



# MARKETING OPPORTUNITIES FOR EXHIBITORS

**Are you seeking an edge over your competitors? Want to make a strong impression and boost booth traffic and visibility? We offer cost-effective solutions to help you stand out!**

## **ADMISSION SPONSORSHIP**

**CONTACT FOR PRICING**

Sponsor admission to the show for prominent exposure through our digital marketing channels, including social media, website, and direct email marketing. Additionally, enjoy on-site visibility on admission day, reaching a diverse audience of attendees and exhibitors. This sponsorship offers a unique opportunity to connect with our engaged community, enhancing brand recognition and amplifying your reach.

## **STAGE SPONSOR (1 AVAILABLE)**

**\$3,000**

Sponsor the stage and position your brand front and center before thousands of engaged home enthusiasts. This sponsorship includes the opportunity to present a seminar and display your signage and/or backdrops on the stage. Additionally, your brand will be promoted through our digital marketing channels, including social media, our website, and direct email marketing.

## **VISITOR BAG SPONSOR (1 AVAILABLE)**

**\$2,000 + Bags**

Attendees will appreciate this convenience as they visit exhibits and walk through the Eastlink Centre. Official show bags will be handed to all attendees at the show entrances to collect all of the information they receive during their time at the show. It's a great way to create an early and lasting impact while welcoming visitors to the show. Two Options for this Sponsorship:

1. Sponsor provides a minimum of 5,000 bags.
2. Provide us your company logo and we will source, design, print and have the bags delivered to the show - hassle free for you. Custom Pricing for this turnkey opportunity.

## **EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)**

**\$1,000 + Lanyards**

You provide the lanyards (minimum 1500 Lanyards) and we will be provided to all exhibitors to be worn throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. Two options for this sponsorship:

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 1500 bulldog clip lanyards).
2. Provide us with your company logo and we will have the lanyards designed, printed and delivered to the show. Custom Pricing for turnkey sponsorship.

## SOCIAL MEDIA SPONSOR (3 AVAILABLE)

\$750

Harness the power of social media! This unique sponsorship package has three elements: inclusion in three direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in three posts on the show's Facebook and Instagram pages. Your company name and a link to your corporate website will be included in each element. Don't miss this high exposure opportunity. **Opportunity limited - 3 sponsors.**

## FLOOR DECALS/DIRECT ROUTE SPONSOR (2 AVAILABLE)

\$650

Decals branded with company logo in high traffic areas and leading from entrance to your booth. Extends your reach outside the exhibit area. There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive up to 10 floor decals, spread throughout the show, which will lead a path directly to your booth. The decals will feature your full color logo and an arrow in the direction of your booth. It's an eye-catching and highly effective way to draw attention and traffic to your booth.

## WEB BANNER SPONSOR (2 AVAILABLE)

\$500

Your company's logo will be showcased on the PEI Provincial Home Show's official website which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.

## DOOR PRIZE

IN KIND

Door prize will need to have a minimum retail value of \$1,500. Prize must be approved by show management.

Note: the prize must be free and clear of any taxes, add-ons or fees. This sponsorship includes:

- Inclusion on the show website & social media event page
- Inclusion in select media if possible
- On-site signage and display space for the prize close to the front entrance (depending on the prize)

## • TV/JUMBROTRON SPONSOR (10 AVAILABLE)

\$500

Make a big impact and captivate the attention of attendees at the **PEI Outdoor Show** through an exclusive Jumbotron sponsorship. As the sponsor, your brand will shine prominently on the large-scale Jumbotron screen located in a high-traffic area of the event. Your company's logo, promotional messages, and captivating visuals will be displayed in the Jumbotron, ensuring maximum visibility and brand recognition.

### Other Opportunities Available

- Water Bottle Sponsor
- Pen Sponsor
- Feature Sponsor
- Celebrity Sponsorship
- Sponsored Blog Post
- Swag Day Sponsor

**We look forward to helping you maximize your sponsorship to its full potential.**

*Have a unique partnership idea? Let us know and we can help you design a custom package that's just right for your company.*

**Call Now for details to customize a sponsorship package that fits your marketing needs and budget.**



### Pat Steeves

Show Manager

506-649-0024

1-888-454-7469

[PatS@mpeshows.com](mailto:PatS@mpeshows.com)