

SPONSORSHIP LEVELS & BENEFITS

Increase your visibility at Bakery Showcase with an event sponsorship. It's a reliable cost effective way to increase traffic to your booth and enhance your company image before, during and after the event.

Event sponsors will be recognized in the following ways. Simply pick the level you want and we'll do the rest!

SPONSORSHIP BENEFITS	Estimated Impressions	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,000	BRONZE \$1,000	CONTRIBUTING SPONSOR under \$1,000
„ Recognition on the Bakery Showcase landing page on BAC's web-site ²	50,000	Logo ¹	Logo ¹	Logo ¹	--	--
„ Recognition in pre-event Attendee Brochure mailing ³	18,000	Logo ¹	Logo ¹	Logo ¹	--	--
„ Recognition in pre-event Attendee email & fax promotions ⁴	20,000	Logo ¹	--	--	--	--
„ Recognition in Show Guide Addendum ⁵	3,000	Logo ¹	Logo ¹	Logo ¹	Name ¹	Name ¹
„ Special ribbon designation on name badge at the event ⁶		Ü	Ü	Ü	--	--
„ Recognition on signage at the event ⁷	33,000	Logo ¹	Logo ¹	Logo ¹	Name ¹	Name ¹
„ Complimentary VIP Trade Show Passes)		50	25	15	5	--
„ Recognition in BAC's newsletter <i>The Bulletin</i> ⁸	14,000	Logo ¹	Logo ¹	Logo ¹	--	--

Note: -- indicates that benefit is not available at sponsor contribution level

¹The size of your company logo or name in the above benefits will be based on the level of sponsorship purchased.

- Platinum Level – Large Company Logo with hyperlink to your company's web-site
- Gold Level – Medium Company Logo
- Silver Level – Small Company Logo
- Bronze Level – Company Name
- Contributing Sponsor – Small Company Name

²The Bakery Showcase landing page is consistently ranked as the second most popular page visited on BAC's web-site. In the months leading up to the event, an average of 10,000 unique visitors view this page each month. After the event, up to 4,000 unique visitors view this page each month. Your company logo or name will be viewed on this page for at least 8 months after the event.

³Two mailings of the Attendee Brochure are planned. Sponsorship must be confirmed by the printing deadlines. The first mailing will have a distribution of 12,000 across Canada – print deadline is March 12/10. The second mailing will have a distribution of 6,000 across Canada – print deadline is March 22/10.

⁴Up to 3 emails and 3 fax promotions are scheduled for April 6/10, April 29/10 and May 13/10. Sponsorship must be confirmed 7 business days out from the broadcast deadline in order to be included.

⁵The Show Guide Addendum will be distributed on-site during Bakery Showcase and will have a distribution of over 3,000. Sponsorship must be confirmed by the printing deadline of April 30/10.

⁶Sponsor ribbons will be available for pick up on-site at the Exhibitor Desk.

⁷Your company logo or name will be seen on the following on-site signage:

- Floor Plan & Exhibitor List located in the Registration area (over 5,000 impressions per day) – BONUS – Your company name on this exhibitor list will be bolded
- Banner Stand strategically placed to maximize exposure and visibility during key event activities (over 6,000 impressions per day)
 - At the entrance to the presentations from 10:00am – 12:00noon
 - At the entrance to the exhibit floor from 11:00am – 5:00pm
 - At the entrance to the Sunday Welcome Reception from 5:00pm – 6:30pm

⁸Recognition in two post event newsletters, Aug/Sept and Dec issues