



# Supply Change EXPO


Organized By: **EVENTWORX**  
CORPORATION

October 27-28, 2020

Stampede Park

Calgary, Alberta

[www.supplychangeexpo.com](http://www.supplychangeexpo.com)



# SPONSORSHIP OPPORTUNITIES

# PLATINUM SPONSORSHIP

Value: \$15,000

Platinum Sponsorship is limited to three (3) industry brands, this opportunity is the most prominent marketing profile for the show. Each sponsor receives the benefits of premium placement on all marketing material (subject to marketing timelines) associated with the event. Brand impressions include: trade advertising, online promotion, official event guide, social media, event website and onsite presence.

## ONLINE & ADVANCE EXPOSURE

Premium brand recognition on the official website and event guide as a Platinum Sponsor.

Brand recognition on all marketing material for the event.

Social media posts (LinkedIn, Twitter and Facebook) as an Platinum Sponsor.

One (1) full page of advertising media in the Official Event Guide.

Opportunity to submit a relevant editorial to be printed in the Official Event Guide (Subject to approval and space).

## ONSITE PRESENCE

Brand recognition as a Platinum Sponsor on all relevant signage for the event.

10 x 20 premium exhibit space.

Opportunity to display a digital advertisement on monitors throughout the event.

Social Media posts as a Official Platinum Sponsor (LinkedIn, Twitter)

Opportunity to host a Prize Draw during the Event, with the ability to collect business card data for potential lead prospects. The Prize Draw will be done on Day 2 of the Event, with Event organizers announcing the Winner over load speaker, recognizing the Sponsor.

Brand recognition in the VIP centre, conference sessions, and main stage.

Four invitations to the VIP reception and VIP centre.

Ten conference passes for your organization or guests or your organization.

# GOLD SPONSORSHIP

Gold Sponsors enjoy high-profile branding opportunities, with a strong focus on influencing attendees to attend or greatly enhancing their visit to the Supply Change Expo. Sponsors may choose from a variety of package options including:

## VIP Reception

Value: \$12,000(non-exhibitor rate)  
\$9,000(exhibitor rate)

## ONLINE & ADVANCE EXPOSURE

Brand recognition as the Exclusive Sponsor of the Industry VIP Reception Sponsor.

Brand recognition on the official website and Event Guide as a Gold Sponsor.

Brand recognition on promotional material for the event on marketing promotion collateral, where applicable.

Brand recognition on HTML eNewsletter promoting the VIP Reception.

Brand recognition as the Exclusive Sponsor of the VIP Reception.

## ONSITE PRESENCE

Brand recognition as a Gold Sponsor on all relevant signage for the event.

Brand recognition as the Exclusive Sponsor of the VIP Reception.

Brand recognition on beverage tickets.

Fifty (50) complimentary beverage tickets to be used during the Industry VIP Reception.

Opportunity to provide a 5-minute welcome presentation and introduce VIP speaker(s). Social Media post (LinkedIn, Twitter), as Gold Sponsor of the Show.

Opportunity to submit white papers to the website for complimentary download by website visitors.

## Official Website Sponsor

Value: \$10,000(non-exhibitor rate)  
\$7,500(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Opportunity to submit white papers to the website for complimentary download by website visitors.

Banner ad (carousel banner - 1500 x 400 px) displayed on website for duration of event, on the website main page. This includes a direct link to sponsor's website.

Brand recognition on the official website as the Official Website Sponsor.

Brand recognition on the official website as a Gold Sponsor.

Brand recognition on promotional material for the event on marketing promotion collateral, where applicable.

### ONSITE PRESENCE

Premium brand recognition as a Gold Sponsor on marketing promotion collateral, where applicable.

Brand recognition as a Gold Sponsor in the Official Event Guide.

Brand recognition as a Gold Sponsor on all relevant signage for the event.

## Official Registration Sponsor

Value: \$7,500(non-exhibitor rate)  
\$5,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Brand recognition on the online registration web page. This includes a direct link to sponsor's website.

Brand recognition on the official website and Event Guide as a Gold Sponsor.

Premium brand recognition as a Gold Sponsor on marketing promotion collateral, where applicable.

### ONSITE PRESENCE

Exclusive sponsorship of the Registration Desk.

Custom branded 20 foot x 8 foot stretched fabric display wall at registration (client provides graphic files). Client owns display wall after event.

Brand recognition as a Gold Sponsor on all relevant signage for the event.

# SILVER SPONSORSHIP

Silver Sponsorships provides organizations with exceptional value-added opportunities to maximize brand awareness at the Supply Change Expo. Sponsors may choose from a variety of package options including:

## Visitor Tote Bags Sponsor

Value: \$5,000(non-exhibitor rate)  
\$4,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Silver Sponsor.

