



# CanWest Hort EXPO

Brought to you by the BC Landscape & Nursery Association  
September 26 & 27 | Tradex, Abbotsford, BC Canada

## SPONSORSHIP OPPORTUNITIES

### Target Audience

CanWest brings together BC's horticulture industry under one roof over two days:

Professional Landscapers

Garden Centres

Municipalities

Parks Managers

Nursery Growers

Greenhouse Growers

Mass Merchants

Landscape Architects

Arborists

Floriculture Growers

Horticulture Suppliers

Horticulture Associates

Turfgrass Growers

City Planners

**Create awareness and enthusiasm about your presence at CanWest by using sponsorship as part of your pre-show marketing plan.**

Sponsors are exposed to thousands of prospects across the Pacific Northwest and Western Canada. You are perceived as an industry leader. The result is greater awareness of your company and more prospective buyers visiting your booth.

### SYMPOSIUMS

Two full day programs tailored for landscape designers and arborists:  
*Landscape Designers Symposium*  
*Urban Foresters Symposium*

### Speaker(s)

*Sole Sponsorship: \$1,000*

Emcee the session, present a 2-min product pitch, distribute promotional material

*Partner Sponsorship: \$500*

Co-emcee the session, present a 2-min product pitch, distribute promotional material

### Lunch

*Sole Sponsorship: \$1,000*

2-minute welcome, join attendees for lunch, distribute promo material

*Partner Sponsorship: \$500*

Distribute promo material

### CLINICS & SEMINARS

CanWest delivers an outstanding educational program with top speakers selected from throughout North America. 15+ sessions. Practical. Hands on. Informative.

### Speaker

*Sole Sponsorship: \$1,000* Emcee the session, present a 2-min product pitch; distribute promo material

*Partner Sponsorship: \$500*

Distribute promo material

### Coffee

*Sponsorship: \$500*

Be the coffee sponsor for the day! Logo and promo material will be displayed at all sessions. You choose Day 1 or Day 2 (or both!)

### WiFi

*Sponsorship: \$3000*

Drive traffic to your booth by supplying event-wide Wi-Fi to thousands of attendees at the show. Using a mobile device, iPad, or laptop, a quick search for nearby networks will produce your company logo and attendees would be compelled to visit your booth to receive the password for access.



## Benefits

# ALL SPONSORS WILL RECEIVE:

Company name printed in full color brochures (must confirm sponsorship by May 15<sup>th</sup>)

Company name and logo printed in full color Show Guide

Company logo placed on prominent professional signage at the show entrance

Twitter & Facebook mentions

Sponsor acknowledgement on selected E-blasts and Event App

Company name included on show website with link to your website

Sponsor acknowledgement ribbon that adheres to your badge holder.

**PLUS**....see the extra benefits you will receive with the various sponsorship options outlined with each opportunity



# More Sponsorship Opportunities...

## TAILGATE PARTY **SOLD**

Best party of the year as 350+ delegates and exhibitors celebrate opening day.

*Exclusive! Gold Sponsorship: \$5,000*  
Logo on Show Guide; logo printed on floor plan and online interactive floor plan, signage in lounge plus 600 sq. feet of outdoor exhibit space and kick off the party with a 2 min speech.

## PARKING

Want to look like a hero? Align your sponsorship dollars with **Free Parking** for all delegates and exhibitors.

*Exclusive! Sole Sponsor: \$5,000*  
Two banner flags with company logo at the parking entrance; logo on show brochure, website and interactive floor plan...plus 660 sq. feet of outdoor exhibit space.

## AISLE DECALS **SOLD**

Floor all show attendees! Your company name/logo and booth # printed on each decal. Decals are placed on the carpet along the main aisle.

*Exclusive! Sole Sponsorship: \$1,500*

## ATTENDEE PRIZE DRAW

\$1000 Cash Prize to a lucky attendee!

*Sole Sponsorship: \$1,000*

## LANYARDS & NAME BADGE HOLDERS

See your company name on every aisle as delegates sport name badge holders and lanyards with your company name on it. Call Karen to discuss options and pricing.

