



ALBERTA

EQUIPMENT EXPO

HEAVY CONSTRUCTION • FORESTRY • INFRASTRUCTURE

SPONSORSHIP OPPORTUNITIES

APRIL 22-23, 2027 | EDMONTON EXPO CENTRE

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CUSTOM PACKAGES AVAILABLE

If you don't see what you are looking for in the following pages or would like to discuss a unique package tailored to your company's specific needs, **please reach out to our sales team:**



Andrew Burns

Show Manager

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506-300-4118



Pat Steeves

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ALBERTA EQUIPMENT EXPO

HEAVY CONSTRUCTION • FORESTRY • INFRASTRUCTURE

THE ALBERTA EQUIPMENT EXPO: WESTERN CANADA'S FASTEST GROWING HEAVY EQUIPMENT SHOW

After a hugely successful inaugural event in 2025, the Alberta Equipment Expo is set to return to Edmonton, bigger and better. The event is rapidly establishing itself as a must-attend gathering for industry professionals from across Canada.

Don't miss this prime opportunity to elevate your business. Showcase your company's offerings to key stakeholders from an impressive list of different industries including Construction, Roadbuilding, Forestry, Trucking /Transportation, Municipalities, Material Handling, and so many more!

Take advantage of this phenomenal opportunity to put your company name in front of the thousands of exhibitors and visitors at this years show.



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.

MAJOR SPONSORSHIP PACKAGES

Our Gold, Silver, and Bronze Sponsorship packages deliver powerful brand exposure not only on the show floor but also across our marketing channels in the months leading up to the show. Customize your package to your company's marketing needs & budget, and ensure your brand stays front and center in visitors' minds before, during, and after the event.

GOLD PARTNER (3 AVAILABLE)

\$10, 000

Choose ONE Premium Sponsorship:

- Exclusive Registration Sponsor*
- Exclusive Attendee Bag Sponsor*
- Exclusive Lanyard Sponsor*
- Exclusive Outdoor Equipment Display Sponsor*: Feature your machinery prominently at the main show entrance.

PLUS choose TWO Secondary Sponsorships:

- Direct Route Sponsor
- "You Are Here" Sign Sponsor
- Social Media Sponsor
- Online Registration Sponsor
- Website Banner Sponsor

Additional Recognition & Benefits

- Gold Sponsor recognition on show website
- Recognition in 4 attendee email campaigns
- Largest logo tier on sponsor signage
- First right of renewal for the next event

SILVER PARTNER (5 AVAILABLE)

\$6, 000

Choose ONE Secondary Sponsorship:

- Direct Route Sponsor
- "You Are Here" Sign Sponsor

PLUS choose THREE Marketing Sponsorships:

- Social Media Sponsor
- Website Banner Sponsor
- Online Registration Sponsor
- Pen Sponsor

Additional Recognition & Benefits

- Silver Sponsor recognition on show website
- Silver Sponsor recognition on show social media pages
- Second largest logo tier on sponsor signage
- Recognition in 2 attendee email campaigns

BRONZE PARTNER (10 AVAILABLE)

\$3, 500

Choose TWO Marketing Sponsorships:

- Social Media Sponsor
- Website Banner Sponsor
- Online Registration Sponsor
- Pen Sponsor

Additional Recognition & Benefits

- Bronze Sponsor recognition on show website
- Bronze Sponsor recognition on show social media pages
- Third largest logo tier on sponsor signage
- Recognition in 1 attendee email campaign

*Exclusive opportunities are subject to availability. Please reach out to show management to confirm selection.