Brand recognition as Silver Sponsor on marketing promotion collateral, where applicable.

Brand recognition as Silver Sponsor on all relevant signage for the event.

### ONSITE PRESENCE

Exclusive branding sponsorship of the Visitor Tote Bags.

Pricing includes the cost of production of 1,000 Visitor Tote Bags. Bags are produced with one (1) colour logo imprint on the most prominent location available.

Alternative Option: Sponsor may provide 1,000 Visitor Tote Bags at reduced price.

Distribution at exposition hall entrance and if applicable at your exhibit booth.

## Official Exhibitor Lounge Sponsor

Value: \$4,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Silver Sponsor.

Brand recognition as Silver Sponsor on all relevant marketing material for the event.

Brand recognition as Silver Sponsor on all relevant signage for the event.

## ONSITE PRESENCE

Exclusive branding sponsorship of the Official Exhibitor Lounge Sponsor.

Opportunity to display up to four (4) pull-up banner stands.

Opportunity to distribute one (1) piece of marketing collateral within the Lounge.

Complimentary refreshments included.

**Official Lanyard Sponsor**

Value: \$5,000(non-exhibitor rate)  
\$4,000(exhibitor rate)

## ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Silver Sponsor.

Brand recognition as Silver Sponsor on marketing promotion collateral, where applicable.

Brand recognition as Silver Sponsor on all relevant signage for the event.

## ONSITE PRESENCE

Exclusive branding sponsorship of the Visitor Lanyard.

Pricing includes the cost of production of 2,000 Visitor Lanyards.

Alternative Option: Sponsor may provide 2,000 Visitor Lanyards at reduced price.

Lanyards are produced with one(1) colour logo imprint on the most prominent location available.

**Networking Luncheon Sponsor**

Value: \$5,000(non-exhibitor rate)  
\$4,000(exhibitor rate)  
Please add \$5,000 for exclusive opportunity.

## ONLINE & ADVANCE EXPOSURE

Brand recognition on promotional material for the event on marketing promotion collateral, where applicable.

Brand recognition as the Shared/Executive Sponsor of the Networking Luncheon.

Brand recognition on the official website and Event Guide as a Silver Sponsor.

Brand recognition as the Shared/Executive Sponsor of the Networking Luncheon Sponsor in the official Event Guide.

## **ONSITE PRESENCE**

Brand recognition as the Shared/Executive Sponsor of the Networking Luncheon Sponsor signage.

Brand recognition as a Silver Sponsor on all relevant signage for the event.

Opportunity to provide a give-away at each table (centre piece or individual take-away).

**Networking Reception Sponsor  
(Day 2)** Value: \$5,000(non-exhibitor rate)  
\$4,000(exhibitor rate)

## **ONLINE & ADVANCE EXPOSURE**

Brand recognition as the Exclusive Sponsor of the Closing Networking Reception.

Brand recognition on the official website and Event Guide as a Silver Sponsor.

Brand recognition on promotional material for the event on marketing promotion collateral, where promoting the closing Networking Reception.

Premium brand recognition as a Silver Sponsor on all relevant marketing material for the event.

Brand recognition as the Exclusive Sponsor of the Closing Networking Reception in the Official Event Guide.

## **ONSITE PRESENCE**

Brand recognition as the Exclusive Sponsor of the Closing Networking Reception signage.

Brand recognition as a Silver Sponsor on all relevant signage for the event.

Fifty (50) complimentary beverage tickets to be used during the Reception.

Opportunity to display up to four (4) pull-up banner stands during the Reception.

Opportunity to distribute one (1) piece of marketing collateral during the Reception.



## **Official Badge Sponsor**

Value: \$4,000(non-exhibitor rate)  
\$3,000(exhibitor rate)

### **ONLINE & ADVANCE EXPOSURE**

Brand recognition on the official website and Event Guide as a Silver Sponsor.

Brand recognition as a Silver Sponsor on marketing promotion collateral, where applicable.

Brand recognition as a Silver Sponsor on all relevant signage for the event.

### **ONSITE PRESENCE**

Exclusive branding sponsorship of the Visitor Badges.

Pricing includes the cost of production of Visitor Badges.

Brand recognition as a Silver Sponsor on all relevant signage for the event.



# BRONZE SPONSORSHIP

Bronze Sponsorships provides organizations with exceptional value-added opportunities to maximize brand awareness at the Supply Change Expo. Sponsors may choose from a variety of package options including:

## Aisle Decals

Value: \$3,000(non-exhibitor rate)  
\$2,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Bronze Sponsor.

