

bakery showcase **2012**

SPONSORSHIP OPPORTUNITIES

Below is a list of sponsorship opportunities for Bakery Showcase 2012. If you don't see a sponsorship package that meets your marketing needs, please contact Ahmed Mutaher by phone 905-405-0288 x22, toll-free 888-674-2253 or by email amutaher@baking.ca and he will work with you to create a package specifically for you!

1. Canada's Landmark Challenge

We've invited a couple of the local area colleges to provide a spectacular demonstration of creativity from their baking students. Over the 3 day event, these students will build scaled reproductions of famous Canadian Landmarks made from baked goods on the trade show floor.

Key Sponsor Benefits:

- ▶ Platinum Sponsor Benefits
- ▶ Signage recognizing your company as the exclusive sponsor
- ▶ Opportunity to have a company representative present on stage with cash built into the event

Investment: \$10,000 exclusive

Or Co-Sponsors as follows:

Key Sponsor Benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Recognition on signage

Investment: \$2,000 5 opportunities

2. Sunday, May 6 Keynote Presentation

Join us right after the BAC Annual General Meeting on Sunday, May 6 to hear a Keynote Presentation by John Klecker, Weston Bakeries. John will share his view on what the future holds for Canada's Baking Industry.

Key sponsor benefits:

- ▶ Silver 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

3. 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 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

SOLD

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4. 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 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)

5. Back of Attendee Badges

Have Attendee's be a walking billboard for your company. We'll print your company's logo, booth number and brief message on the back of every attendee badge.

Key sponsor benefits:

- ▶ Platinum Sponsor Benefits
- ▶ Company Logo, Booth Number and brief message printed on badges (company to provide artwork)

Investment: **\$10,000** exclusive

6. On-Line Registration

Get your company in front of every person who registers on-line at 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 (approximately 3-4) to fill out their on-line registration form resulting in a great impression for your company.

Key sponsor benefits:

- ▶ Silver Sponsor Benefits
- ▶ Company Logo on every screen of the on-line registration form

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

SOLD

7. Show Floor Entrance Greeters

Officially welcome everyone to the event by having members of your team stationed at the entrance to the show floor. This is an ideal location for you to hand out your company show bags to potential and current customers.

Key sponsor benefits:

- ▶ Silver Sponsor Benefits
- ▶ Authorization to have up to 2 company representatives "meet & greet" people at the Show Floor Entrance and/or distribute promotional materials/show bags. (Company must supply their own promotional materials/show bags).

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

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8. Sunday Welcome Reception

Right after the trade show closes on Sunday, May 6 a Welcome Reception will be held in the registration area. Admission is free to all and will include finger foods and complimentary soft drinks.

Key Sponsor Benefits:

- ▶ Silver 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 Sponsor Benefits
- ▶ Verbal recognition during event
- ▶ Recognition on signage

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

9. 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, 100 word message and web-site link included

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

10. Hotel Shuttle Bus

A shuttle bus will be operational between the Holiday Inn and the International Centre on May 6 – 8 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 6, May 7 or May 8)

11. Hotel Key Cards

Hotel Key Cards are used multiple times daily, so make sure it's your custom-designed key card everyone is using. Target guests staying in the official housing block at the Headquarters Hotel (Holiday Inn) from check-in to check-out.

Key sponsor benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Customized Key Cards (company to provide artwork)

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

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12. 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 Sponsor Benefits
- ▶ Production & hanging of banner included in package

Investment: \$1,500 10 opportunities – 1 SOLD

13. Email 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, 100 word message and web-site link included

Investment: \$1,000 each

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|--------------------|--------------------|
| March 27/12 | 1 available |
| April 11/12 | 1 available |
| May 1/12 | 1 available |

14. 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 2,500 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: \$2,000 exclusive

15. 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 9 opportunities – 1 SOLD