



# Atlantic Canada

Petroleum Show

organized by: **EVENTWORX**  
CORPORATION

# Sponsorship Opportunities

**June 18-19, 2019**  
**Mile One Centre**  
**St. John's, NL**

**East Coast Canada's Premier Energy Event**

# 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 exhibition. Brand impressions include: trade advertising, online promotion, official publications and the event website.

## Online & Advance Exposure

- 1 Premium Brand recognition on the official website and event guide as a Platinum Sponsor.
- 2 Brand recognition on all marketing material for the event.
- 3 Social media posts (LinkedIn, Twitter) as the Official Platinum Sponsor.
- 4 One (1) full page of advertising media in the Official Event Guide.
- 5 Opportunity to submit a relevant editorial to be printed in the Official Event Guide (subject to approval and space).

## Onsite Presence

- 1 Brand recognition as a Platinum Sponsor on all relevant signage for the event.
- 2 10 x 20 Premium exhibit space.
- 3 Opportunity to display up to four (4) pull-up banner stands throughout the event.
- 4 Social Media posts as Official Platinum Sponsor (LinkedIn, Twitter)
- 5 Opportunity to host a Prize Draw during the Show, with the ability to collect business card data for potential lead prospects. The Prize Draw will be done on Day 2 of the Show, with Show Organizers announcing the Winner over loud speaker, recognizing the Sponsor.

# GOLD SPONSORSHIP

Gold Sponsors enjoy high-profile branding opportunities, with a strong focus on influencing show attendees.

## Industry VIP Reception (Day 1)

Value: \$9,000

### Online & Advance Exposure

- 1 Brand recognition as the Exclusive Sponsor of the Industry VIP Reception Sponsor.
- 2 Brand recognition on the official website and Event Guide as a Gold Sponsor.
- 3 Brand recognition on promotional material for the event on marketing promotion collateral, where applicable
- 4 Brand recognition on HTML eNewsletters promoting the VIP Reception
- 5 Brand recognition as the Exclusive Sponsor of the Industry VIP Reception Sponsor.

### Onsite Presence

- 1 Brand recognition as a Gold Sponsor on all relevant signage for the event.
- 2 10 x 10 Premium exhibit space.
- 3 Brand recognition as the Exclusive sponsor on Industry VIP Reception signage.
- 4 Brand recognition on beverage tickets.
- 5 Fifty (50) complimentary beverage tickets to be used during the Industry VIP Reception.
- 6 Opportunity to provide a 5-minute welcome presentation and introduce VIP speaker(s). Social Media post (LinkedIn, Twitter), as Gold Sponsor of the Show.

## Official Website Sponsor

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

### Online & Advance Exposure

- 1 Banner ad (carousel banner – 1500 x 400 px) displayed on website for duration of event, on the website main page.
- 2 Brand recognition on the official website as the Official Website Sponsor.
- 3 Brand recognition on the official website as a Gold Sponsor.
- 4 Brand recognition on promotional material for the event on marketing promotion collateral, where applicable

### Onsite Presence

- 1 Premium brand recognition as a Gold Sponsor on marketing promotion collateral, where applicable
- 2 Brand recognition as a Gold Sponsor in the Official Event Guide.
- 3 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

- 1 Brand recognition on the online registration web page.
- 2 Brand recognition on the official website and Event Guide as a Gold Sponsor.
- 3 Premium brand recognition as a Gold Sponsor on marketing promotion collateral, where applicable

### Onsite Presence

- 1 Exclusive sponsorship of the Registration Desk
- 2 Custom brand graphics prominently displayed on the front of each registration counter.
- 3 Brand recognition as a Gold Sponsor on all relevant signage for the event.

# SILVER SPONSORSHIP

Value: \$ 9,000

Silver sponsorship provides you with some unique branding opportunities that will help you reach the decision makers attending the exhibition.

## Visitor Tote Bags Sponsor

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

### Online & Advance Exposure

- 1 Brand recognition on the official website and Event Guide as a Silver Sponsor.
- 2 Brand recognition as a Silver Sponsor on marketing promotion collateral, where applicable
- 3 Brand recognition as a Silver Sponsor on all relevant signage for the event.

### Onsite Presence

- 1 Exclusive branding sponsorship of the Visitor Tote Bags.
- 2 Pricing includes the cost of production of 2,000 Visitor Tote Bags. Bags are produced with one (1) colour logo imprint on the most prominent location available.
- 3 Alternative Option: Sponsor may provide 2,000 Visitor Tote Bags at a reduced price.
- 4 Distribution Exhibition Hall Entrance and if applicable at your company booth.

## Official VIP or Exhibitor Lounge Sponsor

Value: \$4,000 (exhibitor rate)

### Online & Advance Exposure

- 1 Brand recognition on the official website and Event Guide as a Silver Sponsor.
- 2 Brand recognition as a Silver Sponsor on all relevant marketing material for the event.
- 3 Brand recognition as a Silver Sponsor on all relevant signage for the event.

## Onsite Presence

- 1 Exclusive branding sponsorship of the Official VIP or Exhibitor Lounge Sponsor.
- 2 Opportunity to display up to four (4) pull-up banner stands.
- 3 Opportunity to distribute one (1) piece of marketing collateral within the Lounge.
- 4 Complimentary refreshments included.

### Official Lanyard Sponsor

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

## Online & Advance Exposure

- 1 Brand recognition on the official website and Event Guide as a Silver Sponsor.
- 2 Brand recognition as a Silver Sponsor on marketing promotion collateral, where applicable
- 3 Brand recognition as a Silver Sponsor on all relevant signage for the event.

