

# BAKERY SHOWCASE 2016

May 1-3 The International Centre, Hall 5 Toronto (Mississauga) ON Canada

## MARKETING & SPONSORSHIP OPPORTUNITIES

Below is a list of marketing & sponsorship opportunities for **Bakery Showcase 2016**. 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](mailto:amutaher@baking.ca) and he will work with you to create a package specifically to meet and exceed your objectives! All amounts are excluding 13% Harmonized Sales Tax.

### **Bakery Showcase Conference Program Sponsor** *(Speakers and topics will be emailed upon request )*

#### **Key Sponsor Benefits:**

- ▶ Platinum Sponsor Benefits – *please see last page*
- ▶ Large signage recognizing your company as the exclusive sponsor
- ▶ Opportunity to have your company representative address the conference attendees on both days May 2 & 3
- ▶ Opportunity to have your product and or literature displayed on a 4 feet draped table in the back of the room, no food & beverage sampling permitted
- ▶ 4 Full 2 day delegate passes
- ▶ 50 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$10,000**        exclusive  
                             **\$5,000**        Co-Sponsor – Maximum 3

### **Bakery Showcase 2016 Attendee Badges Sponsor**

Make all the Bakery Showcase Attendees a walking billboard for your company. We'll print your company's logo, booth number and brief message on the front bottom footer and back ( b/w) of every attendee badge.

#### **Key sponsor benefits:**

- ▶ Platinum Sponsor Benefits - *please see last page*
- ▶ Company Logo in color , Booth Number and brief message printed on the front bottom of all attendee badges (company to provide artwork)
- ▶ Sponsor print area approx. 4 inches wide and 2 inches high
- ▶ 50 discount codes for Bakery Showcase trade show entry

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

### **Official Bakery Showcase 2016 Lanyards for badges**

Have your company name around the neck of every attendee at the Bakery Showcase 2014 event! Either you can provide the lanyards as per our specifications or BAC will produce them.

#### **Key sponsor benefits:**

- ▶ Gold Sponsor Benefits
- ▶ Company Name, Booth Number and web-site address on Lanyards- Single color, single side printing
- ▶ 50 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$9,000**        exclusive (if we produce lanyards)  
                             **\$5,000**        exclusive (if you provide lanyards as per the BAC Specs.)

## **Bakery Showcase 2016 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 - *please see last page*
- ▶ Prominent signage recognizing your company as the sponsor of the registration 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, food & beverage sampling not permitted
- ▶ 4 Registration counter kicker panels will have your message, single color printing
- ▶ 50 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$ 8,000**        exclusive

## **Bakery Showcase 2016 Attendee On-Line Registration**

Get your company/Logo in front of every attendee that registers on-line for the event. For the last event over 75% of the pre-registrations received were done via the on-line registration system. Each time a delegate start the registration process they go through multiple screens throughout their on-line process, this will resulting in repeated impressions of your company / brand.

### **Key sponsor benefits:**

- ▶ Silver Sponsor Benefits - *please see last page*
- ▶ Company Logo on every screen of the on-line registration system
- ▶ 40 discount codes for Bakery Showcase trade show entry

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

## **Trade Show Floor Entrance Greeters**

Officially welcome everyone to the Bakery Showcase 2014 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, samples or to potential and current customers. Samples to be in compliance with the BAC, International Centre and Peel Region Health Dept.

### **Key sponsor benefits:**

- ▶ Silver Sponsor Benefits - *please see last page*
- ▶ 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).
- ▶ 50 discount codes for Bakery Showcase trade show entry

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

## **Email Pre-Registration Confirmation**

Communicate with every Bakery Showcase 2014 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
- ▶ 25 discount codes for Bakery Showcase trade show entry

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

### **Pens at the Registration Counters**

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- 3000 pens.*

#### **Key sponsor benefits:**

- ▶ Bronze Sponsor Benefits- ***please see last page***
- ▶ 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

### **Hotel Shuttle Bus**

A shuttle bus will be operational between the Holiday Inn and the International Centre on May 4 – 6 between the hours of 8:00am to 6:00pm.

#### **Key sponsor benefits:**

- ▶ Bronze Sponsor Benefits - ***please see last page***
- ▶ Sign on side of shuttle bus will read *Shuttle Bus courtesy of [Sponsor Name]. Visit us in Booth XXX*
- ▶ You literature and promotional material in the bus.
- ▶ 20 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$1,500 per day or \$2500 for all 3 days**        **3** opportunities (May 1, May 2 or May 3)

### **Aisle Sign Banner hung from ceiling**

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- ***please see last page***
- ▶ Production & hanging of banner included in package
- ▶ 20 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$1,000**        **8** opportunities

### **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- ***please see last page***
- ▶ Company name, 100 word message and web-site link included
- ▶ 10 discount codes for Bakery Showcase trade show entry

February, March & April

**Investment:**        **\$1,000 each** **3** Opportunities

### **Park Bench for seating on the show floor**

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.*

#### **Key Sponsor Benefits:**

- ▶ Contributing Sponsor Benefits- ***please see last page***
- ▶ Sign attached to park bench will read *Courtesy of [Sponsor Name]. Visit us in Booth XXXX*
- ▶ Production and placement of sign included in package
- ▶ 10 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$500**        **10** opportunities

### **Contributing Level Sponsor**

This is a great affordable way to get baking industry attention before, during and after the Bakery Showcase 2014 trade show & conference.

- ▶ Your company name will be listed as “Supporting Level Sponsor” in the pre-show marketing material - subject to
- ▶ Your company name will be listed under the “Supporting Level Sponsors” on Thank you to Sponsors signage at the show. Your company name will be hyperlinked to your website on the online exhibitor list
- ▶ 10 discount codes for Bakery Showcase trade show entry

**Investment:**        **\$500**        **10** opportunities

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## MARKETING & SPONSORSHIP OPPORTUNITIES

Bakery Showcase 2016 sponsors will be recognized in the following ways. Simply pick the level you want and we'll do the rest!

