

EDMONTON
FALL
HOME
SHOW

Oct 18-20
Edmonton
Expo Centre

MARKETING OPPORTUNITIES FOR EXHIBITORS



**STAND OUT FROM YOUR COMPETITION,
INCREASE BOOTH TRAFFIC, AND CREATE BRAND
AWARENESS WITH EXTRA MARKETING OPPORTUNITIES.**

WEB BANNERS Medium Rectangle Ad \$1500

Create a web banner to be posted on our site with a link back to your website to promote your company. Our advertising campaign directs consumers to the website to “buy tickets online and save,” while the exhibitors utilize the site to obtain all their pre-show information. Through our research we know that at least 50% of attendees visit our website prior to attending the show to get informed, make an action plan and purchase tickets. Be a part of the exposure! Medium Rectangle Ad appears on all pages of the show site. All ads run in rotation.

BAG SPONSORSHIP, CALL FOR PRICING

Promote your brand as the official bag sponsor. Imagine 15,000+ consumers carrying your company’s branded bag, acting as a mobile billboard - all day! It doesn’t stop at the show as consumers will take home these eco-friendly bags to use in their daily lives. You’ll get bag rights and an inclusion on our sponsorship page.

FLOOR PLAN LOGO ID IN SHOW GUIDE \$250

Be more than just a booth number on the official floor plan. Drive visitors to your location by having your logo placed at your booth location on the floor plan.

HELP DESK SPONSORSHIP, CALL FOR PRICING

Your company can present the Help Desk feature at the show. Wherever the Help Desk is promoted your company will be mentioned. This includes at the Help Desk with show floor signage, show guide, website, eblasts and potentially our advertising campaign.

ENTRANCE & EXIT DISTRIBUTION, CALL FOR PRICING

Want to get your product or information in the hands of everyone? Exit and entrance rights are available. Limited number available.

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CELEBRITY ALL CELEBRITY CHARGES, CALL FOR PRICING

Bring in a celebrity or spokesperson to be sponsored by your company, (i.e., Cheryl Tiegs Presented by Cambria). The show will promote in show advertising and the official show website. Celebrity will have the opportunity to do media interviews, presentations on main stage and sign autographs in your booth location.

FLOOR DECALS FROM \$200

Bring awareness to your booth location and make your presence known. By sponsoring our floor decals you will not be missed. You can choose to sponsor your section of floor, subject to availability, leading to your booth.

SPONSORED BLOG POST \$750

Spotlight: Sponsor/Exhibitor is given a list of questions to answer. Their answers are turned into a blog post which is then cross promoted on Facebook (1x) and on Twitter (4x) OR Sponsor/ Exhibitor may contribute editorial content including tips, DIYs, tricks, advice or interesting product/ service information. This will be cross-promoted on Facebook (1x) and Twitter (4x).

SPONSORED BLOG SERIES \$1,500

Exhibitor or sponsor may work with Marketplace Events to coordinate a series of blog posts (4x). Posts will be cross promoted on Facebook (1x/per post) and Twitter (4x/per post).

OFFICIAL CATEGORY SPONSOR, CALL FOR PRICING

Apply to become one of the event's "Category Sponsor". Limit one per category. Be recognized as the leader in your product category.

OTHER OPPORTUNITIES AVAILABLE

- Title Sponsorship
- Presenting Sponsorship
- Feature Sponsorships
- Main Stage
- Bag Sponsorship
- Feature Gardens
- Design Feature
- Information Booths
- Create a Feature
- Home Electronics & Technology Area
- Do It Yourself Renovation Area
- Home Decorating
- Customize your own

DON'T MISS OUT ON GROWING YOUR BUSINESS! CALL TODAY!



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