

MARCH 26 - 27, 2026
MONCTON COLISEUM COMPLEX

SPONSORSHIP OPPORTUNITIES

THE MUST-ATTEND EVENT FOR THE HEAVY EQUIPMENT, ROADBUILDING, FORESTRY, LANDSCAPING AND MUNICIPALITY SECTORS...

FOUR DECADES OF GETTING THE JOB DONE. A true pillar of the industry, the Atlantic Heavy Equipment Show – Atlantic Canada's most comprehensive heavy equipment show – has four decades of success under its belt. Celebrating its **40th anniversary** in 2026, the show will feature a vast indoor and outdoor showcase of the latest products, services and BIG iron; every square inch of the Moncton Coliseum will be filled for this mammoth event.

Take advantage of this phenomenal opportunity to put your company name in front of the thousands of exhibitors and visitors who are part of this show every two years.

VISITORS AT A GLANCE...

51% work in Logging / Forestry

49% work in Construction, Roadbuilding, Municipalities, Trucking/Transportation

EVENT DETAILS

Date: March 26 - 27, 2026

Location: Moncton Coliseum Complex, Moncton, NB

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.**

FOR MORE DETAILS OR TO SIGN ON AS A SPONSOR, CONTACT:



Mark Cusack, National Show Manager
markc@mpeshows.com
506-333-1064



Andrew Burns, Exhibit Sales
andrewb@mpeshows.com
506-300-4118

REGISTRATION SPONSOR (1 AVAILABLE)

\$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.

VENUE BRANDING SPONSOR (LIMITED AVAILABILITY)

CONTACT FOR QUOTE

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at the Moncton Coliseum. 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, wrapped doors, signage above ticket windows, branded stairs - get creative. Working closely with our marketing team - we will ensure your brand is imprinted in attendees' minds.

Price point is based on custom opportunity.



Example of venue branding sponsorship.

MOVE-IN SPONSOR

\$500 + REFRESHMENTS

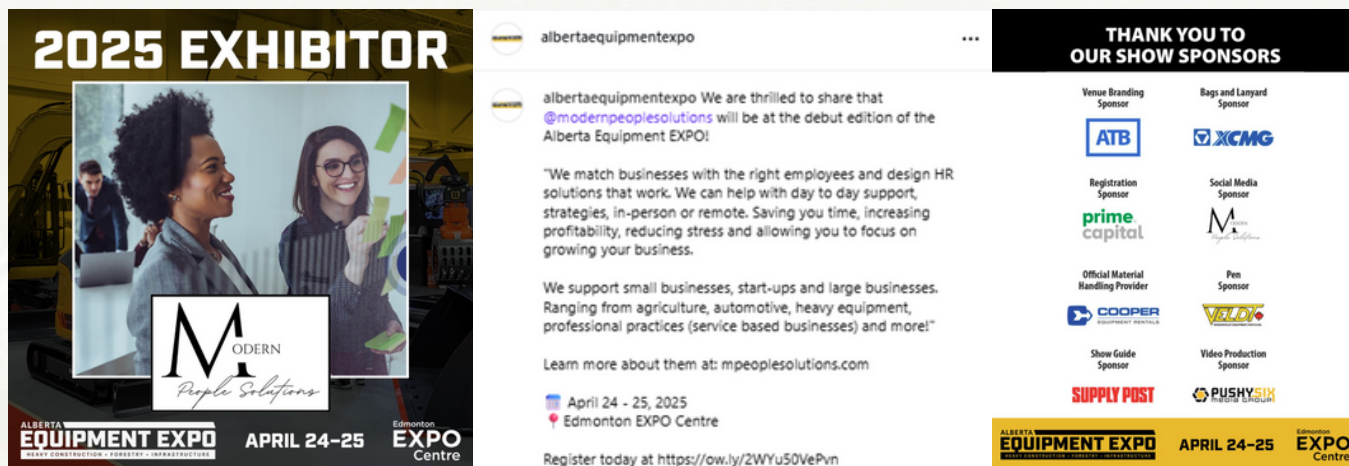
There is nothing more appreciated during move-in than a cup of hot coffee and a donut. As the move-in sponsor, you will be recognized with on-site signage and in the Official Show Guide.