<b>SPONSORSHIP BENEFITS</b>	<b>PLATINUM \$10,000</b>	<b>GOLD \$7,000</b>	<b>SILVER \$4,000</b>	<b>BRONZE \$1,000</b>	<b>CONTRIBUTING SPONSOR under \$1,000</b>
▶ Recognition on the Bakery Showcase landing page on BAC's web-site <sup>2</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	--	--
▶ Recognition in pre-event Attendee Brochure mailing <sup>3</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	--	--
▶ Recognition in pre-event Attendee email promotions <sup>4</sup>	Logo <sup>1</sup>	--	--	--	--
▶ Recognition in Show Guide or Addendum <sup>5</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Name <sup>1</sup>	Name <sup>1</sup>
▶ Special ribbon designation on name badge at the event <sup>6</sup>	✓	✓	✓	--	--
▶ Recognition on signage at the event <sup>7</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Name <sup>1</sup>	Name <sup>1</sup>
▶ Recognition in BAC's newsletter <i>The Bulletin</i> <sup>8</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	Logo <sup>1</sup>	--	--

Note: -- indicates that benefit is not available at sponsor contribution level

<sup>1</sup>The 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

<sup>2</sup>The 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, highest number of visitors view this page each month. After the event, visitors continue view this page as a resource for their business. Your company logo or name will be viewed on this page for months after the event.

<sup>3</sup>The Attendee Brochure will have a distribution across Canada. Sponsorship must be confirmed by the printing deadline of February 01 in order to be included.

<sup>4</sup>Three emails are scheduled for Feb, Mar and April. Sponsorship must be confirmed 7 business days out from the broadcast deadline in order to be included.

<sup>5</sup>The 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 February 01 to be included in the Show Guide. The Addendum will be distributed on-site during Bakery Showcase and will have a distribution of over 4,000. Sponsorship must be confirmed by the printing deadline of March 27.

<sup>6</sup>Sponsor ribbons will be available for pick up on-site at the Exhibitor Desk.

<sup>7</sup>Your 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)

<sup>8</sup>Recognition in post event newsletter, 2016 July or Aug/Sept issue.

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## Marketing & Sponsorship Application Form

### Sponsor Opportunities

Choose as many options as you would like. Once your sponsorship has been confirmed, an invoice that will include HST will be issued. Sponsorships are accepted on a first come, first served basis.

- |  |  |
|--|--|
| <input type="checkbox"/> Conference Program ..... Exclusive .....\$10,000              | Hotel Shuttle Bus  |
| <input type="checkbox"/> Conference Program ..... Co-Sponsor ..... \$5,000             | <input type="checkbox"/> May 1, 2 & 3 .....Exclusive .....\$2,500              |
| <input type="checkbox"/> Attendee Badges ..... Exclusive .....\$10,000                 | <input type="checkbox"/> May 1 or 2 or 3.....Exclusive .....\$1,500            |
| <input type="checkbox"/> On-Site Registration Area..... Exclusive ..... \$8,000        | <input type="checkbox"/> Aisle Sign Banner.....8 available.....\$1,000 ea.     |
| Lanyards   | Email Attendee Promotion   |
| <input type="checkbox"/> (BAC produce them)..... Exclusive ..... \$9,000               | <input type="checkbox"/> Feb 1 available \$1,000                               |
| <input type="checkbox"/> ( Exhibitor provide them)..... Exclusive ..... \$5,000        | <input type="checkbox"/> March 1 available \$1,000                             |
| <input type="checkbox"/> On-Line Registration..... Exclusive ..... \$5,000             | <input type="checkbox"/> April 1 available \$1,000                             |
| <input type="checkbox"/> Show Floor Entrance Greeters ..... Exclusive ..... \$5,000    | <input type="checkbox"/> Park Bench.....10 available ..... \$500 ea.           |
| <input type="checkbox"/> Email Pre-Registration Confirmation...Exclusive ..... \$2,500 | <input type="checkbox"/> Contributing Sponsor.....10 available ..... \$500 ea. |
| <input type="checkbox"/> Pens..... Exclusive ..... \$2,000                             | <input type="checkbox"/> Other Customized.....\$TBD                            |

### Sponsor Level:

Check the appropriate sponsorship level based on your total investment above:

- PLATINUM Level (\$10,000++)     GOLD Level (\$7,000 - \$9,999)     SILVER Level (\$4,000 - \$6,999)  
 BRONZE Level (\$1,000 - \$3,999)     Contributing Level Sponsor (under \$1,000)

### Official Representative:

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

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

City: \_\_\_\_\_ State/Prov \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_ Web-Site \_\_\_\_\_

Contact Mr/Ms/Mrs \_\_\_\_\_ Title \_\_\_\_\_

I am the official representative of the sponsor and have the authority to act on behalf of the sponsor in all matters relating to sponsorships associated with **Bakery Showcase 2014**. I understand that all information regarding the sponsorship will be sent only to me, and that it is my responsibility to provide the information to other persons within the company.

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



### Please E-Mail or Fax completed form to:

7895 Tranmere Dr, Ste 202

Mississauga, ON L5S 1V9

Tel: 905-405-0288, 888-674-2253 Fax: 905-405-0993 | [amutaher@baking.ca](mailto:amutaher@baking.ca)

For more information please contact **Ahmed Mutaheer** at 905-405-0288 Ext 22 or by email to [amutaher@baking.ca](mailto:amutaher@baking.ca)