



CANADIAN  
MEETINGS +  
EVENTS EXPO

AUGUST 13 + 14, 2024

METRO TORONTO CONVENTION CENTRE

EXTEND

YOUR REACH IN 2024 WITH

SPONSORSHIP



[cmeexpo.ca](http://cmeexpo.ca)

# Sponsorship Opportunities

## Lobby Digital Advertising Sponsorship |

\$3,500 + HST per media spot (2-3 minutes)

### 3 Opportunities Available

Located in a high traffic area within the North building by CMEE Registration, the digital screens can display both static and dynamic content. This is a unique and engaging opportunity to display your company's multimedia messaging or current commercials on loop to all attendees.



## Sustainability Sponsorship | \$9,500 + HST

Artwork must be the same for receptacles and lollipop signs. Artwork to be provided by the client, or can be provided by Newcom for an additional fee.

Material, installation, and dismantling is included.

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- One (1) standalone post across all CMEE social media platforms ahead of the show
- Five (5) receptacles in high-traffic areas on the show floor, featuring sponsor logo, branding, and verbiage
- Five (5) lollipop signs (1 per receptacle) featuring sponsor logo, branding, and verbiage for additional visibility



FOR FULL  
DETAILS  
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CMEEExpo is the largest tradeshow with education in Canada dedicated to qualified meeting and event professionals

# Sponsorship Opportunities

## Branded Firehose Cover Sponsorship | \$4,500 + HST

Gain visibility with attendees as they explore the show floor. There are three (3) areas throughout the show floor, and each unit includes at minimum, 2 panels.

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- On-site branding on Entrance and Show signage
- Three (3) branded firehose covers throughout the show floor (Locations TBC)
- Post-show marketing efforts



## Washroom Sponsorship | \$5,000 + HST

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- On-site branding on Entrance, show signage, and outside of washrooms
- 35 branded mirror decals in female washroom and 30 branded mirror decals in male washroom
- Option for sponsor to provide branded swag items for the washrooms as takeaways (Ex- branded mini sanitizer bottles, branded mini boxed soaps, branded towels, etc)
- Post-show marketing efforts

## Lounge Sponsorship | \$15,000 + HST

**SOLD!**

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- Ability to name the Lounge
- Option of booth space adjacent to or across from the Lounge
- One (1) standalone eDirect Pre-show to all attendees showcasing: Lounge features, sponsor name, and logo
- Two (2) standalone social posts across all CMEE platforms ahead of the show
- Sponsor branding and Lounge information featured online, in show guide and on the digital app
- On-site branding on Entrance and Show signage
- Branding on slides at main stage screen
- Morning coffee and tea (10:00 am -12:00 pm both days)
- Lounge screen featuring a 1 to 3 minute looped Sponsor video
- Post-show marketing efforts



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# Sponsorship Opportunities

## Emcee Sponsorship | \$12,500 + HST

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- Brand name and logo included in any marketing where the Emcee is mentioned
- Option of booth space adjacent to or across from the Main Stage if desired
- Sponsor branding and Emcee bio featured online, in show guide, and on the digital app
- On-site branding on Entrance and Show signage
- Branding on slides at main stage screen
- Sponsor company mentioned and thanked by Emcee in either the intro or closing of each session
- Post-show marketing efforts



## Speaker Sponsorship | \$5,000 + HST/session

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- Brand name and logo included in marketing where the session is mentioned
- Branded slides on the main stage screen during the session
- Stage time before start of Speaker, which can also include video (2-3 min)
- Stage time after Speaker for closing remarks (1 min)
- Post-show marketing efforts



8 OPPORTUNITIES AVAILABLE

ONLY 1 LEFT!!

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# CMEEExpo Branding Opportunities

## Spotlight On Stage Sponsorship | \$11,500 + HST

Enhance the visibility of your brand by being a focal part of our secondary stage, which hosts Spotlight On interview sessions and entertainment.

This exciting new opportunity gets you front and centre before the show has begun, increases your visibility and reach on the floor and keeps you top of mind post-show. For an added bonus, your brand gets a Spotlight On session to connect with attendees, while benefiting from video content for marketing collateral.

### INCLUDED BENEFITS:

- Pre-show marketing on website, social, and digital efforts
- Brand name and logo included in any marketing where the Spotlight On stage or program is mentioned
- Sponsor branding featured online, in show guide and on the digital app
- Sponsor name as presenting title for the Spotlight On stage
- Option of booth space adjacent to or across from the Spotlight On stage if desired
- On-site branding included on signage outside of Spotlight On stage and within seating and stage area
- Sponsor name included in all show app push notifications for Spotlight On sessions on-site
- Branding on slides at Spotlight On stage screen
- One (1) 20-minute Spotlight On interview session with all program benefits (Session Time TBC - Session retails at \$2,500)
- Post-show marketing efforts



**NEW  
OPPORTUNITY**

## Floor Decals | \$75 + HST per square foot

Let your brand guide attendees through the show, step by step! Your logo will be featured on floor decals located throughout high traffic aisles.



## Attendee Bag Insert | \$1,000 + HST

Print Collateral or Swag (per piece for all show bags)

- Be seen in over 2500 + attendee show bags

\*\* Those with a 10x10 booth and larger\*\*

\*\* For exhibitors not in swag or merchandise\*\*

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# CMEEExpo Branding Opportunities

**SOLD OUT  
FOR 2024**

Headshot Salon  
Sponsorship

Keynote and Book  
Signing Sponsorship

Show Mobile App  
Sponsorship

Show Bag  
Sponsorship

Charging Station  
Sponsorship

Lanyard and Badge  
Sponsorship

## Post-show Survey Sponsorship | \$6,500 + HST

Sponsorship that gives you both visibility and the power of knowledge and data.

### INCLUDED BENEFITS:

- Brand name and logo included on post-show survey delivered to over 2,500 attendees
- Option to add two (2) questions to the post-show survey (\*\*to be approved by CMEE\*\*)
- Option to provide a brand specific prize to drive attendees to complete the survey
- Inclusion on post-show sponsor eDirect with company logo and name with reminder to complete post-show survey
- Answers to your two (2) questions, with a mini statistic and trend report from surveys



## CAPTURE THE EXCITEMENT

Gain assets you can use in your annual marketing

INVESTMENT | \$4,000 + HST per video

Use this opportunity when your staff and branding is set up and ready to go - we will do the rest! It is that simple to capture your brand in action at CMEE and have marketing assets for the 51 weeks between shows.

Our experienced video team will record what you feel best exemplifies your brand, which can include a guided 'virtual' tour of your booth, an in-depth look at a new product or service, or a product demonstration. Our talented team of editors will then craft a dynamic and engaging 2 to 3 minute video you can leverage in your marketing efforts long after you've left the excitement of the show floor.

### BENEFITS OF PACKAGE

- 2 to 3 minute video with theme and focus of your choice
- Edited video can be utilized on your social media, website, eDirects, eNewsletters, sales presentations and more



**GIVE US  
30-MINUTES**

we'll help you extend  
your reach beyond  
your booth



CANADIAN  
MEETINGS +  
EVENTS EXPO

CUSTOM SPONSORSHIP  
PROGRAMS FOR  
EVERY GOAL & BUDGET  
AVAILABLE UPON REQUEST

### Contact:

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