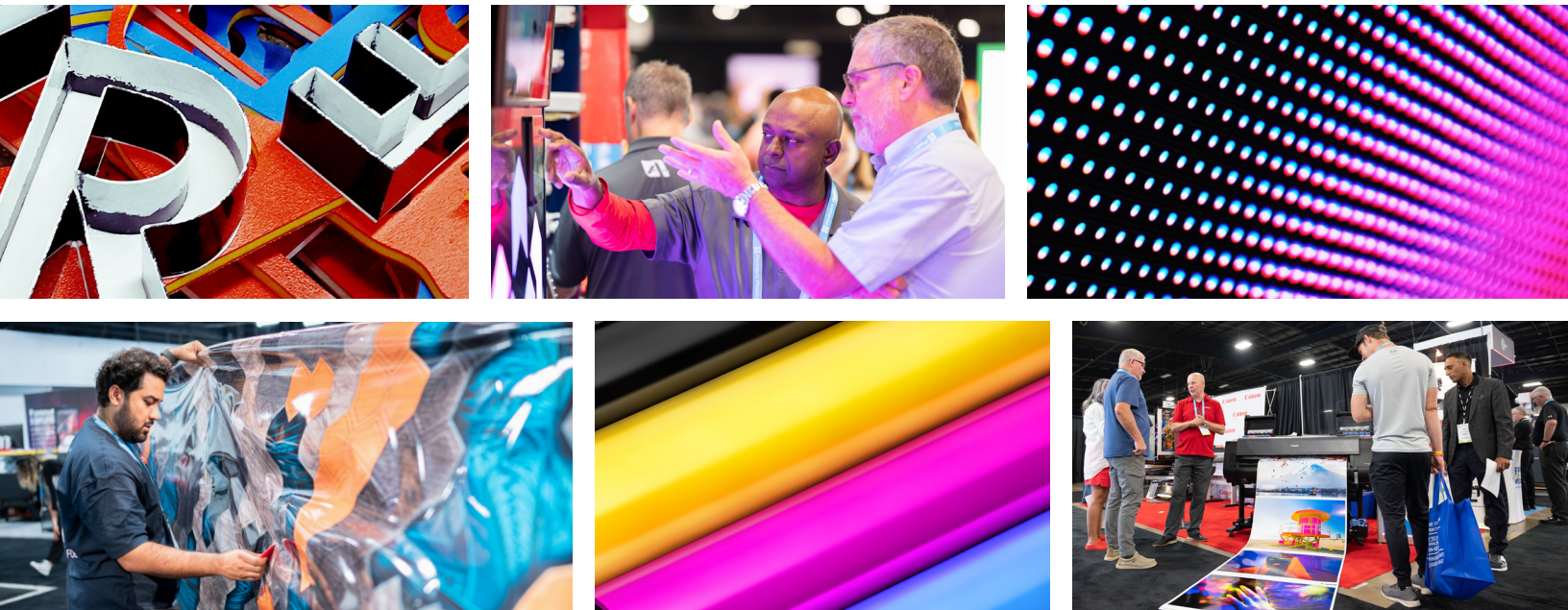




RAISE THE WOW FACTOR!

SPONSORSHIP OPPORTUNITIES



CANADA'S MARKETPLACE FOR
SIGNS | GRAPHICS | PRINTING

September 19-20, 2024

The International Centre, Hall 5
6900 Airport Road, Mississauga, Canada



Boost your brand through enhancement packages and sponsorship



Maximize your company's impact at Sign Expo Canada! Our comprehensive sponsorship program offers unparalleled visibility, spotlighting your products or services to a precisely targeted audience. Benefit from amplified brand recognition, heightened market awareness, and direct engagement with potential clients and industry leaders. The result? Valuable networking opportunities that often lead to meaningful partnerships and collaborations. With diverse budget options, find the perfect fit to make the most of this premier industry event dedicated to Signs, Graphics and Printing.

Sponsor Key Benefits

- › Increase booth traffic and exhibiting ROI
- › Extend your company's presence beyond your booth
- › Position your company as a leader
- › Build brand awareness
- › Differentiate yourself from competitors

Onsite Sponsor Opportunities

SHOW ENTRANCE DOORS & REGISTRATION AREA

Your brand will be the first and last feature visitors see.

