

North America's largest forestry event comes to the nation's capital!

DEMO 2020 INTERNATIONAL®

SEPTEMBER 24-26

Ottawa/Gatineau • Canada

**Sponsorship
Opportunities**

www.demointernational.com

**LIVE EQUIPMENT
DEMOS, IN-WOODS
AND IN ACTION!**



A Canadian Woodlands Forum flagship event and North America's largest, unique outdoor forestry show!

Our Proud Host





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LIVE EQUIPMENT DEMOS, IN-WOODS & IN ACTION...

The Canadian Woodlands Forum's flagship event – DEMO International® – is headed to the Nation's capital, September 24-26, 2020. Showcasing the latest in forestry equipment, from stump to dump, in action and in the forest – this is truly a show not to be missed.

DEMO International® 2020 will be located 45 minutes north of Gatineau in the beautiful Gatineau Valley, in Venosta Quebec. This event attracts the leaders of the industry, featuring the latest technologies in equipment, products and services covering all aspects of woodlands operations, from small to large scale.

WHY SPONSOR?

Take advantage of this phenomenal opportunity to put **your company name** in front of the **thousands of exhibitors and visitors** who are part of world-class event every four years.

Sponsorship is an unbeatable way to set yourself apart from competitors at the largest show of this kind in North America. **An investment in sponsorship is an investment in building your company's brand.**

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:

Mark Cusack
mcusack@mpltd.ca

Shawn Murphy
smurphy@mpltd.ca



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Sponsorship Opportunities

'You Are Here' Signage Sponsor

\$2,500 per sign

These signs will be strategically placed throughout the site 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. *(Limited to 5 sponsors.)*

Exclusive Show Bag/Backpack Sponsor

\$2,000 + bags

Your corporate backpacks or reusable bags will be on hand at the registration area for attendees to take with them as they enter the show. These handy items will keep your company top-of-mind for all attendees. *(Limited to 1 sponsor. Design is subject to approval by DEMO International®. Sponsor must provide a minimum of 5,000 bags or backpacks.)*

Exclusive Lanyard Sponsor

\$2,000 + 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 DEMO International® logo) for all attendees. Don't miss this high-visibility opportunity to hang your name on every potential customer that attends. *(Limited to 1 sponsor. Sponsor must provide a minimum of 6,000 lanyards.)*

Exclusive Safety Vest Sponsor

\$1,500 + vests

Have your branded safety vests on the backs of thousands of show visitors! We will hand out vests at the registration area for attendees to take with them as they enter the show. A high-visibility, unique opportunity that will last beyond just the show as visitors take their vests home to job sites throughout North America. *(Limited to 1 sponsor. Design is subject to approval by DEMO International®. Sponsor must provide a minimum of 5,000 vests.)*

Registration Area Sponsor

\$1,500

The registration area is one of the busiest spots of the show. It's a great place to make your mark – as visitors come to the show and once again as they leave! This opportunity includes branded signage right at the entrance to the show. *(Limited to 4 sponsors)*

Restaurant Signage Sponsor

\$1,000

Signage will mark the entrance to the Food Service and Rest Areas and your logo will be included on it. Attendees will be hungrily seeking food after hours of trekking the show site; let your branding help guide them! *(Limited to 1 sponsor per food station.)*

Exclusive Poncho Sponsor

\$1,000 + ponchos

At an outdoors, in-woods show, inclement weather can happen. Save the day with a branded poncho, just in case! Ponchos will be supplied free of charge to attendees at the show entrance. *(Limited to 1 sponsor. Sponsor must provide a minimum of 2,000 ponchos.)*

Exclusive Pen Sponsor

\$1,000 + pens

The registration area 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 DEMO International® with your corporate pens. *(Limited to 1 sponsor. Sponsor must provide a minimum of 5,000 pens.)*

Web Banner Sponsor

\$750

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. We will design the banner with your logo and brand message and include it on our website with your specified link. *(Limited to 5 sponsors)*

Hat Sponsor

\$750 + hats

This unique sponsorship opportunity will get your branded hat on the heads of show visitors. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. Include your logo on the front, and provide a minimum of 200 hats per day to be handed out at registration, first-come, first-served. *(Limited to 1 sponsor. Sponsor must provide a minimum of 600 hats.)*

Social Media Sponsor

\$500

Harness the power of social media! This sponsorship package has three elements: inclusion in a direct audience email 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, Instagram, and Twitter pages. Your company name and booth number and a link to your corporate website will be included in each element. *(Limited to 4 sponsors)*

Bag/Backpack Insert Sponsor

\$500 + ad material

You have the opportunity to include an advertising item inside the visitor bag. The item added to the bag must be a small promotional item or a one-page marketing flyer. *(Limited to 6 sponsors. All items are subject to approval by the organization and the bag/backpack sponsor. Sponsor must provide a minimum of 5,000 inserts.)*

IMPORTANT NOTES ON SPONSORSHIP:

- Sponsors will be accepted on a first-come, first-served basis.
- DEMO International® 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, notepads, lanyards, etc.)
- Provision and delivery of DEMO International® 2020 sponsorship merchandise will be determined on an individual basis with each sponsor.

**Thank you for considering investing in the DEMO International®
Sponsorship Opportunities! Contact us to get involved:**

Mark Cusack
mcusack@mpltd.ca

Shawn Murphy
smurphy@mpltd.ca



Mark Cusack – mcusack@mpltd.ca
 Shawn Murphy – smurphy@mpltd.ca
 Phone: 1-888-454-7469

Accounting Mailing Address:
 Canadian Woodlands Forum PO Box 1204,
 Truro, NS B2N 5H1
 GST/HST Number: 142632249
 TVQ Number: 1021680733

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"/> 'You Are Here' Signage Sponsor	\$2,500 per sign
<input type="checkbox"/> Show Bag/Backpack Sponsor	\$2,000 + bags
<input type="checkbox"/> Lanyard Sponsor	\$2,000 + lanyards
<input type="checkbox"/> Safety Vest Sponsor	\$1,500 + vests
<input type="checkbox"/> Registration Area Sponsor	\$1,500
<input type="checkbox"/> Restaurant Signage Sponsor	\$1,000
<input type="checkbox"/> Poncho Sponsor	\$1,000 + ponchos
<input type="checkbox"/> Pen Sponsor	\$1,000 + pens
<input type="checkbox"/> Web Banner Sponsor	\$750
<input type="checkbox"/> Hat Sponsor	\$750 + hats
<input type="checkbox"/> Social Media Sponsor	\$500
<input type="checkbox"/> Bag/Backpack Insert Sponsor	\$500 + ad material

PAYMENT INFORMATION

Payment due by August 1st, 2020. Please select one of the following payment methods:

- e-Transfer (email to tcroft@cwfcf.org)
- Cheque (cheques should be made payable to Canadian Woodlands Forum and sent to above address)
- Credit Card (contact tcroft@cwfcf.org for credit card authorization form; 3% processing fee will apply)

I have read and agree to the terms outlined in the DEMO International® 2020 sponsorship package and contract, and agree to sponsor this event this _____ day of _____, 2020.

 Signature per DEMO International®

 Sponsorship Applicant's Signature

