

MARKETING & SPONSORSHIP OPPORTUNITIES

Below is a list of marketing & sponsorship opportunities for **Bakery Showcase 2019**. 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 and he will work with you to create a package specifically to meet and exceed your objectives! All amounts are excluding applicable taxes.

Show Feature Area Sponsor

Canadian Colleges/schools offering baking and pastry education programs will demonstrate creativity from their baking students and instructors. Over the 2 day event, these students will build scaled reproductions of a preset theme made from baked goods on the trade show floor. A MUST place for every exhibitor and attendee to visit multiple times during the show period.

Key Sponsor Benefits:

- ▶ Platinum Sponsor Benefits – *please see last page*
- ▶ Large signage recognizing your company as the exclusive sponsor of the feature area
- ▶ Opportunity to have a company representative present winner participant with trophies etc.
- ▶ Opportunity to have your product and or literature displayed on a 4 feet draped table at the feature area – No sponsor personnel to be stationed
- ▶ 50 attendee passes for Bakery Showcase trade show entry

Investment: **\$7,500** exclusive

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 5 & 6
- ▶ 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 attendee passes for Bakery Showcase trade show entry

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

Bakery Showcase 2019 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 attendee passes for Bakery Showcase trade show entry

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

Official Bakery Showcase 2019 Lanyards for badges

Have your company name around the neck of every attendee at the Bakery Showcase 2019 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 attendee passes for Bakery Showcase trade show entry

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

Bakery Showcase 2019 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 attendee passes for Bakery Showcase trade show entry

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

Bakery Showcase 2019 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 attendee passes for Bakery Showcase trade show entry

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

Trade Show Floor Entrance Greeters

Officially welcome everyone to the Bakery Showcase 2019 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, event Venue and local health department.

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 attendee passes for Bakery Showcase trade show entry

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

Email Pre-Registration Confirmation

Communicate with every Bakery Showcase 2019 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 attendee passes for Bakery Showcase trade show entry

Investment: **\$2,000** 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: **\$1,500** exclusive

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 attendee passes for Bakery Showcase trade show entry

Investment: **\$1,000** 7 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 attendee passes for Bakery Showcase trade show entry

February, March & April 2019 months. Exact dates TBC.

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

Contributing Level Sponsor

This is a great affordable way to get baking industry attention before, during and after the Bakery Showcase 2019 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 attendee passes for Bakery Showcase trade show entry

Investment: **\$500** **10** 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 attendee passes for Bakery Showcase trade show entry

Investment: **\$300** **10** opportunities

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MARKETING & SPONSORSHIP OPPORTUNITIES

Bakery Showcase 2019 sponsors will be recognized in the following ways. Simply pick the level you want and we'll do the rest!

SPONSORSHIP BENEFITS	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000	CONTRIBUTING SPONSOR under \$750
▶ Recognition on the Bakery Showcase 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
▶ 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 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.

³The Attendee Brochure will have a distribution across Canada. Sponsorship must be confirmed by the printing deadline of Jan 28, 2019 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 27 to be included in the Show Guide. The Addendum will be distributed on-site during Bakery Showcase and will have a distribution of over 3,000. Sponsorship must be confirmed by the printing deadline.

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 3,000 impressions per day)

⁸Recognition in post event newsletter, 2019 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 will be issued with applicable taxes added. Sponsorships are accepted on a first come, first served basis.

- | | |
|---|--|
| <input type="checkbox"/> Feature Area..... Exclusive\$7,500
<input type="checkbox"/> Conference Program Exclusive\$5,000
<input type="checkbox"/> Conference Program Co-Sponsor.....\$3,500
<input type="checkbox"/> Attendee Badges Exclusive\$5,000
<input type="checkbox"/> On-Site Registration Area Exclusive\$4,000

Lanyards
<input type="checkbox"/> (BAC produce them)..... Exclusive\$5,000
<input type="checkbox"/> (Exhibitor provide them) Exclusive\$3,000
<input type="checkbox"/> On-Line Registration..... Exclusive\$3,000
<input type="checkbox"/> Email Pre-Registration Confirmation Exclusive\$2,000 | <input type="checkbox"/> Pens.....Exclusive.....\$1,500
<input type="checkbox"/> Aisle Sign Banner.....7 available\$1,000 ea.

Email Attendee Promotion:
<input type="checkbox"/> Feb 1 available \$1,000
<input type="checkbox"/> March 1 available \$1,000
<input type="checkbox"/> April 1 available \$1,000
<input type="checkbox"/> Park Bench.....10 available..... \$500 ea.
<input type="checkbox"/> Contributing Sponsor.....10 available..... \$300 ea.
<input type="checkbox"/> Other Customized.....\$TBD |
|---|--|

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

- PLATINUM Level (\$7,500++)
 GOLD Level (\$5,000 - \$7,499)
 SILVER Level (\$3,000 - \$4,999)
 BRONZE Level (\$1,000 - \$2,999)
 Contributing Level Sponsor (under \$1,000)

Official Representative:

Company: _____
 Address: _____
 City: _____ State/Prov _____ Postal/Zip Code _____
 Telephone _(____) _____
 E-Mail _____
 Contact _____ 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 2019**. 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:

Baking Association of Canada - 7895 Tranmere Dr, Suite 202
 Mississauga, ON L5S 1V9 Canada
 Tel: 905-405-0288 **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