



MARKETING & SPONSORSHIP OPPORTUNITIES

Bakery Congress 2017 trade show & conference offers many opportunities to reinforce your brand to the Canadian baking industry. These opportunities will surely increase traffic to your booth and multiply your exposure many folds.

Below is a list of standard opportunities, however If you don't see an opportunity 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 He will be pleased to work with you in creating a custom exposure package specifically to meet your objectives!

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 April 23 & 24
- ▶ Opportunity to have your product and or literature displayed on a 4 ft. draped table in the back of the room, no food & beverage sampling permitted
- ▶ 4 Full 2 day delegate passes
- ▶ 50 discount codes for Bakery Congress trade show entry

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

On-Site Registration Area

The registration area is the first stop for everyone attending Bakery Congress. Reach out to your potential and current customers before they even step onto the exhibit floor.

Key sponsor benefits:

- ▶ Platinum 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 Congress trade show entry

Investment: **\$ 6,000** exclusive

Attendee Badges Sponsor

Make all the Bakery Congress 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:

- ▶ Gold Sponsor Benefits - *please see last page*
- ▶ Company Logo in colour , 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 Congress trade show entry

Investment: **\$4,000** exclusive

Lanyards for Badges - SOLD

Have your company name around the neck of every attendee at the Bakery Congress 2017 event! Either you can provide the lanyards as per our specifications or BAC will produce them.

Key sponsor benefits:

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

Investment: **\$5,000** exclusive (if we produce lanyards)
 \$3,000 exclusive (if you provide lanyards as per the BAC Specs.)

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 70% of the pre-registrations received were done via the on-line registration system. Each time a delegate starts the registration process they go through multiple screens throughout their on-line process 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 Congress trade show entry

Investment: **\$3,000** exclusive

Email Pre-Registration Confirmation

Communicate with every Bakery Congress 2017 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 Congress trade show entry

Investment: **\$1,500** 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 1,500 - 2000 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: **\$1,500** exclusive

Hanging 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 select. *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 Congress trade show entry

Investment: **\$750 each** **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 trade show entry

February, March & April

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

Park Bench or Show Floor Seating

This is a great inexpensive way to get attention as people use these benches throughout the event. *Note: Exact placement of park benches or seating 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 Congress 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 Congress 2017 trade show & conference.

- ▶ Your company name will be listed as "Contributing Level Sponsor" in the pre-show marketing material – subject to
- ▶ Your company name will be listed under the "Contributing Level Sponsors" on Thank you to Sponsors signage at the show. Your company name will be hyperlinked to your website on the on-line exhibitor list
- ▶ 10 discount codes for Bakery Congress trade show entry

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

Note : All amounts listed are not including 5% GST.

Bakery Congress 2017

Marketing & Sponsorship Benefits

Bakery Congress 2017 sponsors will be recognized in the following ways. Simply pick the level you want and we'll do the rest!

| SPONSORSHIP BENEFITS | PLATINUM \$6,000 | GOLD \$4,000 | SILVER \$3,000 | BRONZE \$1,500 | CONTRIBUTING SPONSOR under \$500 |
|--|-----------------------------|-------------------------|---------------------------|---------------------------|---|
| ▶ Recognition on the Bakery Congress landing page on BAC's web-site ² | Logo ¹ | Logo ¹ | Logo ¹ | -- | -- |
| ▶ Recognition in pre-event Attendee Brochure mailing ³ | Logo ¹ | Logo ¹ | Logo ¹ | -- | -- |
| ▶ Recognition in pre-event Attendee email promotions ⁴ | Logo ¹ | -- | -- | -- | -- |
| ▶ Recognition in Show Guide or Addendum ⁵ | Logo ¹ | Logo ¹ | Logo ¹ | Name ¹ | Name ¹ |
| ▶ Special ribbon designation on name badge at the event ⁶ | ✓ | ✓ | ✓ | -- | -- |
| ▶ Recognition on signage at the event ⁷ | Logo ¹ | Logo ¹ | Logo ¹ | Name ¹ | Name ¹ |
| ▶ Recognition in BAC's newsletter <i>The Bulletin</i> ⁸ | Logo ¹ | Logo ¹ | Logo ¹ | -- | -- |

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

¹The 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

²The Bakery Congress 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.

³The Attendee Brochure will have a distribution across Canada. Sponsorship must be confirmed by the printing deadline of February 24 in order to be included.

⁴Three 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.

⁵The 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 24 to be included in the Show Guide. The Addendum will be distributed on-site during Bakery Congress and will have a distribution of over 3,000. Sponsorship must be confirmed by the printing deadline of April 7.

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

⁷Your company logo or name will be seen on the following on-site signage:

- Floor Plan & Exhibitor List located in the Registration area (over 3,000 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 4,000 impressions per day)

⁸Recognition in post event newsletter, 2017 July or Aug/Sept issue.

Bakery Congress 2017

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 GST will be issued. Sponsorships are accepted on a first come, first served basis.

- | | |
|--|---|
| <input type="checkbox"/> Conference Program Exclusive\$5,000 | <input type="checkbox"/> HangingAisle Sign Banner.....8 available.....\$750 ea. |
| <input type="checkbox"/> Conference Program Co-Sponsor\$2,500 | |
| <input type="checkbox"/> Attendee Badges Exclusive\$4,000 | Email Attendee Promotion: |
| <input type="checkbox"/> On-Site Registration Area..... Exclusive\$6,000 | <input type="checkbox"/> Feb 1 available \$1,000 |
| Lanyards | <input type="checkbox"/> March 1 available \$1,000 |
| <input type="checkbox"/> (BAC produce them)..... Exclusive\$5,000 | <input type="checkbox"/> April 1 available \$1,000 |
| <input type="checkbox"/> (Exhibitor provide them)..... Exclusive\$3,000 | <input type="checkbox"/> Park Bench.....10 available\$500 ea. |
| <input type="checkbox"/> Attendee On-Line Registration Exclusive\$3,000 | Or Show Floor Seating |
| <input type="checkbox"/> Email Pre-Registration Confirmation....Exclusive\$1,500 | <input type="checkbox"/> Contributing Sponsor.....10 available\$500 ea. |
| <input type="checkbox"/> Pens..... Exclusive\$1,500 | <input type="checkbox"/> Other Customized.....\$TBD |

Official Representative:

Company: _____
Address: _____
City: _____ State/Prov _____ Postal/Zip Code _____
Telephone (____) _____ E-Mail _____
Contact: _____
Title: _____

I am the official representative of the Sponsoring Company and have the authority to act on behalf of the sponsor in all matters relating to sponsorships associated with **Bakery Congress 2017**. 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 Send Completed Form to:

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Mississauga, ON L5S 1V9
Tel: 905-405-0288, 888-674-2253 Fax: 905-405-0993 | amutaher@baking.ca

For more information please contact **Ahmed Mutaher** at 905-405-0288 Ext 22 or by email to amutaher@baking.ca