



SPONSORSHIP OPPORTUNITIES

The next edition of the International Potato Technology Expo takes place February 22 and 23 at the Eastlink Centre in Charlottetown. For those involved in any aspect of the potato industry – including harvesters, sprayers, pilers, 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 (2 available)

\$8,000.00

Package includes:

- One 10'x10' exhibitor booth
- Prominent signage at entrance of show (2'x3')
- Conference 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
- Your company will be featured on two flat screen televisions positioned near the entrance and registration area
- Social media package – your company will be included in two direct audience emails to our database of past show visitors and three posts to the show social media pages

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

Registration Sponsor (1 available)

\$1,500.00

By becoming the exclusive sponsor of the trade show's registration process, you will ensure that attendees are greeted by your brand from the moment they arrive. 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.



Example of sponsored registration.

Direct Route Sponsor (Limited Availability)

\$1,000.00

There is no better way to lead visitors directly to your booth than with Direct Route sponsorship. You will receive 5 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.

Swag Day Sponsor (4 available)

\$1,000.00 + swag

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

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.

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)*

Exclusive Bag Sponsor

\$600.00 + bags

The tote bag is the perfect way to advertise your company during the show and will keep your company name front and center long after the show has ended. *Sponsors must provide a minimum of 4,000 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.*

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.)*

'You are Here' Sign Sponsor (Limited Availability)

\$500.00

These signs will be strategically placed throughout the venue 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.

TV Screen Sponsor (5 available)

\$500.00

Two 45" flat screen televisions will be positioned near the entrance and registration area at the Moncton Coliseum. Your company name, logo and a short message will be displayed for all visitors to see. You have the option of providing us with a prepared full screen graphic or sending the elements for us to design. Sponsor slides will be interspersed with a welcome message and general show information.

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 _____ Email _____
 Mailing Address _____
 Phone _____ Fax _____

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"/> Registration Sponsor	\$1,500.00
<input type="checkbox"/> Direct Route Sponsor	\$1,000.00
<input type="checkbox"/> Rest Area Sponsor	\$1,000.00
<input type="checkbox"/> Swag Day Sponsor	\$1,000.00 + swag
<input type="checkbox"/> Social Media Sponsor	\$700.00
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$600.00 + lanyards
<input type="checkbox"/> Exclusive Bag Sponsor	\$600.00 + bags
<input type="checkbox"/> Move-in Sponsor	\$500.00 + refreshments
<input type="checkbox"/> Exclusive Pen Sponsor	\$500.00 + pens
<input type="checkbox"/> 'You are Here' Sign Sponsor	\$500.00
<input type="checkbox"/> TV Screen Sponsor	\$500.00
<input type="checkbox"/> Website Banner Sponsor	\$200.00

PAYMENT INFORMATION

Payment due by January 13, 2024

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

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.