



**OCTOBER
4-6, 2024**

HEC HALIFAX
EXHIBITION CENTRE

NEW HOME SHOW



SPONSORSHIP OPPORTUNITIES

HALIFAX FALL HOME SHOW

Maximize your marketing value at the Halifax Fall Home Show with a variety of sponsorship packages available for your business. Reach thousands of eager home buyers, renovators, and enthusiasts as they search for their next home improvement partners. Take advantage of a captive audience of homeowners, buyers, renovators, DIYers, and more — all looking for inspiration and deals to make their house a home!

With thousands of attendees each year, there's no better place to make an impact with your brand than our tailored-to-you sponsorship opportunities. Read on for exclusive ways you can partner with the show and give extra visibility to your company!

EVENT DETAILS

Date: October 4-6, 2024

Location: Halifax Exhibition Centre

IMPORTANT NOTES ON SPONSORSHIP:

Master Promotions must approve all sponsorship merchandise.

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 contact us.

TO SIGN ON AS A SPONSOR TODAY, CONTACT:



Sean Miller

Show Manager

902-483-0778

1-888-454-7469

smiller@mpltd.ca



SPONSORSHIP OPPORTUNITIES

VENUE BRANDING SPONSOR

Contact for rates

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at the Halifax Exhibition Centre. This will ensure you are the first and last thing event attendees see. This opportunity is customizable, and opportunities are endless. Create a branded welcome arch, decals for the windows, and wrapped doors- get creative. Working closely with the Marketing & Operations Manager - we will ensure your brand is imprinted in attendees' minds. *Price point based on custom opportunity.*

STAGE SPONSOR (1 AVAILABLE)

\$2,000

The Seminar Stage is a popular feature at many home shows - by sponsoring the Seminar stage you will put your brand front and center in front of thousands of engaged home enthusiasts. Included in this sponsorship is the opportunity to present a seminar, branded signage, an opportunity for you to display your signage and/or backdrops on the stage. Your brand will also be included via our digital marketing channels such as social media, website and direct email marketing.

VISITOR BAG SPONSOR (1 AVAILABLE)

\$1,000 + Bags

Attendees will appreciate this convenience as they visit exhibits and walk through the Halifax Exhibition Centre. Official show bags will be handed to all attendees at the show entrances to collect 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. Two Options for this Sponsorship:

1. Sponsor provides a minimum of 2,500 bags.
2. Provide us your company logo and we will source, design, print and have the bags delivered to the show - hassle free for you. Custom Pricing for this turnkey opportunity.

EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

\$500 + Lanyards

You provide the lanyards (minimum 700 Lanyards) and we will be provided to all exhibitors to be worn throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. *This sponsorship includes:* There are two options:

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 700 bulldog clip lanyards).
2. Provide us with your company logo and we will have the lanyards designed, printed and delivered to the show. Custom Pricing for turnkey sponsorship.



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE PEN

\$1,000 + pens

The door prize area will be busy during the show. It is the first place attendees make their impression of the show and the first place they'll look for a pen to complete the door prize ballot. Each visitor will be offered a pen to keep, courtesy of the sponsor. Enjoy the benefits of having your name within arm's reach of all visitors by providing the Halifax Fall Home Show with a branded keepsake for show visitors – that will stay with them long after the show is done. Sponsor must provide a minimum of 2,500 pens.

SWAG DAY SPONSOR

\$1,000 + swag

This unique sponsorship opportunity will get your branded swag (hat, lure, t-shirt, etc.) in the first 500 hands. 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.

FLOOR DECALS/DIRECT ROUTE SPONSOR (2 AVAILABLE)

SOLD OUT

Decals branded with company logo in high traffic areas and leading from entrance to your booth. Extends your reach outside the exhibit area. There is no better way to lead visitors directly to your booth than with a direct Route sponsorship. You will receive up to 10 floor decals, spread throughout the show, 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. Opportunities limited - 2 sponsors

SOCIAL MEDIA SPONSOR (3 AVAILABLE)

\$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 Instagram pages. Your company name and a link to your corporate website will be included in each element. Don't miss this high exposure opportunity.

Opportunity limited - 3 sponsors.

WEB BANNER SPONSOR (2 AVAILABLE)

\$500

Your company's logo will be showcased on the show's official website which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.

AREA SPONSOR (1 AVAILABLE)

CUSTOM PRICING

This sponsorship is your chance to take a high traffic area and make it yours! At the Halifax Exhibition Centre, you could take the connector ramp and make it yours. This gives you the opportunity to splash your brand in a common area - so people remember your brand. This sponsorship would be supported by digital marketing initiatives for additional exposure.

DOOR PRIZE

IN KIND

Door prize will need to have a minimum retail value of \$1,500. Prize must be approved by show management.

Note: the prize must be free and clear of any taxes, add-ons or fees. *This sponsorship includes:*

- Inclusion on the show website & social media event page
- Inclusion in select media including, radio, newsprint & television
- Ballots & on-site signage provided
- Display space for the prize close to the front entrance (depending on the prize)

ACT NOW!

Many of the opportunities are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

We look forward to helping you maximize your sponsorship to its full potential.



Sean Miller

Show Manager

902-483-0778

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Sean Miller, Show Manager –smiller@mpltd.ca
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Phone: 1-888-454-7469 • Fax: (506) 658-0750
Online: 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"/> Stage Sponsor (1 available)	\$2,000
<input type="checkbox"/> Visitor Bag Sponsor (1 available)	\$1,000 + Bags
<input type="checkbox"/> Exclusive Lanyard Sponsor (1 available)	\$500 + Lanyards
<input type="checkbox"/> Exclusive Pen Sponsor	\$1,000 + pens
<input type="checkbox"/> Swag Day Sponsor	\$1,000 + swag
<input type="checkbox"/> Floor Decals/Direct Route Sponsor (2 available)	SOLD OUT
<input type="checkbox"/> Social Media Sponsor	\$750
<input type="checkbox"/> Web Banner Sponsor (2 available)	\$500
<input type="checkbox"/> Area Sponsor (1 available)	Custom Pricing
<input type="checkbox"/> Door Prize (minimum \$1,500 value)	In Kind

PAYMENT INFORMATION

Payment due by August 6, 2024

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

I have read and agree to the terms outlined in the 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.