

bakery showcase **2012**

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 | 12,000 | Logo ¹ | Logo ¹ | Logo ¹ | -- | -- |
| ▶ Recognition in pre-event Attendee email promotions ⁴ | 13,500 | Logo ¹ | -- | -- | -- | -- |
| ▶ Recognition in Show Guide or Addendum ⁵ | 10,000 or 3,000 | Logo ¹ | Logo ¹ | Logo ¹ | Name ¹ | Name ¹ |
| ▶ Special ribbon designation on name badge at the event ⁶ | | ✓ | ✓ | ✓ | -- | -- |
| ▶ 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.

³The Attendee Brochure will have a distribution of 12,000 across Canada. Sponsorship must be confirmed by the printing deadline of Feb 24 in order to be included.

⁴Three emails are scheduled for Mar 27, April 11 and May 1. Sponsorship must be confirmed 7 business days out from the broadcast deadline in order to be included.

⁵The Show Guide will be mailed in advance of the event and will be available on-site (circulation of 10,000). Sponsorship must be confirmed by Feb 24 to be included in the Show Guide. The 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 27.

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)

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