

FREDERICTON
**HOME
SHOW**
APRIL 10-12, 2026
CAPITAL EXHIBIT CENTRE

MARKETING OPPORTUNITIES FOR EXHIBITORS

**STAND OUT FROM THE COMPETITION,
INCREASE BOOTH TRAFFIC, AND CREATE BRAND
AWARENESS WITH EXTRA MARKETING OPPORTUNITIES.**

ADMISSION SPONSORSHIP

CONTACT FOR PRICING

Sponsor admission to the show for prominent exposure through our digital marketing channels, including social media, website, and direct email marketing. Additionally, enjoy on-site visibility on admission day, reaching a diverse audience of attendees and exhibitors. This sponsorship offers a unique opportunity to connect with our engaged community, enhancing brand recognition and amplifying your reach.

STAGE SPONSOR (1 AVAILABLE)

\$3,000

Sponsor the stage and position your brand front and center before thousands of engaged home enthusiasts. This sponsorship includes the opportunity to present a seminar and display your signage and/or backdrops on the stage. Additionally, your brand will be promoted through our digital marketing channels, including social media, our website, and direct email marketing.

VISITOR BAG SPONSOR (1 AVAILABLE)

\$1,500 + Bags

Attendees will appreciate this convenience as they visit exhibits and walk through the Capital Exhibit Centre. Official show bags will be handed to all attendees at the show entrances to collect 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. Two options for this sponsorship:

1. Sponsor provides a minimum of 4,000 bags.
2. Provide us your company logo and we will source, design, print and have the bags delivered to the show - hassle free for you. Custom Pricing for this turnkey opportunity.

EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

\$1,000 + Lanyards

You provide the lanyards (minimum 1000 Lanyards) and which will be provided to all exhibitors to be worn throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. Two options for this sponsorship:

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 1000 bulldog clip lanyards).
2. Provide us with your company logo and we will have the lanyards designed, printed and delivered to the show. Custom Pricing for turnkey sponsorship.

PEN SPONSOR (1 AVAILABLE)

\$1000

Make a lasting impression by placing your brand directly into the hands of every visitor. Each visitor 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 a branded keepsake that will stay with them long after the event is over. Sponsors must provide a minimum of 4,000 pens.

SOCIAL MEDIA SPONSOR (3 AVAILABLE)

\$750

Maximize your visibility with the social media sponsorship package! It includes placement in three direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in three posts on the show's Facebook and Instagram pages. Your company name and a link to your corporate website will be included in each element.

MORNING BREW SPONSOR (3 AVAILABLE)

\$500

Start the day strong! Provide morning coffee for exhibitors as they network and prepare for a successful show day—your brand will be front and center. Availability: 3 available (Friday, Saturday, Sunday)

WEB BANNER SPONSOR (2 AVAILABLE)

\$500

Your company's logo will be showcased on the Fredericton's Home Show's official website which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.

DOOR PRIZE

IN KIND

Door prize will need to have a minimum retail value of \$1,500. Prize must be approved by show management.

Note: the prize must be free and clear of any taxes, add-ons or fees. This sponsorship includes:

- Inclusion on the show website & social media event page
- Inclusion in radio ads, if possible
- On-site signage and display space for the prize close to the front entrance (depending on the prize)

Other Opportunities Available

Celebrity Sponsorship Swag Day Sponsorship

Blog Sponsorship Feature Sponsorship

Don't miss out on Growing Your Business!

**BOOK
YOUR
SPACE
TODAY!**



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