ideal™ HOME SHOW
THE BIG ONE

POWERED BY Nova Scotia POWER An Emera Company

MARCH 27-29, 2026
HALIFAX EXHIBTION CENTRE

MARKETING OPPORTUNITIES FOR EXHIBITORS

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

STAGE SPONSOR (1 AVAILABLE) — $3,000

The Seminar Stage is a popular feature at the Ideal Home Show. 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) — $2,000 + 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 5,000 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 3000 Lanyards)), which will be distributed 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 3000 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.

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 Spring Ideal 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 5,000 pens.

FLOOR DECALS/DIRECT ROUTE SPONSOR (2 AVAILABLE) $1000

Bring awareness to your booth location and make your presence known. You will receive up to 10 floor decals which will lead a path directly to your booth.

MORNING BREW SPONSOR (3 AVAILABLE) $750

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)

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.

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.

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)

Other Opportunities Available

Celebrity Sponsorship
Swag Day Sponsorship
Blog Sponsorship
Feature Sponsorship

Don't miss out on Growing Your Business!

BOOK YOUR SPACE TODAY!

SEAN MILLER
Show Manager
902-483-0778
SeanM@MPEShows.com

KORI LEVY
Exhibit Sales Consultant
902-201-6908
KoriL@MPEShows.com

MICHELE STODDART
Marketing & Operations Manager
506-300-4120
MicheleS@MPEShows.com