

The logo for the Atlantic Truck Show. It features a stylized yellow and black graphic on the left, followed by the word "ATLANTIC" in white and "TRUCK" in yellow, all in a bold sans-serif font. To the right of this, the word "SHOW" is written vertically in white, also in a bold sans-serif font.

ATLANTIC TRUCK SHOW

The text "SPONSORSHIP OPPORTUNITIES" is centered in a large, bold, white sans-serif font. It is overlaid on a background image of a truck show with various trucks and people.

SPONSORSHIP OPPORTUNITIES

The background of the entire poster is a photograph of a truck show. In the foreground, a large black semi-truck with chrome accents and yellow lights on the hood is parked on a red carpet. Other trucks and people are visible in the background.

MAY 7-8, 2027 | MONCTON COLISEUM COMPLEX

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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

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506-300-4118



Pat Steeves

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THE ATLANTIC TRUCK SHOW:

TRUSTED BY THE TRANSPORTATION INDUSTRY FOR OVER FOUR DECADES.

More than a highway truck show, the Atlantic Truck Show features a diverse cross-section of transportation products and equipment, including commercial fleet vehicles, courier vehicles, and warehousing & logistics.

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.



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*
- Venue Branding Credit (up to \$3,000 value)

PLUS choose TWO Secondary Sponsorships:

- Direct Route Sponsor
- Exclusive Stage Sponsor
- "You Are Here" Sign Sponsor
- Roaming Rights
- Exclusive Concessions 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
- Exclusive Stage Sponsor
- "You Are Here" Sign Sponsor
- Roaming Rights
- Exclusive Concessions Sponsor

PLUS choose THREE Marketing Sponsorships:

- Social Media Sponsor
- Website Banner Sponsor
- Online Registration Sponsor
- Pen Sponsor
- Notepad Sponsor
- Pillar Wrap Sponsor
- Aisle 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
- Notepad Sponsor
- Pillar Wrap Sponsor
- Aisle 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.

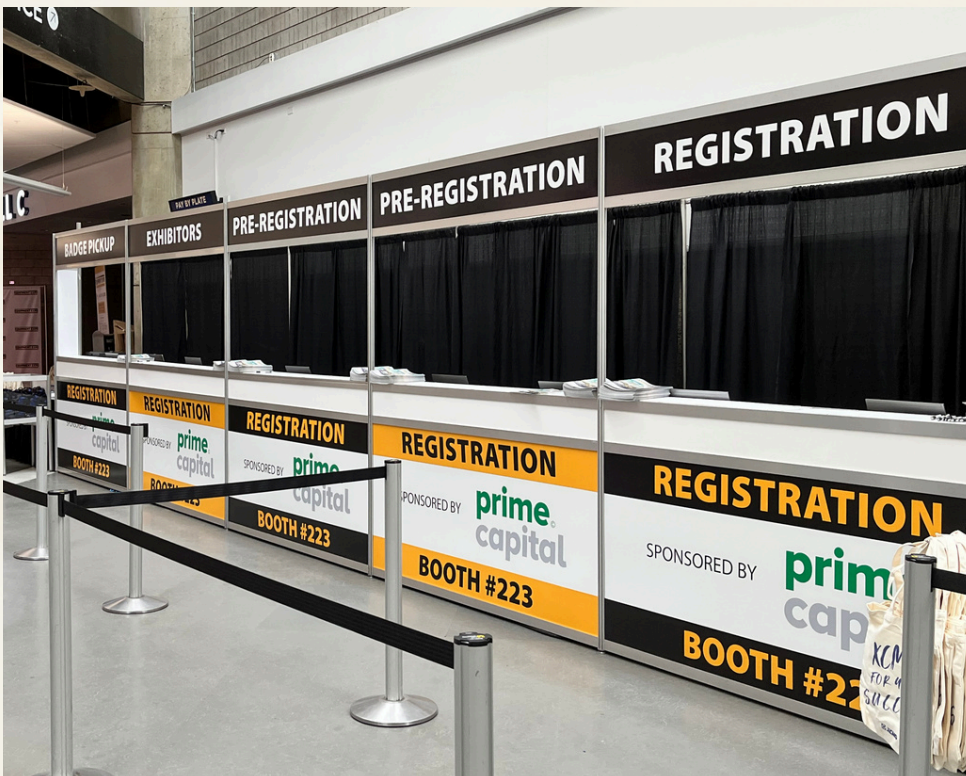
ON-SITE VISIBILITY

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.

