



2024 Sponsorship Opportunities

The must-attend event for the heavy equipment, roadbuilding, forestry, landscaping and municipality sectors...

OVER THREE DECADES OF GETTING THE JOB DONE. A true pillar of the industry, the Atlantic Heavy Equipment Show – **Atlantic Canada’s most comprehensive heavy equipment show** – has over 3 decades of success under its belt. After a successful return in 2022, the 2024 edition of the show will feature a vast indoor and outdoor showcase of the latest products, services and BIG iron; every square inch of the Moncton Coliseum will be filled for this mammoth event.

Take advantage of this phenomenal opportunity to put your company name in front of the thousands of exhibitors and visitors who are part of this show every two years.

VISITORS AT A GLANCE...

51% work in Logging / Forestry

49% work in Construction, Roadbuilding, Municipalities, Trucking/Transportation

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:

Mark Cusack
mcusack@mpltd.ca
1-506-333-1064

Andrew Burns
aburns@mpltd.ca
1-506-649-0025

SPONSORSHIP OPPORTUNITIES

REGISTRATION SPONSOR

\$5,000

By becoming the exclusive sponsor of the trade show's registration process, your sponsorship will ensure that attendees are greeted by your brand from the moment they arrive. As the registration sponsor, your company's logo will be prominently displayed on registration signage, kiosks, and digital platforms, creating a strong visual presence that establishes your brand as a trusted partner in the trade show experience. This branding opportunity will maximize your exposure and reinforce your company's association with professionalism and efficiency. **This opportunity is limited to 1 sponsor.**

EXCLUSIVE ATTENDEE BAG SPONSOR*

\$2,500 + bags

Attendees will appreciate this convenience as they visit exhibits and walk through the Coliseum Complex. 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.) **This opportunity is limited to 1 sponsor.**

*Option to insert one promotional item into bag; insert must be a small promotional item or a one-sheet marketing piece.

EXCLUSIVE LANYARD SPONSOR

\$2,500 + 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 Atlantic Heavy Equipment Show 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.) **This opportunity is limited to 1 sponsor.**

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 10 floor decals, spread over 100ft., 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. **This opportunity is limited to 1 sponsor per building. 4 OPPORTUNITIES REMAINING**

'YOU ARE HERE' SIGN SPONSOR

\$2,000 per sign

These signs will be strategically placed throughout the show to familiarize attendees with the 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 4 sponsors.**

ATLANTIC ROAD BUILDING • FORESTRY & LOGGING • LAND IMPROVEMENT
HEAVY EQUIPMENT SHOW
MONCTON • NEW BRUNSWICK • CANADA

SWAG DAY SPONSOR

\$1,000 + swag

This unique sponsorship opportunity will get your branded swag (hat, t-shirt, etc.) in the hands of the first 500 visitors. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. This opportunity is available each event day - two opportunities. Swag day sponsors will be advertised throughout our social media, email blasts & website channels. **This opportunity is limited to 2 sponsor.**

SOCIAL MEDIA SPONSOR

\$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 Twitter pages. Your company name and booth number and a link to your corporate website will be included in each element. Don't miss this high exposure opportunity. **This opportunity is limited to 3 sponsors.**

WEB BANNER SPONSOR

\$500

Atlantic Heavy Equipment Show 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 for months prior to the show. **This opportunity is limited to 2 sponsors.**

All sponsors will be recognized in the Official Show Guide, as well as on sponsor signage at the show and on the Atlantic Heavy Equipment Show website.

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**.
- The Atlantic Heavy Equipment Show 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).
- Provision and delivery of Atlantic Heavy Equipment Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the Atlantic Heavy Equipment Show!

To sign on as a sponsor today, contact:

Mark Cusack

mcusack@mpltd.ca

1-506-333-1064

Andrew Burns

aburns@mpltd.ca

1-506-649-0025

Mark Cusack, National Show Manager – mcusack@mpltd.ca
 Andrew Burns, Exhibit Sales Professional – aburns@mpltd.ca
 PO Box 565, Saint John, New Brunswick E2L 3Z8
 Phone: 1-888-454-7469
 Online: www.ahes.ca • www.masterpromotions.ca

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"/> Registration Sponsor	\$5,000
<input type="checkbox"/> Exclusive Attendee Bag Sponsor	\$2,500 plus bags
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$2,500 plus lanyards
<input type="checkbox"/> Direct Route Sponsor	\$2,000
<input type="checkbox"/> 'You Are Here' Sign Sponsor	\$2,000 per sign
<input type="checkbox"/> Swag Day Sponsor	\$1,000 plus swag
<input type="checkbox"/> Social Media Sponsor	\$750
<input type="checkbox"/> Web Banner Sponsor	\$500

PAYMENT INFORMATION

Payment due by February 28, 2024

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

I have read and agree to the terms outlined in the Atlantic Heavy Equipment Show sponsorship package and contract, and agree to sponsor this event this ___ day of _____, 202__.