Brand recognition as a Bronze Sponsor on marketing collateral, where applicable.

Brand recognition as a Bronze Sponsor on all relevant signage for the event.

### ONSITE PRESENCE

Each decal approximate size: 3' diameter, round.

Pricing includes the cost of production and installation of Aisle Decals.

Cost of production and placement included.

Brand placement on each of the numbered carpet decals located on each end of the aisles at the exhibition to help visitors navigate the floor (at 4 locations).

## "You Are Here" Board

Value: \$3,000(non-exhibitor rate)  
\$2,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Bronze Sponsor.

Exclusive Sponsorship of the You Are Here Board

Brand recognition as a Bronze Sponsor in the Official Event Guide.

## ONSITE PRESENCE

Brand recognition as a Bronze Sponsor on a Sponsor signage.

Digital Advertising on You Are Here monitor.

### Mobile Device Charging Station

Value: \$2,500(non-exhibitor rate)  
\$2,000(exhibitor rate)

## ONLINE & ADVANCE EXPOSURE

Brand recognition as Exclusive Charging Station Sponsor in the Official Event Guide and on the Official website as a Bronze Sponsor.

## ONSITE PRESENCE

Brand recognition as a Bronze Sponsor on Sponsor Signage.

Exclusive opportunity to sponsor one of the two (2) mobile device charging stations.

Opportunity to feature a custom branded graphic on the charging station.

### Conference Refreshment Breaks

Value: \$4,000(non-exhibitor rate)  
\$3,000(exhibitor rate)

## ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Bronze Sponsor.

Brand recognition as a Bronze Sponsor on marketing collateral, where applicable.

Brand recognition as a Bronze Sponsor on all relevant signage for the event.

## ONSITE PRESENCE

Brand recognition as a Bronze Sponsor on a Sponsor signage.

Exclusive brand recognition as the Refreshment Break Sponsor on digital signs.

Opportunity to have a display rack of promotional materials at the coffee station

## Conference Note Books

Value: \$5,000(non-exhibitor rate)  
\$4,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

Brand recognition on the official website and Event Guide as a Bronze Sponsor.

Brand recognition as a Bronze Sponsor on marketing collateral, where applicable.

Brand recognition as a Bronze Sponsor on all relevant signage for the event.

### ONSITE PRESENCE

Brand recognition as a Bronze Sponsor on a Sponsor signage.

Exclusive brand recognition as the Conference Notebook sponsor on conference signs.

Brand recognition as a Bronze Sponsor on marketing collateral, where applicable.

Brand recognition as a Bronze Sponsor on all relevant signage for the event.

## TAILORED OPTIONS

### Main Stage

Value: \$15,000(non-exhibitor rate)  
\$12,000(exhibitor rate)

### ONLINE & ADVANCE EXPOSURE

- Brand recognition as the Sponsor of the Main Stage.
- Brand recognition on the official website and Event Guide as a Gold Sponsor.
- Brand recognition on promotional material for the event on trade advertising and official media,

where applicable.

- Premium brand recognition as a Gold Sponsor on all relevant marketing material for the event.
- Brand recognition as the Exclusive Sponsor of the Main stage in the Official Event Guide.

## ONSITE PRESENCE

- Brand recognition as the Exclusive Sponsor of the Main Stage Sponsor signage.
- Brand recognition as the Gold Sponsor on all relevant signage for the event.
- Opportunity to welcome guests at the entrance, as well as provide one piece of literature to delegates and/or have the literature available on a brochure rack.
- Organization receives a private hosting area at the Main Stage.
- Opportunity to display up to four (4) pull-up banners stands in the Main Stage area (not on stage).

### Indoor Banner

Value: \$7,000(non-exhibitor rate)/\$5,000(exhibitor rate)

## ONSITE PRESENCE

- One (1) custom single-sided advertising banner (size: 20 feet x 8 feet) to be hung strategically on the exposition wall - limited availability.
- Cost of banner production and hanging included.  
Artwork to be provided by the sponsor.

### eNewsletters

Value: \$1,200(non-exhibitor rate)/\$750(exhibitor rate)

## ONLINE & ADVANCE EXPOSURE

- Exclusive opportunity to sponsor one (1) of six (6) event eNewsletters relating to the show.
- Banner placement on the HTML eNewsletter sent to the attendee database.
- 300-word article with link to your website.

### Post Show survey sponsor

Value: \$3,000(non-exhibitor rate)/\$2,000(exhibitor rate)

- Exclusive sponsor opportunity - Banner placement on survey which will be sent to attendee's
- Opportunity to ask one question, question must be pre-approved
- Opportunity to provide branded survey prize

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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