



**JANUARY 23 - 24, 2026**  
MONCTON COLISEUM COMPLEX

# SPONSORSHIP OPPORTUNITIES

## ABOUT THE SHOW

This coming January, the Moncton Coliseum will once again host the next edition of Fish Canada Workboat Canada – the nation's largest commercial marine tradeshow. This event will feature the newest, most innovative products on today's market, including engines, electronics, boat builders, and marine and commercial fisheries equipment. A wide range of exhibitors from both international destinations and those closer to home will be in attendance.

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

## EVENT DETAILS

Date: January 23-24, 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

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points.

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 to the Show Manager.**

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



**Shawn Murphy**  
shawnm@mpeshows.com  
Direct 506-300-4117  
Cell 506-333-2988



**Pat Steeves**  
pats@mpeshows.com  
506-300-4119



## REGISTRATION SPONSOR (1 AVAILABLE)

**\$1,500**

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)

**BASED ON SELECTION**

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.



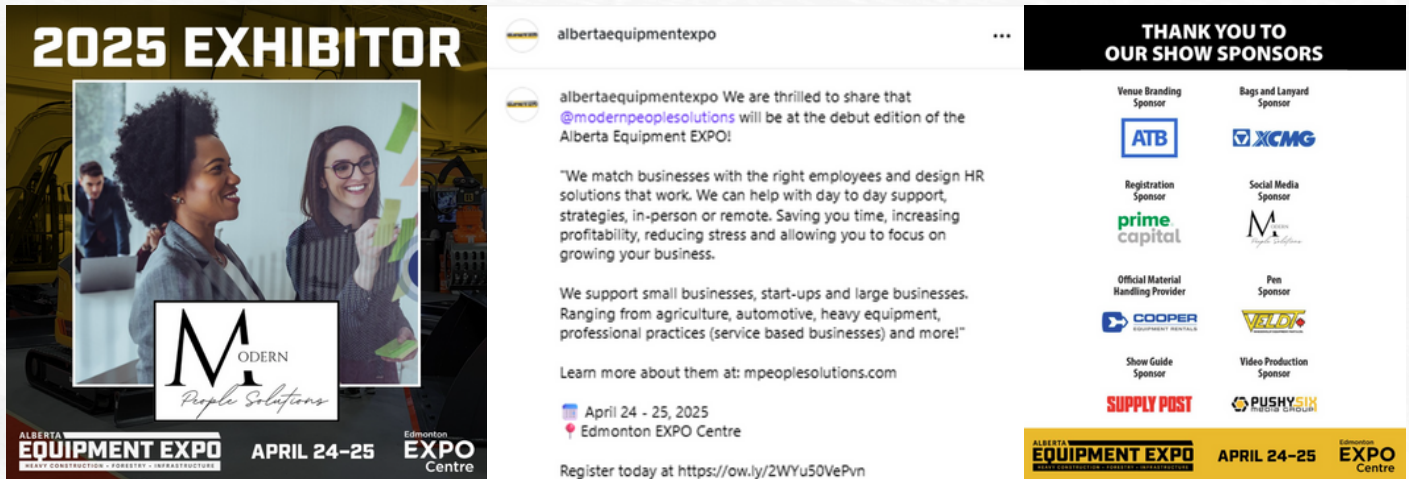
Example of venue branding sponsorship.



## SOCIAL MEDIA SPONSOR (3 AVAILABLE)

**\$500**

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.