## NEW PRODUCT SHOWCASE

Are you a progressive company? Align your image and brand with the hottest products on the market today.

*Sole Sponsorship: \$1,500*  
Company name or logo on large, highly visible sign

Partner Sponsorship: \$750 Shared company name or logo on large, highly visible sign (Available only if two companies are vying for the same spot).

## JOB BOARD **SOLD**

Everyone is checking this board out! Stylish structure with large, full color, professionally printed sign.

*Sole Sponsorship: \$1,000*  
Company logo on the job board located beside the Show Lounge

## CONTAINER COMPETITION

A perennial favorite. Everyone wants to see the latest and greatest designs.

*Sole Sponsorship: \$1,000*  
Company name on special sign made to identify this feature area

Partner Sponsorship: \$500

## PLANT ID CONTEST **SOLD**

Always a hit! Coming back again to challenge all horticulturists. \$250 prize draw!

*Sole Sponsorship: \$1,000*  
Company logo on special sign

Partner Sponsorship: \$500

## PENS

Be the exclusive pen supplier to the 1000+ seminar attendees. Call Karen to discuss options and pricing.



# Sponsorship Form

## Confirm Your Sponsorship Now!

Please complete the following form and indicate your preferred sponsorship item and level of participation.

### SYMPOSIUMS

- Speaker Sponsor.....  Sole - \$1,000  Partner - \$500  
 Lunch Sponsor.....  Sole - \$1,000  Partner - \$500  
 Coffee Sponsor.....  Partner - \$500

### CLINICS & SEMINARS

#### Select your primary Target Audience:

- Landscape Professionals / Landscape Architects  
 Retail Garden Centres  
 Wholesale Nursery Growers/Greenhouse Growers  
 Arborists

Contact:

<b>Karen</b> <b>(604) 575 3504</b> <b>canwest@bclna.com</b>	<b>Michelle</b> <b>(604) 575 3511</b> <b>info@bclna.com</b>
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- Speaker Sponsor.....  Sole - \$1,000  Partner - \$500  
 Coffee Sponsor.....  Partner - \$500  
 Wed, Sept 26  Thurs, Sept 27

- |  |             |   |
|--|-------------|---|
| TAILGATE PARTY .....   | <b>SOLD</b> | <input checked="" type="checkbox"/> Gold \$5,000  |
| NEW PRODUCT SHOWCASE .....                                   |             | <input type="checkbox"/> Sole \$1,500 <input type="checkbox"/> Partner \$750            |
| PARKING .....  |             | <input type="checkbox"/> Sole \$5,000 <input type="checkbox"/> Partner \$2,500          |
| AISLE DECALS .....   | <b>SOLD</b> | <input checked="" type="checkbox"/> Sole \$5,000  |
| JOB BOARD .....  | <b>SOLD</b> | <input checked="" type="checkbox"/> Sole \$1,000  |
| CONTAINER COMPETITION .....                                  |             | <input type="checkbox"/> Sole \$1,000 <input type="checkbox"/> Partner \$500            |
| ATTENDEE PRIZE DRAW .....                                    |             | <input type="checkbox"/> Sole \$1,000 <input type="checkbox"/> Partner \$500            |
| PLANT ID CONTEST - Landscape Industry Certified Program..... | <b>SOLD</b> | <input checked="" type="checkbox"/> Sole \$1,000 <input type="checkbox"/> Partner \$500 |
| Wi-Fi SPONSORSHIP .....                                      |             | <input type="checkbox"/> Sole \$3,000   |

**BUILD YOUR OWN PROGRAM** - The CanWest team can work with your ideas (Lanyards, pens etc.) and budget to customize a program for you!

### CONTACT INFORMATION

Contact Name \_\_\_\_\_ Company \_\_\_\_\_ Phone # \_\_\_\_\_

**METHOD OF PAYMENT**  Visa  Mastercard  Cheque (Make payable to 'BC Landscape & Nursery Association') **Total: \$** \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_ Cardholder Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**NOTE: To be included in the Show Guide, email, fax or mail to the CanWest office by August 15, 2018**

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