Sponsor must provide coffee and donuts for 50 people on both mornings of move-in.

SOCIAL MEDIA SPONSOR

\$750

Harness the power of social media! This unique sponsorship package has three elements: a web banner on the show's homepage; mentions in three posts on the show's Facebook page and the inclusion of your corporate logo in two audience emails to our database of past show visitors. Your company name, booth number and a link to your corporate website will be included in each element.

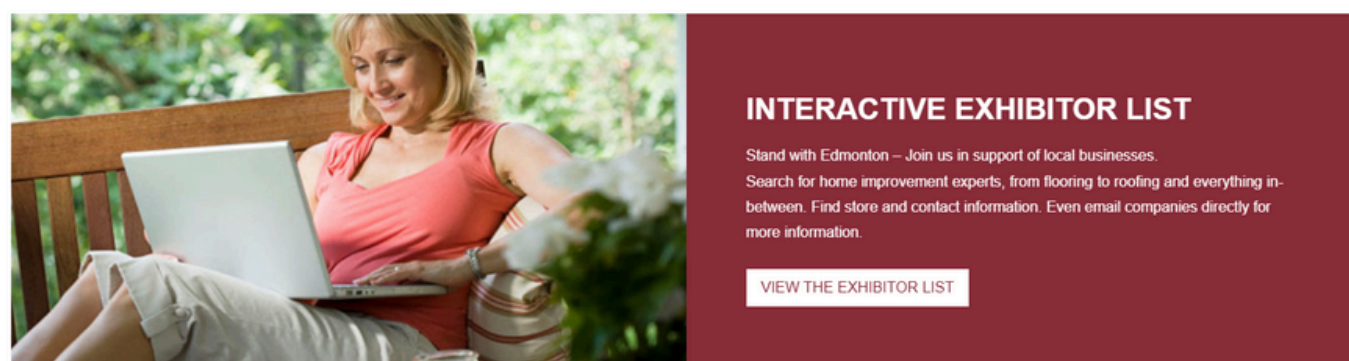


****The images above are general examples of the sponsorship content and may not reflect all elements included in the actual sponsorship.****

WEBSITE BANNER SPONSOR (2 AVAILABLE)

\$500

Atlantic Heavy Equipment Show 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. Web banners are a cost-effective way to reach qualified clients and to create an impact for months prior to the show.



DIRECT ROUTE SPONSOR (1 SPONSOR PER BUILDING)

\$2,000

There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 8 floor decals, spread over 100ft., 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.

'YOU ARE HERE' SIGN SPONSOR (4 AVAILABLE)

\$2,000 PER SIGN

These signs will be strategically placed throughout the venue to assist attendees in navigating the show floor; identifying their current location; and most importantly, locating **your booth**. As a signage sponsor, your company logo will receive prominent placement on one of the 7' x 4' signs and your booth will be clearly highlighted on the show map, ensuring maximum visibility and facilitating direct foot traffic to your location.

ATLANTIC ROAD BUILDING • FORESTRY & LOGGING • LAND IMPROVEMENT
HEAVY EQUIPMENT SHOW
MONCTON • NEW BRUNSWICK • CANADA

MARCH 27 - 28, 2024
SHOW HOURS: Wednesday, March 27 9:00 am - 5:00 pm, Thursday, March 28 9:00 am - 4:00 pm

