

### SHOW SPONSORSHIP OPPORTUNITIES (ALL PRICES IN CANADIAN DOLLARS)

#### ONLINE SPONSORSHIPS

<b>Floor Plan Banner</b>	<b>Can\$2,000</b>	<p>Have your logo seen by exhibitors and attendees alike as they review the online floor plan and make arrangements to attend the show.</p> <ul style="list-style-type: none"> <li>▶ Includes zoom to booth and flyout text.</li> </ul>
<b>Custom E-blast</b>	<b>Can\$2,000</b>	<p>Promote directly to targeted pre-registered attendees prior to the show. Provide us your custom message in HTML format and CWRE will email it to all pre-registered attendees.</p> <ul style="list-style-type: none"> <li>▶ Limited number of E-blasts, one per month maximum.</li> <li>▶ Distribution Dates: October, November 2024</li> </ul>
<b>Banner on E-blast</b>	<b>Can\$1000 (Per e-blast)</b>	<p>Secure your brand recognition early. Include your banner ad (with link to your website) on one CWRE attendee e-blast, sent to all pre-registered and prospective attendees.</p> <ul style="list-style-type: none"> <li>▶ Distribution Dates: September, October, November 2024</li> </ul>

#### PROMOTIONAL BRANDING SPONSORSHIPS

<b>Visitors Badges</b>	<b>Can\$4,000 (Exclusive)</b>	<p>A great opportunity to advertise to every attendee. Have your company logo, printed in full colour on the front of 2,000 visitor badges. This powerful promotion keeps your logo walking around the entire exhibit hall all 2 days.</p> <ul style="list-style-type: none"> <li>▶ Sponsor will be recognized on the website sponsor page.</li> </ul>
<b>Lanyards (strap attached to name badges)</b>	<b>Can\$3,500 (Exclusive)</b>	<p>Get walking advertising from the multitude of attendees wearing your branded lanyards.</p> <ul style="list-style-type: none"> <li>▶ A minimum of 2,000 double-clip lanyards must be supplied by the sponsor.</li> <li>▶ Sponsor will be recognized on the website and sponsor page.</li> </ul>

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#### ONSITE BRANDING SPONSORSHIPS

<b>Registration Sponsor</b>	<b>Can\$6,000 (Exclusive)</b>	<p>Get your company brand spotted in one of the highest traffic areas of the show, where attendees enter and exit the show. Your company logo and brand message will be easily seen by all.</p> <ul style="list-style-type: none"> <li>▶ 5 welcome mat floor clings (2'x3') placed at each registration counter.</li> <li>▶ 1 column wrap.</li> </ul> <p><small>*Artwork provided by sponsor.</small></p>
<b>Aisle Sign Danglers</b>	<b>Can\$6,000 (Exclusive)</b>	<p>Have your 2' x 4' double-sided sign attached to overhead signage. This is a fantastic way to highlight a unique feature or product from your exhibit.</p> <p><small>*Artwork provided by sponsor.</small></p>
<b>Exit Door Overhead Banner</b>	<b>Can\$4,000 (Exclusive)</b>	<p>Take your brand to new heights. Feature your company on one of the most prominent show areas to ensure that they leave with your brand in mind. Your company logo and/or message on the exit door overhead wall. Your company's banner will be hung above the only exhibit hall exit noticeable to attendees leaving the show.</p> <ul style="list-style-type: none"> <li>▶ Banner size – 20' wide x 4' high, single side.</li> </ul> <p><small>*Artwork provided by sponsor.</small></p>
<b>Door Clings</b>	<b>Can\$2,000 (Set of 2)</b>	<p>Get your company logo and brand message seen by all attendees at the main entrance and exit to the building. Only 2 opportunities available.</p>
<b>LED Signage</b>	<b>Can\$2,000</b>	<p>Grab attention with digital signage at a key location on the show floor.</p>
<b>Half Meterboard</b>	<b>Can\$1,500</b>	<p>Grab attention with free-standing signage in key locations around venue and show floor.</p> <ul style="list-style-type: none"> <li>▶ Double-sided signage</li> </ul>
<b>Floor Graphics</b>	<b>Can\$750</b>	<p>Direct visitors to your booth with this innovative signage. Signs are laid on the floor in an aisle leading to your booth and can include your logo, booth number and a brief message (maximum 6 words recommended).</p>