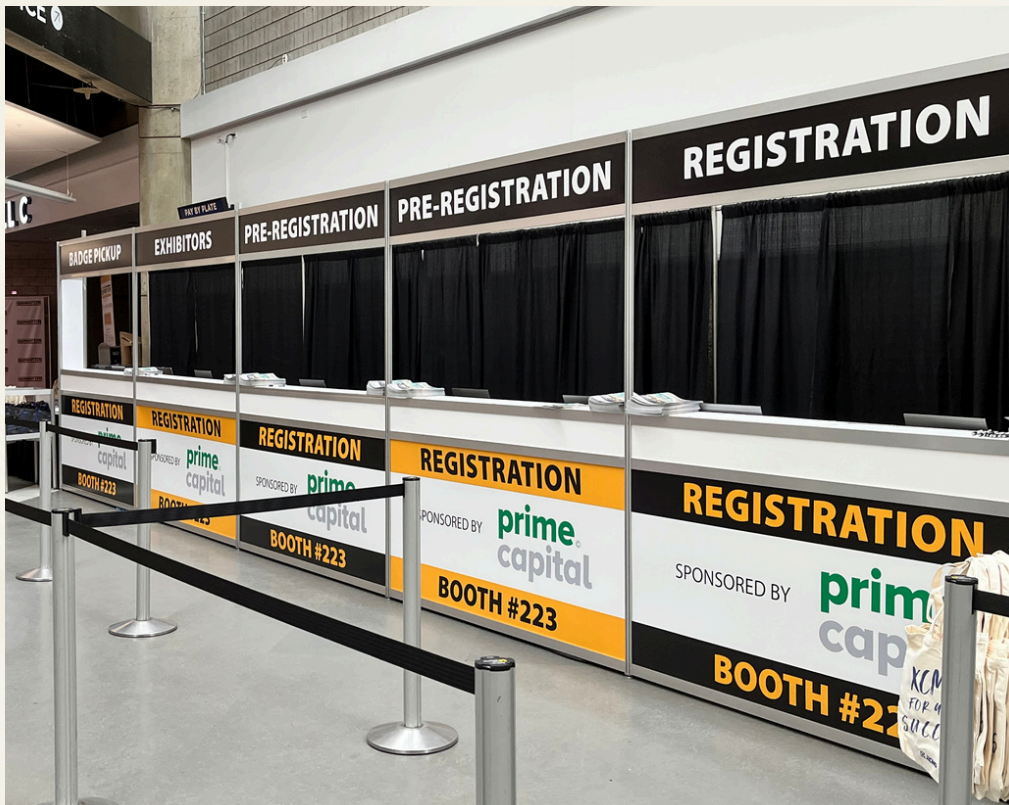
ON-SITE VISIBILITY

SIGNAGE & AREA SPONSORSHIPS

EXCLUSIVE REGISTRATION SPONSOR

\$5,000

By becoming the exclusive sponsor of the trade show's registration process, you will ensure that attendees are greeted by your brand from the moment they arrive. Your company's logo will be prominently displayed on registration signage, kiosks, and on our website, creating a strong visual presence that establishes your brand as a trusted partner in the trade show experience.



Example of sponsored registration.

DIRECT ROUTE SPONSOR (2 AVAILABLE)

\$3,500

There's no better way to guide attendees straight to your booth than with a Direct Route Sponsorship. You'll receive eight strategically placed floor decals that create a clear path on the show floor, leading directly to your booth. Each decal features your full-color logo alongside directional arrows, making it both eye-catching and highly effective at capturing attention and driving traffic.

PLUS, new for 2027, Direct Route sponsors will also benefit from a large aisle decal, giving you even greater visibility on the show floor.



****The images above are examples of potential floor decal design. May not reflect actual sponsorship.****

ONLINE VISIBILITY

SOCIAL MEDIA / WEB SPONSORSHIPS

ONLINE REGISTRATION SPONSOR

\$1,000

As a sponsor, a branded web banner will be prominently displayed on our online registration page creating valuable exposure. This strategic placement not only increases brand visibility but also strengthens brand awareness right from the beginning.

SOCIAL MEDIA SPONSOR (3 AVAILABLE)

\$1,000

Harness the power of social media! Social Media sponsors get up to three (3) posts on the show's official Facebook & Instagram pages. Your company name, booth number and a link to your corporate website will be included in each post.

All three (3) posts are only guaranteed when sponsorship is purchased a minimum of 12 weeks prior to the show.

2025 EXHIBITOR

MODERN
People Solutions

ALBERTA EQUIPMENT EXPO
HEAVY CONSTRUCTION • FORESTRY • INFRASTRUCTURE

APRIL 24-25

Edmonton EXPO Centre

albertaequipmentexpo

albertaequipmentexpo We are thrilled to share that @modernpeoplesolutions will be at the debut edition of the Alberta Equipment EXPO!

"We match businesses with the right employees and design HR solutions that work. We can help with day to day support, strategies, in-person or remote. Saving you time, increasing profitability, reducing stress and allowing you to focus on growing your business."

We support small businesses, start-ups and large businesses. Ranging from agriculture, automotive, heavy equipment, professional practices (service based businesses) and more!"

Learn more about them at: mpeoplesolutions.com

April 24 - 25, 2025
Edmonton EXPO Centre

Register today at <https://ow.ly/2WYu50VePvn>

The images above are general examples of the sponsorship content. May not reflect actual sponsorship.

WEBSITE BANNER SPONSOR

\$750

Web banners are a cost-effective way to reach qualified clients and to create an impact, months prior to the show. As online registration becomes available, website traffic will increase with visitors registering for the show in addition to looking for information.
Note: Sponsor to provide 300 x 250 px visual for banner.

Stand with Edmonton -- Join us in support of local businesses.
Search for home improvement experts, from flooring to roofing and everything in-between. Find store and contact information. Even email companies directly for more information.

[VIEW THE EXHIBITOR LIST](#)

Cloverdale Paint
OFFICIAL PAINT SUPPLIER
EDMONTON RENOVATION SHOW
Canadian Owned & Operated
www.cloverdalepaint.com

GREENFOX
windows & doors
Alberta's Trusted Source for WINDOWS & DOORS

BATHROOM RENOVATIONS MADE EASY!
WATER WORKS

DON'T WAIT: REACH OUT TO THE TEAM TODAY

Our team would be happy to provide additional details on any of the opportunities outlined in this document, as well as discuss customized options tailored to your organization's specific needs.

We look forward to working with you to maximize impact of your sponsorship investment.



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IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive offers, limited to only one sponsor. For this reason, sponsorships will be accepted on a first-come, first-served basis.
- Show management must approve ALL sponsorship merchandise using the show 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, caps, notepads, lanyards).
- Provision and delivery of sponsorship merchandise will be determined on an individual basis with each sponsor.