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
Adco	124	Adco	124	Adco	124
Adco Truck Rental	125	Adco Truck Rental	125	Adco Truck Rental	125
Adco Equipment	126	Adco Equipment	126	Adco Equipment	126
Adco Maintenance	127	Adco Maintenance	127	Adco Maintenance	127
Adco Services	128	Adco Services	128	Adco Services	128
Adco Parts	129	Adco Parts	129	Adco Parts	129
Adco Supplies	130	Adco Supplies	130	Adco Supplies	130
Adco Tools	131	Adco Tools	131	Adco Tools	131
Adco Accessories	132	Adco Accessories	132	Adco Accessories	132
Adco Repairs	133	Adco Repairs	133	Adco Repairs	133
Adco Upgrades	134	Adco Upgrades	134	Adco Upgrades	134
Adco Modifications	135	Adco Modifications	135	Adco Modifications	135
Adco Customization	136	Adco Customization	136	Adco Customization	136
Adco Restoration	137	Adco Restoration	137	Adco Restoration	137
Adco Refurbishment	138	Adco Refurbishment	138	Adco Refurbishment	138
Adco Rebuilds	139	Adco Rebuilds	139	Adco Rebuilds	139
Adco Overhauls	140	Adco Overhauls	140	Adco Overhauls	140
Adco Repairs & Maintenance	141	Adco Repairs & Maintenance	141	Adco Repairs & Maintenance	141
Adco Parts & Accessories	142	Adco Parts & Accessories	142	Adco Parts & Accessories	142
Adco Tools & Equipment	143	Adco Tools & Equipment	143	Adco Tools & Equipment	143
Adco Supplies & Materials	144	Adco Supplies & Materials	144	Adco Supplies & Materials	144
Adco Services & Support	145	Adco Services & Support	145	Adco Services & Support	145
Adco Training & Education	146	Adco Training & Education	146	Adco Training & Education	146
Adco Consulting & Design	147	Adco Consulting & Design	147	Adco Consulting & Design	147
Adco Engineering & Construction	148	Adco Engineering & Construction	148	Adco Engineering & Construction	148
Adco Manufacturing & Production	149	Adco Manufacturing & Production	149	Adco Manufacturing & Production	149
Adco Distribution & Logistics	150	Adco Distribution & Logistics	150	Adco Distribution & Logistics	150
Adco Sales & Marketing	151	Adco Sales & Marketing	151	Adco Sales & Marketing	151
Adco Finance & Insurance	152	Adco Finance & Insurance	152	Adco Finance & Insurance	152
Adco Legal & Compliance	153	Adco Legal & Compliance	153	Adco Legal & Compliance	153
Adco HR & Safety	154	Adco HR & Safety	154	Adco HR & Safety	154
Adco IT & Technology	155	Adco IT & Technology	155	Adco IT & Technology	155
Adco Environmental & Sustainability	156	Adco Environmental & Sustainability	156	Adco Environmental & Sustainability	156
Adco Energy & Power	157	Adco Energy & Power	157	Adco Energy & Power	157
Adco Water & Wastewater	158	Adco Water & Wastewater	158	Adco Water & Wastewater	158
Adco Air & Climate Control	159	Adco Air & Climate Control	159	Adco Air & Climate Control	159
Adco Noise & Vibration	160	Adco Noise & Vibration	160	Adco Noise & Vibration	160
Adco Lighting & Electrical	161	Adco Lighting & Electrical	161	Adco Lighting & Electrical	161
Adco Heating & Cooling	162	Adco Heating & Cooling	162	Adco Heating & Cooling	162
Adco Refrigeration & Air Conditioning	163	Adco Refrigeration & Air Conditioning	163	Adco Refrigeration & Air Conditioning	163
Adco Pumps & Hydraulics	164	Adco Pumps & Hydraulics	164	Adco Pumps & Hydraulics	164
Adco Compressors & Generators	165	Adco Compressors & Generators	165	Adco Compressors & Generators	165
Adco Motors & Engines	166	Adco Motors & Engines	166	Adco Motors & Engines	166
Adco Driveshafts & Axles	167	Adco Driveshafts & Axles	167	Adco Driveshafts & Axles	167
Adco Brakes & Suspension	168	Adco Brakes & Suspension	168	Adco Brakes & Suspension	168
Adco Steering & Control	169	Adco Steering & Control	169	Adco Steering & Control	169
Adco Tires & Wheels	170	Adco Tires & Wheels	170	Adco Tires & Wheels	170
Adco Body & Chassis	171	Adco Body & Chassis	171	Adco Body & Chassis	171
Adco Paint & Coatings	172	Adco Paint & Coatings	172	Adco Paint & Coatings	172
Adco Welding & Fabrication	173	Adco Welding & Fabrication	173	Adco Welding & Fabrication	173
Adco Machining & Milling	174	Adco Machining & Milling	174	Adco Machining & Milling	174
Adco CNC & Automation	175	Adco CNC & Automation	175	Adco CNC & Automation	175
Adco Robotics & AI	176	Adco Robotics & AI	176	Adco Robotics & AI	176
Adco Augmented Reality	177	Adco Augmented Reality	177	Adco Augmented Reality	177
Adco Virtual Reality	178	Adco Virtual Reality	178	Adco Virtual Reality	178
Adco Mixed Reality	179	Adco Mixed Reality	179	Adco Mixed Reality	179
Adco 3D Printing	180	Adco 3D Printing	180	Adco 3D Printing	180
Adco Additive Manufacturing	181	Adco Additive Manufacturing	181	Adco Additive Manufacturing	181
Adco Nanotechnology	182	Adco Nanotechnology	182	Adco Nanotechnology	182
Adco Biotechnology	183	Adco Biotechnology	183	Adco Biotechnology	183
Adco Space & Aerospace	184	Adco Space & Aerospace	184	Adco Space & Aerospace	184
Adco Defense & Military	185	Adco Defense & Military	185	Adco Defense & Military	185
Adco Healthcare & Medical	186	Adco Healthcare & Medical	186	Adco Healthcare & Medical	186
Adco Agriculture & Farming	187	Adco Agriculture & Farming	187	Adco Agriculture & Farming	187
Adco Forestry & Logging	188	Adco Forestry & Logging	188	Adco Forestry & Logging	188
Adco Mining & Quarrying	189	Adco Mining & Quarrying	189	Adco Mining & Quarrying	189
Adco Construction & Building	190	Adco Construction & Building	190	Adco Construction & Building	190
Adco Infrastructure & Transportation	191	Adco Infrastructure & Transportation	191	Adco Infrastructure & Transportation	191
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SPONSORED BY
Log Max

