



**Dear Exhibitor,**

The Atlantic Transportation & Logistics Show offers powerful sponsorship opportunities to highlight your products and help build your brand in the industry. Position your company name and logo throughout the show with attention-grabbing sponsorship opportunities. Sponsorship will give you:

- GUARANTEED marketing exposure, before, during and after the show.
- Recognition in the official Show Guide, as well as on sponsor signage and the show website.
- An opportunity to be remembered long after the event.

***ACT NOW! These opportunities are offered on a first-come, first-served basis.***

Please review the following Atlantic Transportation & Logistics Show sponsorship opportunities; we're certain there will be at least one item that will tie into your marketing objectives at an affordable cost. Please contact us to discuss custom options as well.

### **Exclusive Attendee Bag Sponsor**

**\$3,000 + bags**

Bags branded with your logo will be handed out to all attendees as they enter the show – a great way to create an early and lasting impression while welcoming visitors to the show. Attendees will appreciate this convenience as they visit exhibits and walk through the show floor.

*Sponsor must provide 4,000 bags. We reserve the right to approve the bag design. Option to insert a small promotional item or one-page marketing piece into bag.*

### **Exclusive Lanyard Sponsor**

**\$2,500 + lanyards**

As attendees register for the show, they will be given a lanyard imprinted with your corporate logo to hold their badge. Don't miss this highly visible opportunity to hang your name on every potential customer that attends the show.

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

### **Direct Route Sponsor**

**\$2,000**

There is no better way to lead visitors directly to your booth than with a direct route sponsorship. You will receive 8 floor decals, which will be placed on the show floor to lead a path directly to your booth. These decals will feature your full colour logo and an arrow in the direction of your booth. It's an eye-catching and highly effective method to draw attention and traffic to your booth.

*This opportunity is limited to 3 sponsors.*



## 2022 Sponsorship Opportunities

### 'You Are Here' Sign Sponsor

**\$1,500**

These signs will be strategically placed throughout the Atlantic Transportation & Logistics Show 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 3 sponsors.*

### Exclusive Notepad Sponsor

**\$1,000 + notepads**

Your corporate notepads will be on hand at the registration area for attendees to take with them as they enter the show. These handy items will keep you top-of-mind to all attendees while offering them a convenient way to keep track of new information.

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

### Exclusive Pen Sponsor

**\$1,000 + pens**

The busy registration area will have attendees looking for pen to register for the show. Enjoy the benefits of having your name within arm's reach of all attendees. They'll be offered your corporate pen to keep.

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

### Social Media Sponsor

**\$750**

Harness the power of social media! This unique sponsorship package has three elements: inclusion in two direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in at least one post on the show's Facebook page. Your company name and booth number and a link to your corporate website will be included in each element.

*This opportunity is limited to 3 sponsors.*

### IMPORTANT NOTES ON SPONSORSHIP:

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

**If you don't see what you are looking for, please contact:**

Mark Cusack – [mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)

**Or by phone at 1-506-333-1064 to discuss  
a package tailored for your company's diverse needs!**

**Thank you for considering investing in the 2022 Atlantic Transportation & Logistics Show Sponsorship Opportunities!**



PO Box 565, Saint John NB E2L 3Z8  
Tel: 506-658-0018 • Fax: 506-658-0750 • Toll Free: 1-888-454-7469  
[www.masterpromotions.ca](http://www.masterpromotions.ca)



Mark Cusack, National Show Manager – [mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)  
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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 Bag Sponsor	\$3,000 + bags
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$2,500 + lanyards
<input type="checkbox"/> Direct Route Sponsor	\$2,000
<input type="checkbox"/> 'You Are Here' Sign Sponsor	\$1,500
<input type="checkbox"/> Exclusive Notepad Sponsor	\$1,000 + notepads
<input type="checkbox"/> Exclusive Pen Sponsor	\$1,000 + pens
<input type="checkbox"/> Social Media Sponsor	\$750

## PAYMENT INFORMATION

Payment due by September 1, 2022

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

I have read and agree to the terms outlined in the 2022 Atlantic Transportation & Logistics Show sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 2022.

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

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



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