ENTRANCE TAKEOVER SPONSORSHIP

\$5,000

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at the show. This will ensure you are the first and last thing event attendees see. This opportunity is customizable, and opportunities are endless.



Example of entrance takeover sponsorship.

EXCLUSIVE RESTAURANT SPONSOR

\$4,000

Position your brand front and center as the exclusive restaurant sponsor for the show. Legends Restaurant will host lunch on both event days, serving exhibitors and attendees. Your logo will be prominently featured on table cards and signage throughout the space.

DIRECT ROUTE SPONSOR (3 AVAILABLE)

\$2,500

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.

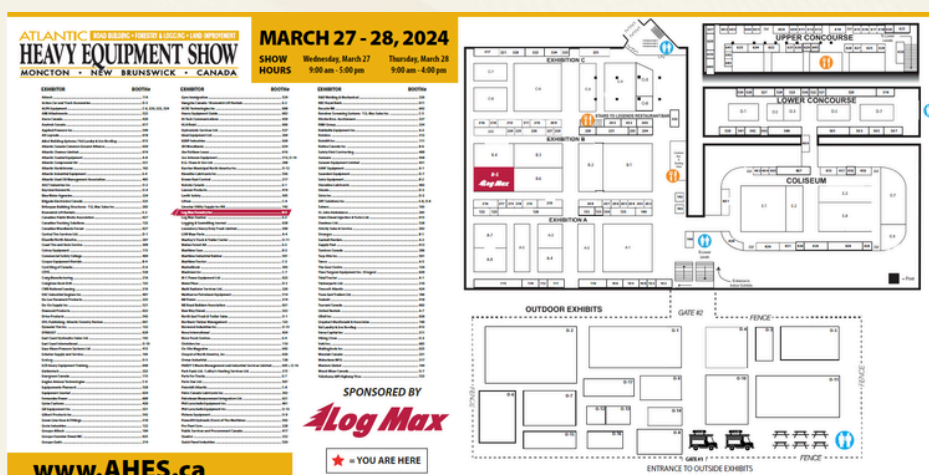


The images above are examples of potential floor decal design. May not reflect actual sponsorship.

'YOU ARE HERE' SIGN SPONSOR (3 AVAILABLE)

\$2,500

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 each sign and your booth will be clearly highlighted on the show map, ensuring maximum visibility and facilitating direct foot traffic to your location.



Example of sponsored signage.

EXCLUSIVE CONCESSIONS SPONSOR

\$1,500

Become the exclusive sponsor of the concessions counter on the Show Floor in Agrena B. Your brand will gain prominent exposure through signage and table cards placed throughout this high-traffic area, ensuring strong visibility with attendees.

ON-SITE VISIBILITY

MERCHANDISE SPONSORSHIPS

EXCLUSIVE ATTENDEE BAG SPONSOR

\$3,000 + BAGS

Attendees will appreciate this convenience as they visit exhibits and walk through the show. 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 4,000 bags. We reserve the right to approve the bag design.

EXCLUSIVE LANYARD SPONSOR

\$3,000 + 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 for all attendees. Don't miss this highly visible opportunity to hang your name on every potential customer that attends.

Sponsor must provide a minimum of 5,000 lanyards. MUST be bulldog clip style.

PEN SPONSOR (LIMITED AVAILABILITY)

\$1,000 + PENS

The busy registration area will have attendees looking for pen to register for the show. Enjoy the benefits of having your name within arm's reach of all attendees. They'll be offered your corporate pen to keep.

