

Family Productions Inc.

**Mom, Pop
& Tots fair**

**SKI &
SNOWBOARD
SHOW**

**Pet
Expo**

**Edmonton
WOMAN'S SHOW**

Family Productions Inc.

Sponsorship Options

Tradeshows are a fantastic way to take your marketing dollars and stretch them as far as possible. A well run tradeshow will afford you the opportunity to get your business in front of a targeted audience, get your product in the hands of consumers who could potentially develop or switch loyalty to your brand, and explore the option for face-to-face connectivity. Adding a sponsorship option to your participation can give you an even bigger bang for your buck as you receive pre-show exposure, and a stronger presence at the event. Effectively, your name becomes more strongly associated to the Event itself. This allows your company to take advantage of the strong media campaign that is bought for each event, and all the ties that have been made in the community over the almost 20 years Family Productions Inc. has been producing quality tradeshows.

Merit - \$2,000

- Logo & link in sponsor rotation on website
- Select overhead mentions at the Show
- 25 guest passes
- 25% off regular booth price and/or Additional Promotions options
- Use of Show logo to promote presence and affiliation (*subject to Family Productions Inc. approval*)

Bronze - \$3,500

- Presence on print logo bar wherever it appears
- ¼ ad in Show Guide*
- Cost coverage to hang one (1) sign
- Logo & link in sponsor rotation on website
- Select overhead mentions at the Show
- 50 guest passes
- 30% off regular booth price and/or Additional Promotions options (booth option to include 4 parking passes)
- Use of Show logo to promote presence and affiliation (*subject to Family Productions Inc. approval*)

Silver - \$6,000

- Sponsor of a mutually agreed upon Feature Area which includes:
 - Additional mentions in print and online whenever the feature is mentioned
 - Additional overhead and stage mentions of area at Show
 - Space for feature area on Show Floor
 - Additional materials (staging, chairs, etc) required for area
- Presence on print logo bar wherever it appears
- ½ ad in Show Guide*
- Cost coverage to hang up to one (1) signs
- Logo & link in sponsor rotation on website
- Regular overhead mentions at the Show
- 75 guest passes
- 40% off regular booth price and/or Additional Promotions options (booth option to include 1500Watts power and up to 6 parking passes)
- Use of Show logo to promote presence and affiliation (*subject to Family Productions Inc. approval*)

Gold - \$10,000

- 20' x 20' booth space complete with carpet, applicable draping, up to four (4) tables, up to eight (8) chairs, power (1500Watts) and up to ten (10) parking passes
- 50% off regular booth price for any additional booth space required and/or Additional Promotions options
- Option for front door distribution (bags, product, coupon, etc)
- Sponsor of a mutually agreed upon Feature Area which includes:
 - Additional mentions in print and online whenever the feature is mentioned
 - Additional overhead and stage mentions of area at Show
 - Space for feature area on Show Floor
 - Additional materials (staging, chairs, etc) required for area
- Presence on print logo bar wherever it appears
- Full Ad in Show Guide*
- Cost coverage to hang up to two (2) signs (one over booth, one over feature area)
- Logo & link in sponsor rotation on website
- Regular overhead mentions at the Show
- 100 guest passes
- Use of Show logo to promote presence and affiliation (*subject to Family Productions Inc. approval*)

Show Presenter - \$25,000

- Identification as presenter in Show title (Acme presents the...)
 - Includes logo and/or mention in billboards, radio ads, top billing on website, top billing on print ads, etc.
- Category Exclusivity
- Mention in press releases
- Logo projection on Main Stage*
- Main Stage mentions by a professional Emcee*
- 20' x 30' booth space complete with carpet, applicable draping, up to six (6) tables, up to twenty (20) chairs, power (1500Watts), vacuuming services for booth, and up to eight (8) parking passes
- 50% off regular booth price for any additional booth space required and/or Additional Promotions options
- Option for front door distribution (bags, product, coupon, etc)
- Sponsor of a mutually agreed upon Feature Area which includes:
 - Additional mentions in print and online whenever the feature is mentioned
 - Additional overhead and stage mentions of area at Show
 - Space for feature area on Show Floor
 - Additional materials (staging, chairs, etc) required for area
- Presence on print logo bar wherever it appears
- Full Ad in Show Guide*
- Cost coverage to hang up to five (5) signs
- Logo & link in sponsor rotation on website
- Regular overhead mentions at the Show
- 200 guest passes
- Use of Show logo to promote presence and affiliation (*subject to Family Productions Inc. approval*)

* available at select Shows only