#### EVENT SPONSORSHIPS

<b>Roving Happy Hour Sponsor</b>	<b>Can\$3,000</b>	<p>The roving happy hour will take place on the show floor at the end of Day 2. Sponsor the happy hour, and we'll have the bar cart placed at your booth to bring foot traffic your way. Includes logo on bar top signage.</p> <ul style="list-style-type: none"> <li>▶ Limited availability</li> </ul>
<b>Gala Sponsor</b>	<b>Can\$3,000</b>	<p>Be a key part of the festivities. Includes logo on signage, pre-event promotion and swag giveaway opportunity. Sponsors receive 4 complimentary tickets to the reception.</p>

### SHOW SPONSORSHIP OPPORTUNITIES REQUEST FORM (ALL PRICES IN CANADIAN DOLLARS)

ONLINE SPONSORSHIPS	PRICE	QUANTITY	COST
Floor Plan Banner	Can\$2000		Can\$
Custom E-blast	Can\$2000		Can\$
Banner on E-blast	Can\$1000 (Per e-blast)		Can\$
PROMOTIONAL BRANDING SPONSORSHIPS			
Visitors Badges	Can\$4000 (Exclusive)		Can\$
Lanyards (strap attached to name badges)	Can\$3500 (Exclusive)		Can\$
ONSITE BRANDING SPONSORSHIPS			
Registration Sponsor	Can\$6000 (Exclusive)		Can\$
Exit Door Overhead Banner	Can\$4000 (Exclusive)		Can\$
Door Clings	Can\$2000 (Set of 2)		Can\$
LED Signage	Can\$2000		Can\$
Half Meterboard	Can\$1500		Can\$
Floor Graphics	Can\$750		Can\$
Aisle Sign Danglers	Can\$6000 (Exclusive)		Can\$
EVENT SPONSORSHIPS			
Roving Happy Hour Sponsor	Can\$3000		Can\$
Gala Sponsor	Can\$3000		Can\$
<b>SUB TOTALS</b>			Can\$
<b>13% HARMONIZED SALES TAX (HST)</b>			Can\$
<b>TOTAL</b>			Can\$

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Country/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

After filling out this order form, save the document and submit to [CWREsales@usa.messefrankfurt.com](mailto:CWREsales@usa.messefrankfurt.com) to secure your selected opportunities. Once submitted, a Waste & Recycling Expo Canada team member will provide an invoice for payment. Check, bank transfer, and credit card are accepted methods of payment. Further payment instructions will be provided in footer of invoice.

**Method of Payment (Select one):**  Check  Bank Wire\*  Credit Card Online\*\*

Please note your full balance must be paid and design/content submitted by the specified deadlines to secure your sponsorship. Any cancellation of sponsorship items must be submitted to Show Management in writing. No refunds will be given. \*Exhibitor is responsible for any bank fees incurred with payment. \*\*Credit card transactions incur a 4% processing fee at time of online payment.

Your signature below indicates your agreement of these Terms & Conditions. Thank you for your sponsorship!

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### ARTWORK SPECIFICATIONS

#### **Bold Listing and Logo Specifications**

Please send us your company logo with the following qualities: at least 300 dpi; CMYK color; file format PNG, AI or EPS; no smaller than 400 pixels wide.

#### **Ad Specifications**

All ads larger than 10 MB can be sent for free via [www.wetransfer.com](http://www.wetransfer.com).

Photography must be converted to CMYK and provided as high-resolution TIFF or EPS files (no JPEGs). Image resolution should be at least 300 dpi at 100%.

Where possible, fonts should be converted to outlines or embedded in the file.

Preferred applications include Adobe InDesign, Photoshop or Illustrator. PDF files are accepted but are the responsibility of the advertiser, not Show Management.

Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications.

All ad materials must be approved by the organizers.

**Please submit a high-res logo file with your sponsorship application form.**

**Deadline to secure and submit design is October 4, 2024.**