For exclusivity, sponsor must provide a minimum of 5,000 pens.

NOTEPAD SPONSOR (LIMITED AVAILABILITY)

\$1,000 + NOTEPADS

Your corporate notepads will be on hand at the registration area for attendees to take with them as they enter the show. These handy items will keep you top-of-mind to all attendees while offering them a convenient way to keep track of new information.

For exclusivity, sponsor must provide a minimum of 5,000 notepads.

ONLINE VISIBILITY

SOCIAL MEDIA / WEB SPONSORSHIPS

EXCLUSIVE ONLINE REGISTRATION SPONSOR

\$1,000

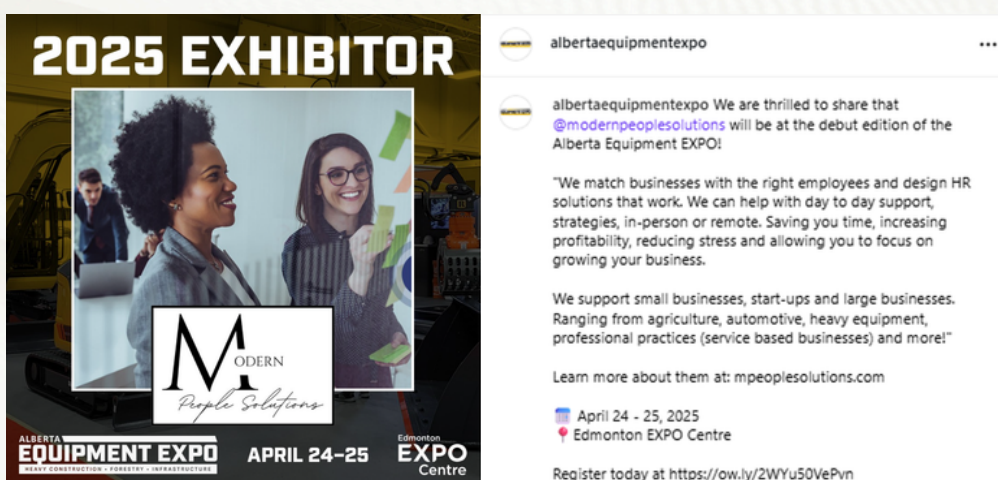
As a sponsor, a branded web banner will be prominently displayed on our online registration page creating valuable exposure. This strategic placement not only increases brand visibility but also strengthens brand awareness right from the beginning.

SOCIAL MEDIA SPONSOR (3 AVAILABLE)

\$1,000

Harness the power of social media! Social Media sponsors get up to three (3) posts on the shows official Facebook page. 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.

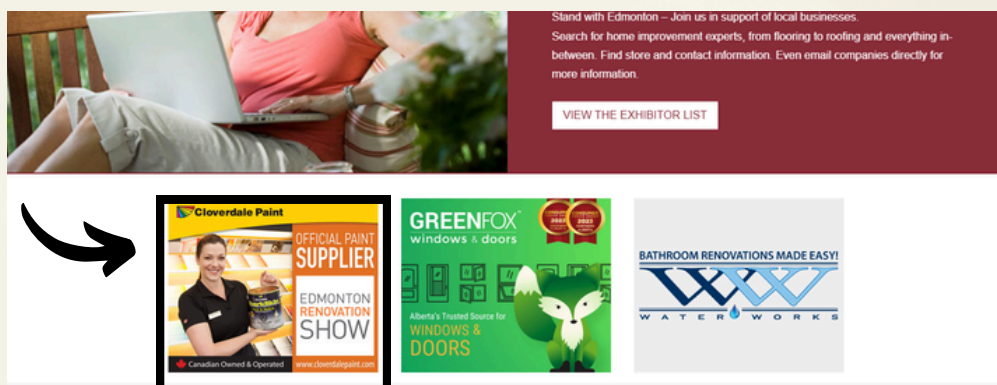


The images above are general examples of the sponsorship content. May not reflect actual sponsorship.

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.*



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.



Andrew Burns

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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.