

Sponsorship Opportunities

Drive Attendees to Your Booth

Target Audience

CanWest brings together BC's horticulture industry under one roof, over two days:

- Professional Landscapers
- Garden Centres
- Municipalities
- Nursery Growers
- Greenhouse Growers
- Mass Merchants
- Landscape Architects
- Arborists
- Floriculture Growers
- Horticulture Suppliers
- Horticulture Associates
- Turfgrass Growers City
- Planners
- Parks Managers

Create awareness and enthusiasm about your presence at CanWest by using sponsorship as part of your pre-show marketing plan.

Sponsors are exposed to thousands of prospects across the Pacific NorthWest and Western Canada. You are perceived as an industry leader. The result is greater awareness of your company and more prospective buyers visiting your booth.

SYMPOSIUMS

Two full day programs tailored for landscape designers and arborists:

- Landscape Designers Symposium*
- Urban Foresters Symposium*

Speaker(s)

Sole Sponsorship: \$2,000
Emcee the session, present a 2-min product pitch, distribute promotional material

Partner Sponsorship: \$1,000
Co-emcee the session, present a 2-min product pitch, distribute promotional material

Lunch

Sole Sponsorship: \$1,000
2-minute welcome, join attendees for lunch, distribute promo material

Partner Sponsorship: \$500
Distribute promo material

Coffee

Sole Sponsorship: \$500
Distribute promo material

Partner Sponsorship: \$250

CLINICS & SEMINARS

CanWest delivers an outstanding educational program with top speakers selected from throughout North America. 15+ sessions. Practical. Hands on. Informative.

Speaker

Sole Sponsorship: \$1,000
Emcee the session, present a 2-min product pitch; distribute promo material

Partner Sponsorship: \$500
Distribute promo material

Coffee

Sole Sponsorship: \$500
Distribute promo material

Partner Sponsorship: \$250



Benefits

ALL SPONSORS WILL RECEIVE:

Company name printed in 18,000 full color brochures

Company name and logo printed in 2,500 full color show guides

Company logo placed on prominent professional signage at the show entrance

Twitter & Facebook mentions

Sponsor acknowledgement on selected eblasts

Company name included on website with link to your website

Sponsor acknowledgement ribbon that adheres to your badge holder.

PLUS...see the extra benefits you will receive with the various sponsorship options outlined with each opportunity



More Sponsorship Opportunities...

TAILGATE PARTY (WED SEPT 28)

Best party of the year as 350+ delegates and exhibitors celebrate opening day.

Exclusive! Gold Sponsorship: \$5,000

All Silver and Bronze benefits plus...logo on show guide cover; logo printed on floor plan in the show guide and online interactive floor plan; kick off the party! 2 min speech

Silver Sponsorship: \$2,500
1/2 page ad in show guide (Value: \$965); signage in show lounge

Bronze Sponsorships: \$1,000
signage in show lounge

PARKING

Want to look like a hero? Align your sponsorship dollars with **Free Parking** for all delegates and exhibitors.

Sole Sponsor: \$5,000
Two banner flags with company logo at the parking entrance; 1/2 page ad; logo on show guide cover, website and interactive floor plan; meter board promo

Partner Sponsor: \$2,500
One banner flags with company logo at the parking entrance; 1/2 page ad; logo on website and interactive floor plan

AISLE DECALS

Floor all show attendees! Your company name/logo and booth # printed on each decal. Decals are placed on the carpet along the main aisle.

Exclusive! Sole Sponsor: \$1,500

ATTENDEE PRIZE

\$1000 Cash Prize to a lucky attendee!

Sole Sponsorship: \$1,000

NEW PRODUCT SHOWCASE

Are you a progressive company? Align your image and brand with the hottest products on the market today.

Sole Sponsorship: \$1,500
Company name or logo on large, highly visible sign; recognition on NPS feature page in Show Guide

Partner Sponsorship: \$750
Shared company name or logo on large, highly visible sign (available only if two companies are vying for the same spot)

JOB BOARD

Everyone is checking this board out! Stylish structure with large, full color, professionally printed sign.

Sole Sponsorship: \$1,000
Company logo on the job board located beside the Show Lounge

Partner Sponsorship: \$500

CONTAINER COMPETITION

A perennial favorite. Everyone wants to see the latest and greatest designs.

Sole Sponsorship: \$1,000
Company name on special sign made to identify this feature area

Partner Sponsorship: \$500

PLANT ID CONTEST

Always a hit! Coming back again to challenge all horticulturists. \$250 prize draw!

Sole Sponsorship: \$1,000
Company logo on special sign

Partner Sponsorship: \$500

LANYARDS & NAME BADGE HOLDERS

See your company name on every aisle as delegates sport name badge holders and lanyards with your company name on it. Call Karen to discuss options and pricing.

BUILD YOUR OWN PROGRAM

Got another idea? Give us a call and let's chat.



Sponsorship Form

Confirm Your Sponsorship Now!

Please complete the following form and indicate your preferred sponsorship item and level of participation.

SYMPOSIUMS

- Speaker Sponsor..... Sole - \$2,000 Partner - \$1,000
- Lunch Sponsor..... Sole - \$1,000 Partner - \$500
- Coffee Sponsor..... Sole - \$500 Partner - \$250

CLINICS & SEMINARS

Select Your Primary Target Audience:

- Landscape Professionals / Landscape Architects
- Retail Garden Centres
- Wholesale Nursery Growers/ Greenhouse Growers
- Arborists

Contact Karen De Jong to determine which session best targets your audience.

- Speaker Sponsor..... Sole - \$1,000 Partner - \$500
- Coffee Sponsor..... Sole - \$500 Partner - \$250
- Wed. Sept 28 ___am___pm ___am___pm
- Thurs. Sept 29 ___am___pm ___am___pm

TAILGATE PARTY Gold - \$5,000 Silver - \$2,500 Bronze - \$1,500

NEW PRODUCT SHOWCASE..... Sole - \$1,500 Partner - \$750

PARKING..... Sole - \$5,000 Partner - \$2,500

AISLE DECALS Sole - \$1,500 Partner - N/A

JOB BOARD..... Sole - \$1,000 Partner-\$500

CONTAINER COMPETITION..... Sole - \$1,000 Partner - \$500

ATTENDEE PRIZE DRAW..... Sole - \$1,000 Partner - \$500

PLANT ID CONTEST..... Sole - \$1,000 Partner - \$500

BUILD YOUR OWN PROGRAM - The CanWest team can work with your ideas and budget to customize a program for you!

CONTACT INFORMATION

Contact Name _____ Company _____ Phone # _____

METHOD OF PAYMENT Visa Mastercard Cheque (Make payable to 'BC Landscape & Nursery Association') Total: \$ _____

Credit Card # _____ Expiry Date _____ Cardholder Name _____ Cardholder Signature _____

NOTE: To be included in the brochure, email, fax or mail to the CanWest office by Friday JUNE 17, 2016

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