Get your company brand spotted in one of the highest traffic areas of the show, where all attendees have to go through to enter and exit the show.

Your company logo and brand message will be easily seen by all attendees.

Sponsor logos will be on the registration counter kick panels, around the columns, and the glass doors.



Sponsorship Features:

- › 3 registration counters kick panels
- › 3 column wraps
- › 7 entrance glass door decals

EXCLUSIVE

SPONSORSHIP COST

\$7,500

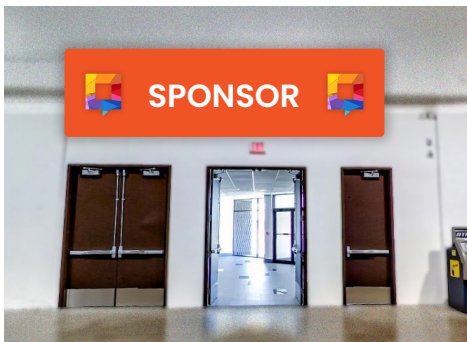
EXIT DOOR BANNER SIGN

Take your company to new heights! Have your brand and key messaging above the only exit at the show. The banner will not only have sight-lines from the show floor but your brand will be front and centre as attendees exit.

- › Your company logo and/or message on the exit door overhead wall.
- › Your company's banner will be hung above the only exhibit hall exit noticeable to thousands of Sign Expo Canada attendees leaving the show.

Banner size – 20' wide x 4' high, single side banner.

Banner to be supplied by sponsor



EXCLUSIVE

SPONSORSHIP COST

\$2,500+TAXES

Onsite Sponsor Opportunities

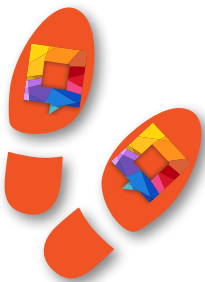
INNOVATION CAFE

Make a memorable brand impression on attendees as they fuel up at the show's cafe.

What's Included?

- Sponsor on 6 glass windows
- Sponsor decal on minimum 5 tables
- Sponsor on hanging sign at the snack entrance

EXCLUSIVE
SPONSORSHIP COST
\$5,500



LEAD VISITORS TO YOUR BOOTH, LITERALLY!

\$250/set of branded footprints (minimum of 6 sets of footprints)

Direct visitor traffic to your booth from the show's entrance with a trail of sponsor-branded footprints affixed to the show floor! Bring full attention to your brand and stand out amongst other exhibitors by pointing the way to your booth, step-by-step. Your sales team will thank you later.

SPONSOR



HANGING BANNERS

Have your Brand seen from every aisle!

Have your 4' x 8' double-sided sign hanging from the ceiling of every main aisle of the show (6 aisles minimum). This high-profile signage is a fantastic way to grab attendees' attention and highlight a unique feature or product from your exhibit.

Printing is included.

EXCLUSIVE
SPONSORSHIP COST
\$6,500



FLOOR SIGNAGE

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.

EXCLUSIVE
SPONSORSHIP COST
\$500/SIGN

Onsite Sponsor Opportunities

EXCLUSIVE

SPONSORSHIP COST

\$5,000

LANYARDS

(Strap attached to name badges)

Get walking advertising by more than 2,000 Sign Expo Canada visitors wearing your company name and lanyards. Your company name will be seen everywhere throughout the exhibit hall.

A minimum of 2,500 lanyards must be supplied by the sponsor.

- Sponsor will be recognized on the Sign Expo Canada website



EXCLUSIVE

SPONSORSHIP COST

\$5,000

VISITORS BADGES

What a better way to advertise to every attendee than to have your company logo, printed in full colour on the front of 2,000 visitor badges. This powerful promotion keeps your logo walking around the entire exhibit hall all 2 days.

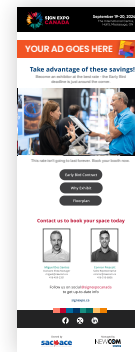
- Sponsor will be recognized on the Sign Expo Canada website



Digital Opportunities (Limited Spots)

DIGITAL AD IN PRE-SHOW E-DIRECT MESSAGE TO REGISTERED ATTENDEES

Elevate your brand with an ad in our e-direct to registered attendees. Directly engage a receptive audience, amplify visibility on your products, and enjoy your brand's exposure. Maximize impact – secure your spot today!