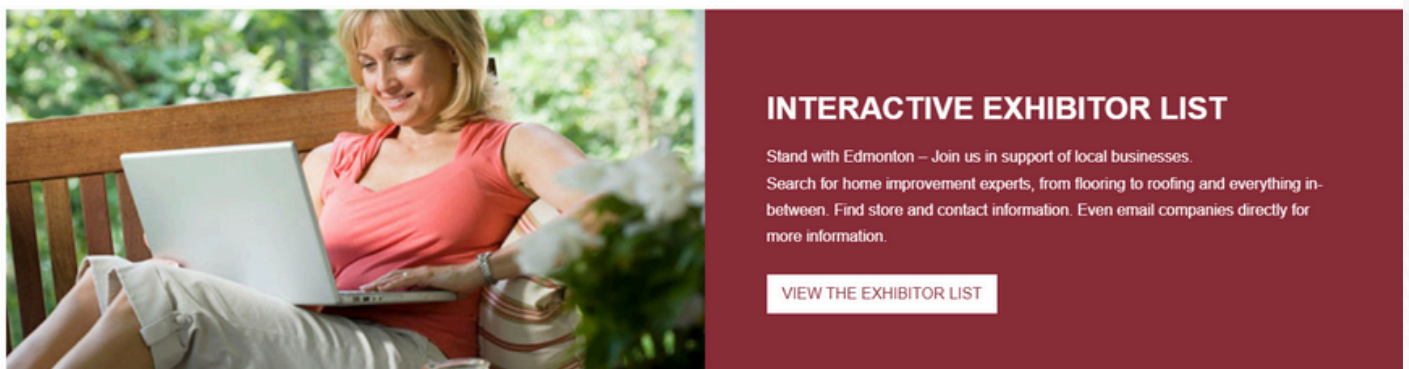


**\*\*The images above are general examples of the sponsorship content and may not reflect all elements included in the actual sponsorship.\*\***

## WEBSITE BANNER SPONSOR (5 AVAILABLE)

**\$500**

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, months prior to the show. Our website averages close to 100,000 hits per month leading up to the show.



## 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.*

## DOOR PRIZE SPONSOR (LIMITED AVAILABILITY)

**IN KIND**

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website and on social media, as well as additional event marketing.

## FLOOR DECALS (LIMITED AVAILABILITY)

**\$500**

There is no better way to lead visitors directly to your booth than with Direct Route sponsorship. You will receive 5 floor decals each 50ft. apart, 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.

## TV SPONSOR (5 AVAILABLE)

**\$500**

Your company's logo and/or promotional message will be display on our TV screen in the front lobby as guests make their way into the building. This prime advertising space will grab the attention of attendees, generate buzz, and draw attention to your booth

## 'YOU ARE HERE' SIGN SPONSOR (LIMITED AVAILABILITY)

**\$500**

These signs will be strategically placed throughout the venue to familiarize attendees with the entire show layout, their current location, and most importantly, your location. As a Sign Sponsor, your logo will be above the site map and your location will be highlighted on the map for all attendees to see. Help visitors find their way and lead them directly to your booth.

## BRANDED REST AREA SPONSOR (LIMITED AVAILABILITY)

**CONTACT FOR QUOTE**

This opportunity allows you to work with the venue to create an experience for our show attendees. When visitors need a break, be the company they see sponsoring their rest area! Plus get additional exposure through the shows digital marketing.

## EXCLUSIVE PEN SPONSOR

**\$1,000 + PENS**

The registration areas will be busy during the show. It is the first-place attendees will enter and the first place they'll look for a pen to register for the show. Each attendee will be offered a pen to keep, courtesy of the sponsor. Enjoy the benefits of having your name within arm's reach of all attendees by providing the 2026 Fish Canada Workboat Canada expo with your corporate pens.

*Sponsor must provide a minimum of 1,000 pens.*



## EXCLUSIVE BAG SPONSOR

**\$1,500 + BAGS**

Official show bags will be handed to all attendees at the show entrances to collect items they receive during their time at the show. This is a exclusive opportunity to have your brand distributed at the door. Sponsorship includes distribution of bags at the front entrance. Includes promotion on the show website and on social media, as well as additional event marketing and inclusion in the Official Show Guide.

*Sponsor provides a minimum of 5,000 reusable bags with company branding.*

## EXCLUSIVE LANYARD SPONSOR

**\$1,500 + LANYARDS**

As attendees register for the show, they will be given a lanyard to hold their badge. You have the opportunity to provide lanyards printed with your corporate logo for all attendees. Don't miss this high-visibility opportunity to hang your name on exhibitors who will be face to face with attendees. This category is limited to sponsors who are non-competitive to exhibitors. Lanyard sponsor will be included in the Official Show Guide.

*Sponsor provides a minimum of 5,000 pre-printed lanyards. MUST be bulldog clip style.*

## SWAG DAY SPONSOR (4 AVAILABLE)

**\$750 + SWAG**

This unique sponsorship opportunity will get your branded swag (hat, t-shirt, etc.) in the hands of the first 500 attendees. This is a superb opportunity to create brand awareness or draw attention to a new brand, product or product line. This opportunity is available each event day - four opportunities. Swag day sponsors will be advertised throughout our social media as well as on our website.

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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.
- Fish Canada Workboat Canada 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 Fish Canada Workboat Canada sponsorship merchandise will be determined on an individual basis with each sponsor.

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