



## SPONSORSHIP OPPORTUNITIES

### HALIFAX FALL HOME SHOW

Maximize your marketing value at the Halifax Fall Home Show with a variety of sponsorship packages available for your business. Reach thousands of eager home buyers, renovators, and enthusiasts as they search for their next home improvement partners. Take advantage of a captive audience of homeowners, buyers, renovators, DIYers, and more — all looking for inspiration and deals to make their house a home!

With thousands of attendees each year, there's no better place to make an impact with your brand than our tailored-to-you sponsorship opportunities. Read on for exclusive ways you can partner with the show and give extra visibility to your company!

### EVENT DETAILS

Date: October 3-5, 2025

Location: Halifax Exhibition Centre

### IMPORTANT NOTES ON SPONSORSHIP:

Master Promotions must approve all sponsorship merchandise.

### 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 contact us.

### TO SIGN ON AS A SPONSOR TODAY, CONTACT:



#### **Sean Miller**

Show Manager

902-483-0778

[SeanM@MPEShows.com](mailto:SeanM@MPEShows.com)



#### **Michele Stoddart**

Marketing & Operations Manager

506-300-4120

[MicheleS@MPEShows.com](mailto:MicheleS@MPEShows.com)



## SPONSORSHIP OPPORTUNITIES

### VENUE BRANDING SPONSOR

**Contact for rates**

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at the Halifax Exhibition Centre. 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, and wrapped doors- get creative. Working closely with the Marketing & Operations Manager - we will ensure your brand is imprinted in attendees' minds. *Price point based on custom opportunity.*

### STAGE SPONSOR (1 AVAILABLE)

**\$2,000**

The Seminar Stage is a popular feature at many home shows - by sponsoring the Seminar stage you will put your brand front and center in front of thousands of engaged home enthusiasts. Included in this sponsorship is the opportunity to present a seminar, branded signage, an opportunity for you to display your signage and/or backdrops on the stage. Your brand will also be included via our digital marketing channels such as social media, website and direct email marketing.

### VISITOR BAG SPONSOR (1 AVAILABLE)

**\$1,000 + Bags**

Attendees will appreciate this convenience as they visit exhibits and walk through the Halifax Exhibition 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 2,500 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)

**\$500 + Lanyards**

You provide the lanyards (minimum 700 Lanyards) and we 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. *This sponsorship includes:* There are two options:

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 700 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.



## SPONSORSHIP OPPORTUNITIES

### EXCLUSIVE PEN

**\$1,000 + pens**

The door prize area will be busy during the show. It is the first place attendees make their impression of the show and the first place they'll look for a pen to complete the door prize ballot. 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 visitors by providing the Halifax Fall Home Show with a branded keepsake for show visitors – that will stay with them long after the show is done. Sponsor must provide a minimum of 2,500 pens.

### SWAG DAY SPONSOR

**\$1,000 + swag**

This unique sponsorship opportunity will get your branded swag (hat, lure, t-shirt, etc.) in the first 500 hands. 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, email blasts & website channels.

### FLOOR DECALS/DIRECT ROUTE SPONSOR (2 AVAILABLE)

**\$650**

Decals branded with company logo in high traffic areas and leading from entrance to your booth. Extends your reach outside the exhibit area. There is no better way to lead visitors directly to your booth than with a direct Route sponsorship. You will receive up to 10 floor decals, spread throughout the show, 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. Opportunities limited - 2 sponsors

### SOCIAL MEDIA SPONSOR (3 AVAILABLE)

**\$750**

Harness the power of social media! This unique sponsorship package has three elements: inclusion 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. Don't miss this high exposure opportunity.

**Opportunity limited - 3 sponsors.**

### WEB BANNER SPONSOR (2 AVAILABLE)

**\$500**

Your company's logo will be showcased on the 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.



## SPONSORSHIP OPPORTUNITIES

### 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 select media including, radio, newsprint & television
- Ballots & on-site signage provided
- Display space for the prize close to the front entrance (depending on the prize)

### ACT NOW!

Many of the opportunities are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

**We look forward to helping you maximize your sponsorship to its full potential.**



**Sean Miller**

Show Manager  
902-483-0778

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**Michele Stoddart**

Marketing & Operations Manager  
506-300-4120

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## SPONSORSHIP CONTRACT

*All correspondence regarding sponsorship will be directed to the individual and address noted below.*

Company Name	_____
Contact Name	_____
Mailing Address	_____
Phone	_____
Fax	_____
Email	_____

## SPONSORSHIP OPPORTUNITIES

*Please indicate the opportunity you would like to sponsor:*

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
Stage Sponsor (1 available)	\$2500
Visitor Bag Sponsor (1 available)	\$1,000 + Bags
Exclusive Lanyard Sponsor (1 available)	\$500 + Lanyards
Exclusive Pen Sponsor	\$1,000 + pens
Swag Day Sponsor	\$1,000 + swag
Floor Decals/Direct Route Sponsor (2 available)	\$750
Social Media Sponsor	\$750
Web Banner Sponsor (2 available)	\$500
Door Prize (minimum \$1,500 value)	IN KIND

**Please email the completed form to:**



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