



FEBRUARY 26 - 27, 2026
EASTLINK CENTRE

SPONSORSHIP OPPORTUNITIES

ABOUT THE SHOW

The next edition of the International Potato Technology Expo takes place February 26 and 27 at the Eastlink Centre in Charlottetown. For those involved in any aspect of the potato industry – including harvesters, sprayers, pilers, cultivators, storage and climatization technology, tractors, bagging machinery, seed cutters, plant genetics, seeds, and more – this is a must-attend event!

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: February 26-27, 2026

Location: Eastlink Centre, Charlottetown, PE

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
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506-300-4119

MAJOR SPONSORSHIP PACKAGE (2 AVAILABLE)

\$8,500

Package includes:

- One 10'x10' exhibitor booth
- Prominent signage at entrance of show (2'x3')
- Conference Sponsorship – as described below
- Your company's logo, along with editorial about your company or any new products on the International Potato Technology Expo's website. Your web banner will run on the IPTE homepage for months leading up to the show, with a live link to your website
- PLUS – your company logo will be highlighted as a major show sponsor in any trade magazines and other select advertising for this event
- Your company will be featured on two flat screen televisions positioned near the entrance and registration area
- Social media package – your company logo will be included in two audience emails to our database of past show visitors, in the "Thank You to Our Sponsors" section. The package also includes three posts to the show social media pages

CONFERENCE SPONSOR (2 AVAILABLE)

\$5,000

As presenting sponsor of the conference, you will receive the following:

- Inclusion on all material highlighting the conference, including our Official Show Guide
- Prominent signage at entrance to the conference
- Acknowledgement during the event
- Your company's logo, along with editorial about your company or any new products on the International Potato Technology Expo's website. Your web banner will run on the IPTE homepage for months leading up to the show, with a live link to your website
- Option to provide notepads & pens on each table
- Option to have small table outside conference to use for distributing brochures or other printed material (*only if the event sponsor is an exhibitor*)

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.

SOCIAL MEDIA SPONSOR (3 AVAILABLE)

\$700

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 image displays three examples of social media content for the 2025 Alberta Equipment Expo. On the left is a Facebook post from 'albertaequipmentexpo' featuring a photo of two women, one holding a laptop, with the text '2025 EXHIBITOR' and 'MODERN People Solutions'. In the center is a tweet from 'albertaequipmentexpo' announcing the debut of 'modernpeoplesolutions' and highlighting their HR services. On the right is a 'THANK YOU TO OUR SHOW SPONSORS' graphic listing various sponsors including ATB, XCMG, prime capital, COOPER, SUPPLY POST, and others.

****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

For months leading up to the show, a web banner designed with your logo and a direct link to your company website will run on the show's homepage, which will be visited by thousands of exhibitors, show attendees, and other potential visitors. Website traffic will only increase as the show dates near!

The banner features a woman sitting on a bench using a laptop. To the right, the text reads 'INTERACTIVE EXHIBITOR LIST' followed by a description: 'Stand with Edmonton – Join us in support of local businesses. Search for home improvement experts, from flooring to roofing and everything in-between. Find store and contact information. Even email companies directly for more information.' A button labeled 'VIEW THE EXHIBITOR LIST' is at the bottom.



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 International Potato Technology Expo Show Guide.

Sponsor must provide coffee and donuts for 50 people on both mornings of move-in.

WORKING LUNCH FOOD STATION SPONSOR (2 AVAILABLE)**\$1,000**

The International Potato Technology Expo conference will include a working lunch on the trade show floor. As a sponsor, you will have the opportunity to highlight your brand at this well-attended event within the show. Prominent signage at the lunch food stations as well as at the show's entrance will acknowledge your company as a major sponsor of the working lunch.

DIRECT ROUTE SPONSOR (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 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 SCREEN SPONSOR (5 AVAILABLE)**\$500**

Two 45" flat screen televisions will be positioned near the entrance and registration area at the Eastlink Centre. Your company name, logo and a short message will be displayed for all visitors to see. You have the option of providing us with a prepared full screen graphic or sending the elements for us to design. Sponsor slides will be interspersed with a welcome message and general show information.

'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.

EXCLUSIVE PEN SPONSOR**\$500 + 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 International Potato Technology Expo with your corporate pens.

Sponsor must provide a minimum of 1,500 pens.

EXCLUSIVE BAG SPONSOR

\$600 + BAGS

The tote bag is the perfect way to advertise your company during the show and will keep your company name front and center long after the show has ended. 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 featured in the Official Show Guide.

Sponsors must provide a minimum of 2,000 bags. We reserve the right to approve the bag design.

EXCLUSIVE LANYARD SPONSOR

\$1,000 + 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 printed with your corporate logo (and the option to include the International Potato Technology Expo logo) for all attendees. Lanyard sponsor will be featured in the Official Show Guide. Don't miss this highly visible opportunity to hang your name on every potential customer that attends.

Sponsor must provide 2,000 pre-printed lanyards. MUST be bulldog clip style.

SWAG DAY SPONSOR (4 AVAILABLE)

\$1,000 + 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 and 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.
- International Potato Technology Expo 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 International Potato Technology Expo 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.**