocopies
- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Sponsor ribbons on company representative name badges  
Acknowledgement in Sign Association social media  
Recognition of contribution at the Awards Evening where award winners are announced

**In Kind**

## Signage Design and Printing

Multiple opportunities available.  
NOTE: The final sponsor level will be determined based on the value of the in kind contribution

Logo and/or corporate recognition:

- All signage printed
- All sponsorship signage
- Included in all Sign Expo Canada marketing materials sent to attendees including e-blasts, and newsletters
- Sign Association website with a link to your corporate site (until Jan 31, 2020)
- The official Sign Expo Canada 2019 Show Guide

Acknowledgement in Sign Association social media  
Sponsor ribbons on company representative name badges  
Complimentary tickets to the Awards Evening where award winners are announced (dependent on value of contribution)  
Sponsor recognition at the Awards Evening  
Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied\*

**In Kind**  
Design\* and/or printing  
of all Sign Expo Canada  
signage

\*All graphics and signage must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.









# **SIGN EXPO CANADA**

**Sign Association of Canada**



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