## Onsite Presence

- 1 Exclusive branding sponsorship of the Visitor Lanyards.
- 2 Pricing includes the cost of production of 3,000 Visitor Lanyards.
- 3 Alternative Option: Sponsor may provide 3,000 Visitor Lanyards at a reduced price.
- 4 Lanyards are produced with one (1) colour logo imprint on the most prominent location available.

### Networking Luncheon Sponsor (Day 2)

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

## Online & Advance Exposure

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



- 2 Brand recognition as the Exclusive Sponsor of the Networking Luncheon.
- 3 Brand recognition on the official website and Event Guide as a Silver Sponsor.
- 4 Brand recognition as the Exclusive Sponsor of the Networking Luncheon Sponsor in the Official Event Guide.

## Onsite Presence

- 1 Brand recognition as the Exclusive Sponsor of the Networking Luncheon Sponsor signage.
- 2 Brand recognition as a Silver Sponsor on all relevant signage for the event.

## Closing Networking Reception Sponsor (Day 2)

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

## Online & Advance Exposure

- 1 Brand recognition as the Exclusive Sponsor of the Closing Networking Reception.
- 2 Brand recognition on the official website and Event Guide as a Silver Sponsor.
- 3 Brand recognition on promotional material for the event on marketing promotion collateral, where promoting the Closing Networking Reception
- 4 Premium brand recognition as a Silver Sponsor on all relevant marketing material for the event.
- 5 Brand recognition as the Exclusive Sponsor of the Closing Networking Reception in the Official Event Guide.

## Onsite Presence

- 1 Brand recognition as the Exclusive Sponsor of the Closing Networking Reception signage
- 2 Brand recognition as a Silver Sponsor on all relevant signage for the event.
- 3 Fifty (50) complimentary beverage tickets to be used during the Reception.
- 4 Opportunity to display up to four (4) pull-up banner stands during the Reception.
- 5 Opportunity to distribute one (1) piece of marketing collateral during the Reception.

### Online & Advance Exposure

- 1 Brand recognition on the official website and Event Guide as a Silver Sponsor.
- 2 Brand recognition as a Silver Sponsor on marketing promotion collateral, where applicable
- 3 Brand recognition as a Silver Sponsor on all relevant signage for the event.

### Onsite Presence

- 1 Exclusive branding sponsorship of the Visitor Badges.
- 2 Pricing includes the cost of production of Visitor Badges.
- 3 Brand recognition as a Silver Sponsor on all relevant signage for the event.

## BRONZE SPONSORSHIP

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

Bronze Sponsors are well positioned to obtain quality branding with a reasonable investment.

### Online & Advance Exposure

- 1 Brand recognition on the official website and Event Guide as a Bronze Sponsor.
- 2 Brand recognition as a Bronze Sponsor on marketing collateral, where applicable
- 3 Brand recognition as a Bronze Sponsor on all relevant signage for the event.

### Onsite Presence

- 1 Each decal approximate size: 3' diameter, round.
- 2 Cost of production and placement included.



- 3 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 6 locations).

## **“You Are Here” Board**

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

### **Online & Advance Exposure**

- 1 Brand recognition on the official website and Event Guide as a Bronze Sponsor.
- 2 Exclusive Sponsorship of the You Are Here Board
- 3 Brand recognition as a Bronze Sponsor in the Official Event Guide.

### **Onsite Presence**

- 1 Brand recognition as a Bronze Sponsor on sponsor signage
- 2 Opportunity to feature a custom branded graphic on the header of the boards.

## **Mobile Device Charging Station**

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

### **Online & Advance Exposure**

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

### **Onsite Presence**

- 1 Brand recognition as a Bronze Sponsor on Sponsor Signage
- 2 Exclusive opportunity to sponsor one of the two (2) mobile device charging stations.
- 3 Opportunity to feature a custom branded graphic on the charging station.

# ADVERTISING OPTIONS

## Indoor Banner

Value: \$2,000 (exhibitor rate) / \$1,000 (exhibitor rate)

### Onsite Presence

- 1 One (1) custom single-sided advertising banner (approximate size: 10' wide x 4' high) to be hung strategically on one of the walls of the event – limited availability.
- 2 Cost of banner production and hanging included.  
/Artwork to be provided by the sponsor. /

## eNewsletters

Value: \$1,000 (exhibitor rate) / \$750 (exhibitor rate)

### Online & Advance Exposure

- 1 Exclusive opportunity to sponsor one (1) of six (6) event eNewsletters relating to the show.
- 2 Banner placement on the HTML eNewsletter sent to the attendee database.
- 3 300-word article with link to your website.

## Post Show survey sponsor

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

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

## Main Stage

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

## Online & Advance Exposure

- 1 Brand recognition as the Exclusive Sponsor of the Main Stage.
- 2 Brand recognition on the official website and Event Guide as a Gold Sponsor.
- 3 Brand recognition on promotional material for the event on trade advertising and official media, where applicable.
- 4 Premium brand recognition as a Gold Sponsor on all relevant marketing material for the event.
- 5 Brand recognition as the Exclusive Sponsor of the Main Stage in the Official Event Guide.

## Onsite Presence

- 1 Brand recognition as the Exclusive Sponsor of the Main Stage Sponsor signage.
- 2 Brand recognition as a Gold Sponsor on all relevant signage for the event.
- 3 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.
- 4 Opportunity for Delegates receive their complimentary beverages in recyclable branded coffee cups (Cup's provided by client).
- 5 Branded Large coffee counters displaying companies advertising messages greets delegates as they enter the Main Stage area.
- 6 Company receives one of the private hosting areas at the Atlantic Canada Petroleum Show Main Stage.
- 7 Opportunity to display up to four (4) pull-up banner stands in the Main Stage area (not on stage).



### Contact us:

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