

ATLANTIC TRUCK SHOW

Presented by:

apta
ATLANTIC PROVINCES
TRUCKING ASSOCIATION

JUNE 7-8, 2019



Sponsorship Opportunities

Produced by:

M Master Promotions Ltd.

COLISÉE DE
MONCTON
COLISEUM

MONCTON, NB  

www.AtlanticTruckShow.com



2019 Sponsorship Opportunities

Dear Exhibitor,

The Atlantic Truck Show offers powerful sponsorship opportunities to highlight your products and help build your brand in the industry. Position your company name and logo throughout the show with attention-grabbing sponsorship opportunities. Sponsorship will give you:

- GUARANTEED marketing exposure, before, during and after the show.
- Recognition in the official Atlantic Truck Show Guide, as well as on sponsor signage and the show website.
- An opportunity to be remembered long after the event.

ACT NOW! These opportunities are offered on a first-come, first-served basis.

Please review the following Atlantic Truck Show sponsorship opportunities; we're certain there will be at least one item that will tie into your marketing objectives at an affordable cost. Please contact us to discuss custom options as well.

Exclusive Attendee Bag Sponsor

\$3,000 + bags

Bags branded with your logo will be handed out to all attendees as they enter the show – a great way to create an early and lasting impression while welcoming visitors to the show. Attendees will appreciate this convenience as they visit exhibits and walk through the show floor.

Sponsor must provide a minimum of 5,000 bags. We reserve the right to approve the bag design. Option to insert a small promotional item or one-page marketing piece into bag.

Exclusive Lanyard Sponsor

\$2,500 + lanyards

As attendees register for the show, they will be given a lanyard imprinted with your corporate logo to hold their badge. Don't miss this highly visible opportunity to hang your name on every potential customer that attends the show.

Sponsor must provide a minimum of 5,000 bulldog clip lanyards.

Direct Route Sponsor

\$2,000

There is no better way to lead visitors directly to your booth than with a direct route sponsorship. You will receive 10 floor decals, which will be placed on the show floor to lead a path directly to your booth. These decals will feature your full colour logo and an arrow in the direction of your booth. It's an eye-catching and highly effective method to draw attention and traffic to your booth.

This opportunity is limited to 3 sponsors.

'You Are Here' Sign Sponsor

\$1,500

These signs will be strategically placed throughout the Atlantic Truck Show to familiarize attendees with the entire show layout, their current location, and most importantly, your location. As a sign sponsor, your logo will be above the site map and your location will be highlighted on the map for all attendees to see. Help visitors find their way and lead them directly to your booth.

This opportunity is limited to 3 sponsors.



PO Box 565, Saint John NB E2L 3Z8
Tel: 506-658-0018 • Fax: 506-658-0750 • Toll Free: 1-888-454-7469
www.masterpromotions.ca



2019 Sponsorship Opportunities

Exclusive Notepad Sponsor

\$1,000 + notepads

Your corporate notepads will be on hand at the registration area for attendees to take with them as they enter the show. These handy items will keep you top-of-mind to all attendees while offering them a convenient way to keep track of new information.

Sponsor must provide a minimum of 5,000 notepads.

Exclusive Pen Sponsor

\$1,000 + pens

The busy registration area will have attendees looking for pen to register for the show. Enjoy the benefits of having your name within arm's reach of all attendees. They'll be offered your corporate pen to keep.

Sponsor must provide a minimum of 5,000 pens.

Social Media Sponsor

\$750

Harness the power of social media! This unique sponsorship package has three elements: inclusion in two direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in at least one post on the show's Facebook and Twitter pages. Your company name and booth number and a link to your corporate website will be included in each element.

This opportunity is limited to 5 sponsors.

IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive offers, limited to only one sponsor. For this reason, sponsorships will be accepted on a first-come, first-served basis.
- The Atlantic Truck Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, pens, notepads, lanyards).
- Provision and delivery of Atlantic Truck Show sponsorship merchandise will be determined on an individual basis with each sponsor.

If you don't see what you are looking for, or if you have a unique sponsorship concept, please contact:

Mark Cusack – mcusack@mpltd.ca
Shawn Murphy – smurphy@mpltd.ca

Or by phone at 1-888-454-SHOW (7469) to discuss a package tailored for your company's diverse needs!

Thank you for considering investing in the 2019 Atlantic Truck Show Sponsorship Opportunities!



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Mark Cusack, National Show Manager – mcusack@mpltd.ca
 Shawn Murphy – Show Manager – smurphy@mpltd.ca
 PO Box 565, Saint John, New Brunswick E2L 3Z8
 Phone: 1-888-454-7469 • Fax: (506) 658-0750
 Online: www.masterpromotions.ca
 G.S.T. Number 10355 7344RT

SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name _____
 Contact Name _____
 Mailing Address _____
 Phone _____
 Fax _____
 Email _____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/> Exclusive Bag Sponsor	\$3,000 + bags
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$2,500 + lanyards
<input type="checkbox"/> Direct Route Sponsor	\$2,000
<input type="checkbox"/> 'You Are Here' Sign Sponsor	\$1,500
<input type="checkbox"/> Exclusive Notepad Sponsor	\$1,000 + notepads
<input type="checkbox"/> Exclusive Pen Sponsor	\$1,000 + pens
<input type="checkbox"/> Social Media Sponsor	\$750

PAYMENT INFORMATION

Payment due by April 10th, 2019

Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the 2019 Atlantic Truck Show sponsorship package and contract, and agree to sponsor this event this ___ day of _____, 20__.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature



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