4 SPOTS AVAILABLE

COST

\$500

PER SPONSOR PLUS MATERIALS

WEBSITE ADVERTISING

(max. 3 ads in rotation)

Be one of the first brands our audience sees when they visit the Sign Expo Canada website. Your company can take a prime leaderboard advertising position, to be shown across all web pages.



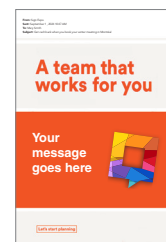
LIMITED

COST

\$350

DEDICATED E-DIRECT TO REGISTERED ATTENDEES

Market your brand and new products to a new audience! Increase your exposure and sales before and after the show.



LIMITED

COST

SOLD OUT

Interactive Feature Areas

TOOL TECH ZONE A SIGN MAKER'S PLAYGROUND

Turn the spotlight to your brand as a sponsor of this new, highly interactive feature area. Designed for those who like to take sign making into their own hands, The Tool Tech Zone is where visitors will come to experiment with new tools and materials, watch live product demos, learn from experts and play with the latest sign making gadgets.

LIMITED
SPONSORSHIP COST
\$1,500 PER SPONSOR
\$4,000 EXCLUSIVE

THE WRAP LAB

Elevate your company's brand at this year's show as the featured sponsor of The Wrap Lab. Positioned at the heart of the show, this dynamic space is dedicated to innovation, education, and creativity. Showcase your brand amidst cutting-edge designs and wrap technology, offering your team direct involvement in demos and the agenda. This fully interactive sponsorship guarantees a lasting impression on all attendees.

LIMITED
SPONSORSHIP COST
\$2,150 PER SPONSOR PLUS MATERIALS

ADDITIONAL BENEFITS



Sponsor ribbons on company representative name badges



Recognized as a sponsor in one post on SEC's social platforms



Sponsor recognition at the Awards Evening



Photo opportunity with the winners





EXCLUSIVE
SPONSORSHIP COST
\$7,500

Sign Expo Canada's Discovery Stage

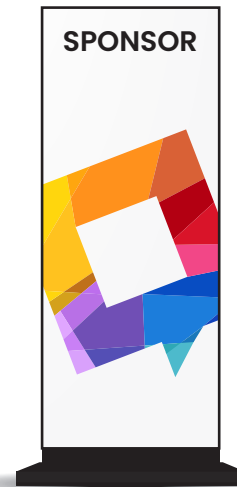
Seize the exceptional opportunity to align your brand with our premier education program at the show. As a focal point on the exhibit floor, the DISCOVERY STAGE hosts captivating sessions led by industry trailblazers. Elevate your company's visibility and credibility by becoming a notable sponsor, connecting your brand with cutting-edge insights. Don't miss the chance to be at the forefront of the conversation – sponsor our education program for a lasting impact at this year's show.

In-Kind Sponsorships

GENERAL SIGNAGE, WAY-FINDING STRUCTURES, PRIZES AND MORE!

Showcase your product's real-world applications at Sign Expo Canada through in-kind sponsorships. Whether it's materials, equipment, or expertise, this approach highlights practical solutions, fostering collaboration and reinforcing your brand's value.

LIMITED
SPONSORSHIP COST
\$1,100



SHOW BAG SPONSORSHIP

Your brand in the spotlight. Attendees will be carrying your brand throughout the show. Show bags will be distributed at the show entrance to every attendee.

What's included?

- › Sponsor logo on one side of the show bag
- › Sponsor will be recognized on the Sign Expo Canada website

EXCLUSIVE
SPONSORSHIP COST
\$7,000



**SIGN EXPO
CANADA**

RAISE THE WOW FACTOR!

SPONSORSHIP OPPORTUNITIES

YOU HAVE OUR SUPPORT

We send regular updates with Checklists, Reminders
and Online Tools created to help you maximize
your participation at Sign Expo Canada

**We are always here to help with anything
from start to finish — just call or email!**

FOR ALL SPONSORSHIP INQUIRES CONTACT

**MIGUEL
DOS SANTOS**

miguel@newcom.ca

416-459-2351

**CONNOR
PRESCOTT**

connor@newcom.ca

416-510-6806