 Signature per Master Promotions Ltd.

 Sponsorship Applicant's Signature

SPONSORSHIP CONTRACT

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

Company Name _____
Contact Name _____
Mailing Address _____
Phone _____
Email _____

Master Promotions Obligations

Sponsor Obligations

Cost of Sponsorship

<Insert Price of Sponsorship> plus applicable taxes

Payment required due upon application.

Invoice for the sponsorship will be sent the sponsors contact indicated above.

I have read and agree to the terms outlined in this Contract, and agree to become a sponsor of this event this ___ day of _____, 202__.

Signature per Master Promotions Ltd.

Signature of Sponsor

SPONSORSHIP CONTRACT TERMS AND CONDITIONS

DEFINED TERMS

The term "Show" refers to the specific event name referenced on the first page of this contract. This Show is produced and managed by Master Promotions Ltd. As used hereinafter, the term "Master Promotions" means, collectively, Master Promotions Ltd., its partners, and any associated officers, directors, agents, subsidiaries, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Sponsor" means, collectively, the entity or person that executes this contract as the "Sponsor" and each of its officers, directors, shareholders, employees, contractors, agents, representatives, volunteers, assigns, and/or invitees, as applicable.

1. SPONSORSHIP OBLIGATIONS:

1.1 Scope of Sponsorship: Sponsor agrees to provide financial or in-kind support to Master Promotions in exchange for the promotional benefits outlined on page 1.

1.2 Payment and Deliverables: Sponsor shall make payments according to the schedule outlined on page 1, and provide any agreed-upon materials, logos, or content to Recipient for promotional use. All applicable provincial and federal taxes at the time of the event are the sole responsibility of the Exhibitor.

2. MASTER PROMOTIONS OBLIGATIONS:

2.1 Promotional Benefits: Recipient agrees to provide Sponsor with the promotional benefits outlined on page 1, including but not limited to logo placement, mentions in marketing materials, and visibility at events.

2.2 Compliance: Master Promotions shall use its best efforts to ensure that all promotional materials comply with applicable laws and do not negatively impact Sponsor's reputation.

3. TERM AND TERMINATION:

3.1 The Sponsor will be required to pay in full for the contracted amount on any cancellation received after 90 days prior to the first show date. Cancellations must be received in writing.

4. INTELLECTUAL PROPERTY:

4.1 License: Each party grants the other a non-exclusive, royalty-free license to use its trademarks, logos, and other intellectual property solely for the purposes of this contract.

4.2 Ownership: All intellectual property developed or created during the term of this Contract shall be owned by the party that creates it.

5. LIMITATION OF LIABILITY

5.1 Under no circumstances shall either party be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. Sponsor expressly assumes all risks associated with, resulting from or arising in connection with sponsors participation or presence at the Show, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Sponsor, except to the extent caused by negligence or intentional act of Master Promotions or the Exhibit Facility. Sponsor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area). Neither Master Promotions nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Sponsor. Neither Master Promotions nor the Exhibit Facility shall be liable for, and Sponsor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

6. INDEMNIFICATION:

6.1 The Sponsor will indemnify, defend, and hold Master Promotions harmless from and against any claims relating to directly or indirectly to, or arising out of, content posted on the sponsors website, use of sponsor materials, or use of Sponsor use of Sponsor logos and trademarks.

6.2 Each party agrees to indemnify and hold harmless the other party from any claims, damages, or losses arising out of the breach of this Agreement or negligence.

7. GOVERNING LAW:

7.1 Governing Law: This Agreement shall be governed by and construed in accordance with the laws of the Province where the event is located.

8. MISCELLANEOUS:

8.1 Entire Contract: This Contract constitutes the entire understanding between the parties and supersedes all prior sponsorship agreements and understandings.

