

## SPONSORSHIP OPPORTUNITIES

### 1. Canada's National Wedding Cake Competition

Creativity is a mainstay of the baking industry and it is always highlighted in wedding cake decorating. This new feature to Bakery Showcase 2010 is therefore assured of being a principle attraction for all delegates.

**Key sponsor benefits:**

- „ Platinum Event Sponsor Benefits
- „ Prominent signage recognizing your company as the sponsor of the area
- „ Opportunity to have company representatives make presentations/photographed with competition winners. Photo to be published in BAC newsletter.

Investment:           \$ 10,000       exclusive

### 2. On-Site Registration Area

The registration area is the first stop for everyone attending Bakery Showcase. Reach out to your potential and current customers before they even step onto the exhibit floor.

**Key sponsor benefits:**

- „ Gold Event Sponsor Benefits
- „ Prominent signage recognizing your company as the sponsor of the area
- „ Authorization to place company literature or samples on registration counters
- „ Authorization to have up to 2 company representatives "meet & greet" people in the registration area and/or distribute promotional materials

Investment:           \$ 8,000       exclusive

### 3. Lanyards

Have your company name around the neck of every attendee at the event! Either you can provide the lanyards or we can handle the production.

**Key sponsor benefits:**

- „ Gold Event Sponsor Benefits
- „ Company Name, Booth Number and web-site address on Lanyards

Investment:           \$8,000       exclusive (if we produce lanyards)  
                              \$5,000       exclusive (if you provide lanyards)

### 4. On-Line Registration

Get your company in front of every person who registers on-line for the event. For the last event over 75% of the pre-registrations received were done via the on-line system. Each time someone registers they go through multiple screens (approx. 4 screens) to fill out their on-line registration form resulting in repeated impressions for your company.

**Key sponsor benefits:**

- „ Silver Sponsor Benefits
- „ Company Logo on every screen of the on-line registration system

Investment:           \$5,000       exclusive

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### 5. Sunday Welcome Reception

Right after the trade show closes on Sunday, May 16 a Welcome Reception will be held. Admission is free to all and will include music, finger foods and complimentary soft drinks.

**Key Sponsor Benefits:**

- „ Silver Event Sponsor Benefits
- „ Signage recognizing your company as the exclusive sponsor
- „ Verbal recognition during the event
- „ Opportunity to have a company representative address the audience

**Investment:**            \$5,000            exclusive

Or Co-Sponsors as follows:

**Key Sponsor Benefits:**

- „ Bronze Event Sponsor Benefits
- „ Verbal recognition during event
- „ Recognition on signage

**Investment:**            \$1,500            4 opportunities

### 6. Email Pre-Registration Confirmation

Communicate with every pre-registered attendee before they even get to the event. Make sure your company is at the top of their must-see list.

**Key Sponsor Benefits:**

- „ Bronze Sponsor Benefits
- „ Company name, 30 word message and web-site link included

**Investment:**            \$2,500            exclusive

### 7. Hotel Shuttle Bus

A shuttle bus will be operational between the Holiday Inn and the International Centre on May 16 – 18 between the hours of 8:00am to 6:00pm.

**Key sponsor benefits:**

- „ Bronze Sponsor Benefits
- „ Sign on side of shuttle bus will read Shuttle Bus *courtesy of [Sponsor Name]. Visit us in Booth XXX*

**Investment:**            \$1,500            3 opportunities (May 16, May 17 or May 18)

### 8. Aisle Sign Banner

Draw extra attention and visibility to your booth by sponsoring an aisle sign. Your company name and booth number will be hung on a banner below the aisle sign you are assigned.

*Note: Only one banner per aisle and only one company can sponsor a given aisle. Limited availability and on a first come, first served basis.*

**Key Sponsor Benefits:**

- „ Bronze Event Sponsor Benefits
- „ Production & hanging of banner included in package

**Investment:**            \$1,500            10 opportunities

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### 9. Email & Fax Attendee Promotion

This is a great way to communicate important show features and details to prospective attendees as they gear up for the event. *Note: Limited availability - only one sponsor per promotion (not including Platinum sponsors).*

**Key Sponsor Benefits:**

- „ Contributing Sponsor Benefits
- „ Company name, 30 word message and web-site link included

Investment:	\$800 each			
	April 6/10	Email	Fax	2 available
	April 29/10	Email	Fax	2 available
	May 13/10	Email	Fax	2 available

### 10. Pens

Put your company name in the hands of attendees by providing writing pens for them to use. Pens will be available in the registration area. *Note: In addition to the sponsor dollars, the sponsor must provide 1,500 pens.*

**Key sponsor benefits:**

- „ Bronze Sponsor Benefits
- „ Tent card beside pens will read *Pens courtesy of [Sponsor Name]. Visit us in Booth XXX*
- „ Show Management will ensure that pens are distributed appropriately

Investment: \$1,000 exclusive

### 11. Park Bench

This is a great inexpensive way to get attention as people use these benches throughout the event. *Note: Exact placement of park benches will be determined by Show Management. Limited availability.*

**Key Sponsor Benefits:**

- „ Contributing Sponsor Benefits
- „ Sign attached to park bench will read *Courtesy of [Sponsor Name]. Visit us in Booth XXX*
- „ Production and placement of sign included in package

Investment: \$500 10 opportunities

### *Looking for something else?*

If you don't see a sponsorship package that meets your marketing needs, please contact Amir Jaffer by phone 905-405-0288 x22, toll-free 888-674-2253 and he will work with you to create a package specifically for you!