



## 2023 Sponsorship Opportunities

# BIG SPACE, BIG EQUIPMENT, BIG AUDIENCE

The last edition of Expo Grands Travaux was a resounding success, with 12,813 qualified buyers in attendance, sold-out floor space, and more than 250 exhibitors reporting huge sales activity! Show organizers are excited to be back in 2023, with this edition of this mammoth event in a NEW location!

Boasting a strong audience of buyers, a vast exhibitor base and the best possible venue for a show of this magnitude, this show delivers. You won't want to miss this prime opportunity to put your company's name at the forefront.

### VISITORS AT A GLANCE...

The show gathers visitors from an impressive list of different industries including **Construction, Roadbuilding, Forestry, Screening /Crushing /Hauling, Trucking /Transportation, Municipalities, Material Handling, and so many more!**

### ACT NOW!

Many of the opportunities outlined in the following pages are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

### CUSTOM PACKAGES AVAILABLE

If you don't see what you are looking for or would like to discuss a unique package tailored to your company's specific needs, please don't hesitate to reach out to one of the team members:

**Mark Cusack**  
[mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
National Show Manager

**Shawn Murphy**  
[smurphy@mpltd.ca](mailto:smurphy@mpltd.ca)  
(bilingual/bilingue)  
Show Manager

Or by phone at 1-888-454-SHOW

# EXPO

## GRANDS TRAVAUX

### ÉQUIPEMENT LOURD

## SPONSORSHIP OPPORTUNITIES

All sponsors will be recognized in the Expo Grands Travaux Official Show Guide as well as on sponsor signage and the Expo Grands Travaux website. We look forward to helping you maximize your sponsorship investment to its full potential.

### EXCLUSIVE ATTENDEE BAG SPONSOR

**\$1,500+ bags**

Attendees will appreciate this convenience as they visit exhibits and walk through Espace Saint-Hyacinthe. Official show bags will be handed to all attendees at the show entrance, which will offer them an easy way to gather and transport 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.

*Sponsor must provide a minimum of 5,000 bags. We reserve the right to approve the bag design. \*Option to insert one promotional item into bag; insert must be a small promotional item or a one-sheet marketing piece.*

### EXCLUSIVE LANYARD SPONSOR

**\$1,500 + lanyards**

As attendees register for the show, they will be given a lanyard to hold their badge around their neck. You have the opportunity to provide lanyards imprinted with your corporate logo (and the option to include the Expo Grands Travaux logo) for all attendees. Don't miss this highly visible opportunity to hang your name on every potential customer that attends.

*Sponsor must provide a minimum of 5,000 bulldog clip lanyards.*

### DIRECT ROUTE SPONSOR

**\$1000**

There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 20 floor decals, 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.

### 'YOU ARE HERE' SIGN SPONSOR

**\$1,000 per sign**

These signs will be strategically placed throughout the 2023 Expo Grands Travaux to familiarize attendees with the entire show layout, their current location, and most importantly, your location. As a Sign Sponsor, your logo will be above the site map and your location will be highlighted on the map for all attendees to see. Help visitors find their way, and lead them directly to your booth.

*This opportunity is limited to 5 sponsors.*



## SPONSORSHIP OPPORTUNITIES (CONT'D)

### EXCLUSIVE PEN SPONSOR

**\$700 + pens**

The registration area will be busy during the show. It is the first place attendees will enter and the first place they'll look for a pen to register for the show. Each attendee will be offered a pen to keep, courtesy of the sponsor. Enjoy the benefits of having your name within arm's reach of all attendees by providing 2023 Expo Grands Travaux with your corporate pens.

*Sponsor must provide a minimum of 5,000 pens.*

### WEB BANNER SPONSOR

**\$500**

Expo Grands Travaux Web Banners are a great way to get your message to the right people. Your web banner will run on the show's homepage for months leading up to the show. As online registration becomes available, the site will be even busier with visitors registering for the show in addition to looking for information. Web banners are a cost-effective way to reach qualified clients and to create an impact months prior to the show. Our website averages close to 100,000 hits per month.

*Includes web banner design with your logo & a direct link to your website. This opportunity is limited to 8 sponsors.*

### IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are accepted on a first-come, first-served basis.
- Expo Grands Travaux must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, lanyards).
- Delivery of Expo Grands Travaux sponsorship merchandise will be determined on an individual basis with each sponsor.

**Thank you for considering sponsoring Expo Grands Travaux 2023!**

**To sign on as a sponsor today, contact:**

Mark Cusack  
Shawn Murphy

[mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
[smurphy@mpltd.ca](mailto:smurphy@mpltd.ca)

# EXPO

## GRANDS TRAVAUX

### ÉQUIPEMENT LOURD



Mark Cusack, National Show Manager – [mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
Shawn Murphy, Show Manager – [smurphy@mpltd.ca](mailto:smurphy@mpltd.ca)  
PO Box 565, Saint John, New Brunswick E2L 3Z8  
Phone: 1-888-454-7469 • Fax: (506) 658-0750  
Online: [www.masterpromotions.ca](http://www.masterpromotions.ca)  
G.S.T. Number 10355 7344RT

## SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/> Exclusive Attendee Bag Sponsor	\$1,500 + bags
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$1,500 + lanyards
<input type="checkbox"/> Direct Route Sponsor	\$1,000
<input type="checkbox"/> 'You Are Here' Sign Sponsor	\$1,000 per sign
<input type="checkbox"/> Exclusive Pen Sponsor	\$700 + pens
<input type="checkbox"/> Web Banner Sponsor	\$500

## PAYMENT INFORMATION

Payment due by March 24, 2023

Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the Expo Grands Travaux 2023 sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Signature per Master Promotions Ltd.

\_\_\_\_\_  
Sponsorship Applicant's Signature