

# WINNIPEG HOME + GARDEN SHOW

RBC CONVENTION  
CENTRE  
APRIL 13-16

# MARKETING OPPORTUNITIES FOR EXHIBITORS

Are you looking for a way to get a leg up on your competition? Stand out from the crowd? Drive booth traffic or create awareness? We have affordable **OPTIONS!**

## **WEB BANNER Medium Rectangle Ad \$1,500**

Create a web banner to be posted on our site with a link back to your website to promote your company. Our advertising campaign directs consumers to the website to “buy tickets online and save,” while the exhibitors utilize the site to obtain all their pre-show information. Through our research we know that at least 50% of attendees visit our website prior to attending the show to get informed, make an action plan and purchase tickets. Be a part of the exposure! Medium Rectangle Ad appears on all pages of the show site. All ads run in rotation.

## **BAG SPONSORSHIP, CALL FOR PRICING**

Promote your brand as the official bag sponsor. Imagine 28,000+ consumers carrying your company’s branded bag, acting as a mobile billboard - all day! It doesn’t stop at the show as consumers will take home these eco-friendly bags to use in their daily lives. You’ll get bag rights and an inclusion on our sponsorship page.

## **FLOOR PLAN LOGO ID \$250**

Be more than just a booth number on the official floor plan. Drive visitors to your location by having your logo placed at your booth location on the floor plan in our show guide and onsite signage. Ideal for booths 400 sq. ft. or larger.

## **HELP DESK SPONSORSHIP, CALL FOR PRICING**

Your company can present the Help Desk feature at the show. Wherever the Help Desk is promoted your company will be mentioned. This includes at the Help Desk with show floor signage, show guide, website, eblasts and potentially our advertising campaign.

## **ENTRANCE & EXIT DISTRIBUTION, CALL FOR PRICING**

Want to get your product or information in the hands of everyone? Exit and entrance rights are available. Limited number available.

## CELEBRITY SPONSORSHIP, CALL FOR PRICING

Bring in a celebrity or spokesperson to be sponsored by your company, (i.e., Property Brothers presented by Scotiabank). The show will promote in show advertising such as on-site signage, PA announcements and the official show website.. Celebrity will have the opportunity to do media interviews, presentations on main stage and sign autographs in your booth location.

## FLOOR DECALS FROM \$300

Bring awareness to your booth location and make your presence known. By purchasing branded floor decals you will not be missed. You can choose to sponsor your section of floor, subject to availability, leading to your booth.

## SPONSORED BLOG POST \$750

Spotlight: Sponsor/Exhibitor is given a list of questions to answer. Their answers are turned into a blog post which is then cross promoted on Facebook (1x) and on Twitter (4x) OR Sponsor/ Exhibitor may contribute editorial content including tips, DIYs, tricks, advice or interesting product/ service information. This will be cross-promoted on Facebook (1x) and Twitter (4x).

## SPONSORED BLOG SERIES \$1,500

Exhibitor or sponsor may work with Marketplace Events to coordinate a series of blog posts (4x). Posts will be cross promoted on Facebook (1x/per post) and Twitter (4x/per post).

## OFFICIAL CATEGORY SPONSORS, CALL FOR PRICING

Apply to become one of the event's "Category Sponsor". Limit one per category. Be recognized as the leader in your product category. Categories include Windows & Doors, Flooring, Landscaping, Roofing, Appliances & much more!

## OTHER OPPORTUNITIES AVAILABLE

- Title Sponsorship
- Presenting Sponsorship
- Feature Sponsorships
- Main Stage
- Feature Gardens
- Design Feature
- Create a Feature
- Customize your own
- Home Electronics & Technology Area
- Do It Yourself Renovation Area
- Home Decorating

**BOOK YOUR  
SPACE TODAY!**

**Call now for details to customize a sponsorship package  
that fits your marketing needs and budget**



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