



North America's
Leading
Potato Event
CHARLOTTETOWN
PRINCE EDWARD ISLAND

FEBRUARY 21-22
2020

Sponsorship Opportunities



eastlink centre
Charlottetown



WWW.POTATOEXPO.CA



North America's leading potato event...

The next edition of the International Potato Technology Expo takes place February 21 and 22 at the Eastlink Centre in Charlottetown. For those involved in any aspect of the potato industry – including harvesters, sprayers, pliers, cultivators, storage and climatization technology, tractors, bagging machinery, seed cutters, plant genetics, seeds, and more – this is a must-attend event!

A wide range of exhibitors from both international destinations and those closer to home will be in attendance. Take advantage of this phenomenal opportunity to put your company name in front of the thousands of exhibitors and visitors who are part of the show every two years.

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 the Show Manager:

Shawn Murphy, Show Manager

smurphy@mpltd.ca

1-888-454-SHOW (7469) • 506-658-0018

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.
- International Potato Technology Expo 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, caps, notepads, lanyards).
- Provision and delivery of International Potato Technology Expo sponsorship merchandise will be determined on an individual basis with each sponsor.



Sponsorship Opportunities

Major Sponsorship Package (1 available)

\$8,000.00

Package includes:

- One 10'x10' exhibitor booth
- Prominent signage at entrance of show (2'x3')
- Conference Sponsorship – as described below
- Working Lunch Food Station Sponsorship – as described below
- Your company's logo, along with editorial about your company or any new products on the International Potato Technology Expo's website. Your web banner will run on the IPTE homepage for months leading up to the show, with a live link to your website
- PLUS – your company logo will be highlighted as a major show sponsor in any trade magazines and other select advertising for this event

Conference Sponsor (2 available)

\$5,000.00

As presenting sponsor of the conference, you will receive the following:

- Inclusion on all material highlighting the conference, including our official Show Guide
- Prominent signage at entrance to the conference
- Acknowledgement during the event
- Your company's logo, along with editorial about your company or any new products on the International Potato Technology Expo's website. Your web banner will run on the IPTE homepage for months leading up to the show, with a live link to your website
- Option to provide notepads & pens on each table
- Option to have small table outside conference to use for distributing brochures or other printed material (only if the event sponsor is an exhibitor)

Working Lunch Food Station Sponsor (2 available)

\$1,000.00

The International Potato Technology Expo conference will include a working lunch on the trade show floor. As a sponsor, you will have the opportunity to highlight your brand at this well-attended event within the show. Prominent signage at the lunch food stations as well as at the show's entrance will acknowledge your company as a major sponsor of the working lunch.



Sponsorship Opportunities

Social Media Sponsor (3 available)

\$700.00

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 web banner placed prominently at the top of the show's homepage; and mentions in three posts on the show's Facebook and Twitter pages. Your company name, booth number and a link to your corporate website will be included in each element. This opportunity is limited to 3 sponsors.

Exclusive Lanyard Sponsor

\$600.00 + 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 printed with your corporate logo (and the option to include the International Potato Technology Expo logo) for all attendees. Don't miss this highly visible opportunity to hang your name on every potential customer that attends. *(Sponsor must provide 1,500 pre-printed bulldog clip lanyards)*

Move-in Sponsor

\$500.00 + refreshments

There is nothing more appreciated during move-in than a cup of hot coffee and a donut. As the move-in sponsor, you will be recognized with on-site signage and in the International Potato Technology Expo Show Guide. *(Sponsor must provide coffee and donuts for 50 people on both mornings of move-in.)*

Exclusive Pen Sponsor

\$500.00 + pens

The registration areas 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 the 2020 International Potato Technology Expo with your corporate pens. *(Sponsor must provide a minimum of 1,500 pens.)*

Website Banner Sponsor (5 available)

\$200.00

For months leading up to the show, a web banner designed with your logo and a direct link to your company website will run on the show's homepage, which will be visited by thousands of exhibitors, show attendees, and other potential visitors. Website traffic will only increase as the show dates near!



Shawn Murphy - smurphy@mpltd.ca
 PO Box 565, Saint John, New Brunswick E2L 3Z8
 Phone: 1-888-454-7469 • Fax: (506) 658-0750
 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"/> Major Sponsorship Package	\$8,000.00
<input type="checkbox"/> Conference Sponsor	\$5,000.00
<input type="checkbox"/> Working Lunch Food Station Sponsor	\$1,000.00
<input type="checkbox"/> Social Media Sponsor	\$700.00
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$600 + lanyards
<input type="checkbox"/> Move-in Sponsor	\$500 + refreshments
<input type="checkbox"/> Exclusive Pen Sponsor	\$500 + pens
<input type="checkbox"/> Website Banner Sponsor	\$200.00

PAYMENT INFORMATION

Payment due by January 7, 2020

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

I have read and agree to the terms outlined in the International Potato Technology Expo sponsorship package and contract, and agree to sponsor this event

this _____ day of _____, 20_____

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature