

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

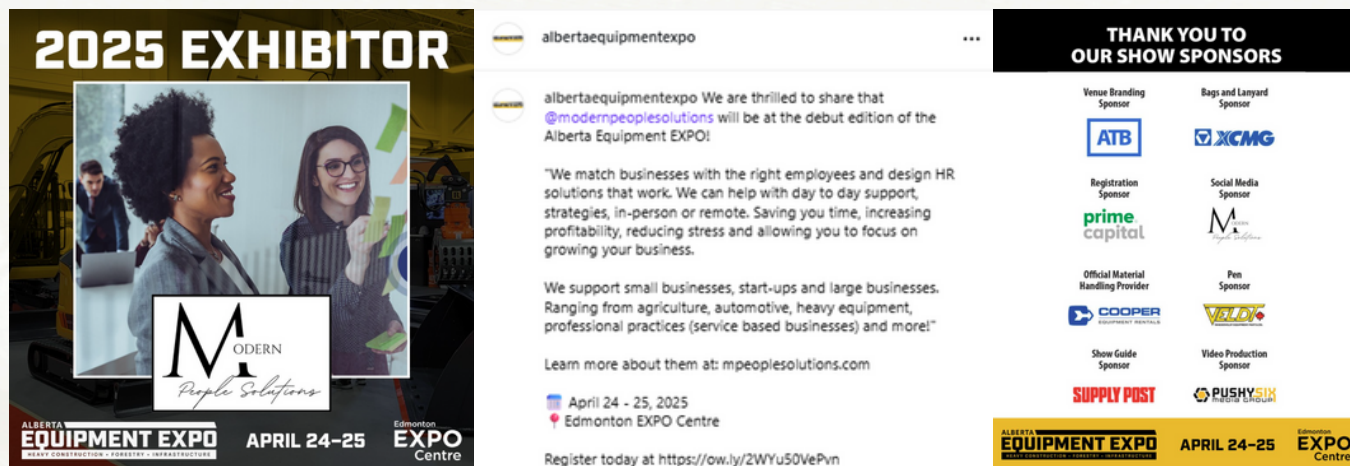
There is nothing more appreciated during move-in than a cup of hot coffee and a donut. As the move-in sponsor, you will be recognized with on-site signage and in the Official Show Guide.

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.

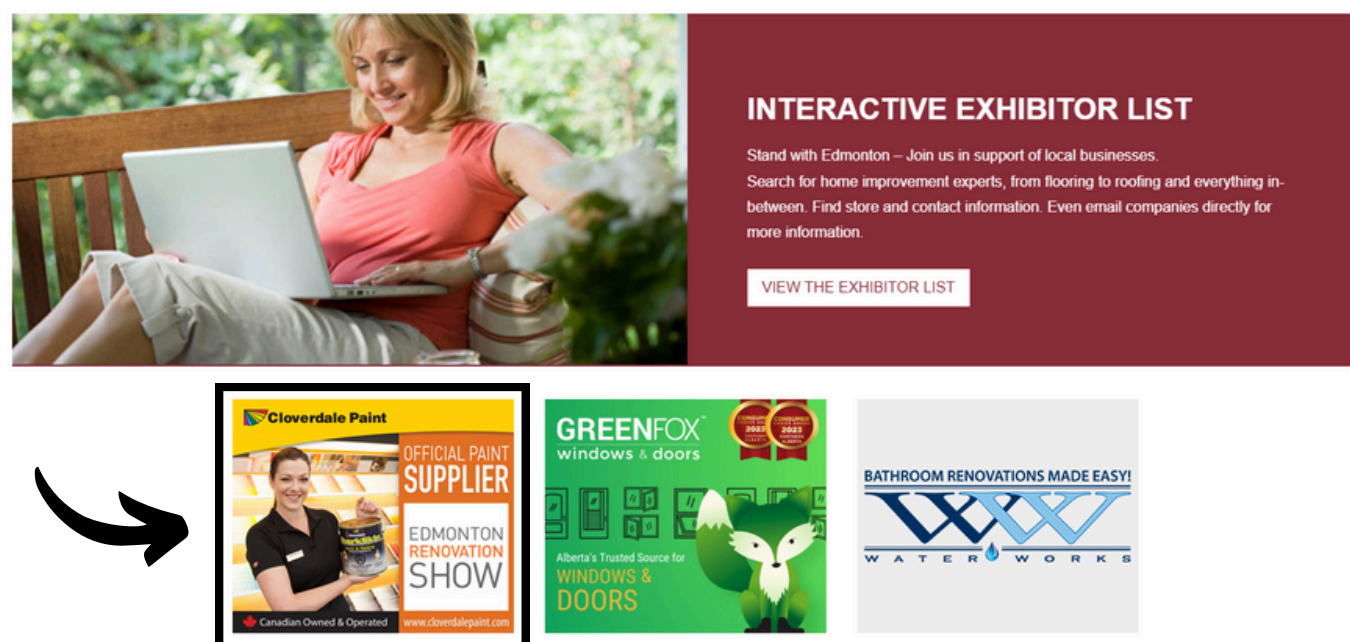


****The images above are general examples of the sponsorship content and may not reflect all elements included in the actual sponsorship.****

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#
Abco	124	Abco	124	Abco	124
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SPONSORED BY
Log Max

★ = YOU ARE HERE

www.AHES.ca

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 transport all of the information they receive during their time at the show. It's a great way to create an early and lasting impact while welcoming visitors to the show.

Option to insert one promotional item into bag; insert must be a small promotional item or a one-sheet marketing piece. Bag sponsor 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.

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 imprinted 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 hang your name on every potential customer that attends. Lanyard sponsor will be included in the Official Show Guide.

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.**

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