★ = YOU ARE HERE

Example of sponsored signage.

EXCLUSIVE ATTENDEE BAG SPONSOR (1 AVAILABLE)

\$2,500 + BAGS

Attendees will appreciate this convenience as they visit exhibits and walk through the Coliseum Complex. Official show bags will be handed to all attendees at the show entrance, which will offer them an easy way to gather and track all of the information they receive during their time at the show. It's a great way to leave a lasting and lasting impact while welcoming visitors to the show.

Option to insert one promotional item. Any insert must be a small promotional item or a one-sheet marketing piece. The insert will be included in the Official Show Guide.

Sponsor must provide a minimum of 6,000 bags. We reserve the right to approve the bag design.

SOLD OUT

EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

\$2,500 + 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 Atlantic Heavy Equipment Show logo) for all attendees. Don't miss this highly visible opportunity to connect with every potential customer that attends. Lanyard sponsor will be featured in the Official Show Guide.

SOLD OUT

Sponsor must provide a minimum of 6,000 lanyards. MUST be bulldog clip style.

SWAG DAY SPONSOR (2 AVAILABLE)

\$1,000 + SWAG

This unique sponsorship opportunity will get your branded swag (hat, t-shirt, etc.) in the hands of the first 300 visitors. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. This opportunity is available each event day - two opportunities. Swag day sponsors will be advertised throughout our social media as well as on our website.

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**.
- The Atlantic Heavy Equipment Show 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, caps, notepads, lanyards).
- Provision and delivery of Atlantic Heavy Equipment Show sponsorship merchandise will be determined on an individual basis with each sponsor.
- **All sponsors will be recognized in the Official Show Guide as well as on sponsor signage and the Atlantic Heavy Equipment Show website.**

FOR MORE DETAILS OR TO SIGN ON AS A SPONSOR, CONTACT:



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506-333-1064



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WE LOOK FORWARD TO HELPING YOU MAXIMIZE YOUR SPONSORSHIP INVESTMENT TO ITS FULL POTENTIAL.