

SPONSORSHIP OPPORTUNITIES

CANADA'S LARGEST HEAVY EQUIPMENT SHOW RETURNS TO MISSISSAUGA

30 YEARS OF INDUSTRY EXCELLENCE. The National Heavy Equipment Show returns to the International Centre in Mississauga on April 23-24, 2026, for a landmark event celebrating its **30th anniversary**. Watch as the latest cutting-edge products, and big machine displays come together for this colossal trade event. Exhibitors know this is a prime opportunity to get their cutting-edge equipment, products, services and technology in front of thousands of engaged industry professionals.

Sponsorship is your chance to bring your show presence to another level. We'll help you make the most of your sponsorship dollars with a variety of options and price points. We offer many different opportunities to highlight your company and showcase your support. Whatever your business' goals at the show, let us help you achieve them with sponsorship.

VISITORS AT A GLANCE...

44% work in Construction

26% work in Road Building, Crushing and Screening/Aggregates

30% work in Transportation, Snow and Ice Removal, Municipalities

EVENT DETAILS

Date: April 23-24, 2026

Location: International Centre, Mississauga, ON

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

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.**

FOR MORE DETAILS OR TO SIGN ON AS A SPONSOR, CONTACT:



Mark Cusack, National Show Manager
markc@mpeshows.com
506-333-1064



Andrew Burns, Exhibit Sales
andrewb@mpeshows.com
506-300-4118

REGISTRATION SPONSOR (1 AVAILABLE)

\$5,000

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 and kiosks, as well as 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.

VENUE BRANDING SPONSOR (LIMITED AVAILABILITY)

CONTACT FOR QUOTE

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at the International Centre and ensure that 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, wrapped doors, signage above ticket windows, branded stairs - get creative. Working closely with our marketing team - we will ensure your brand is imprinted in attendees' minds.

Price point is based on custom opportunity. Please reach out to the show team to discuss venue branding sponsorship specifications.

DIRECT ROUTE SPONSOR (1 SPONSOR PER BUILDING)

\$2,000

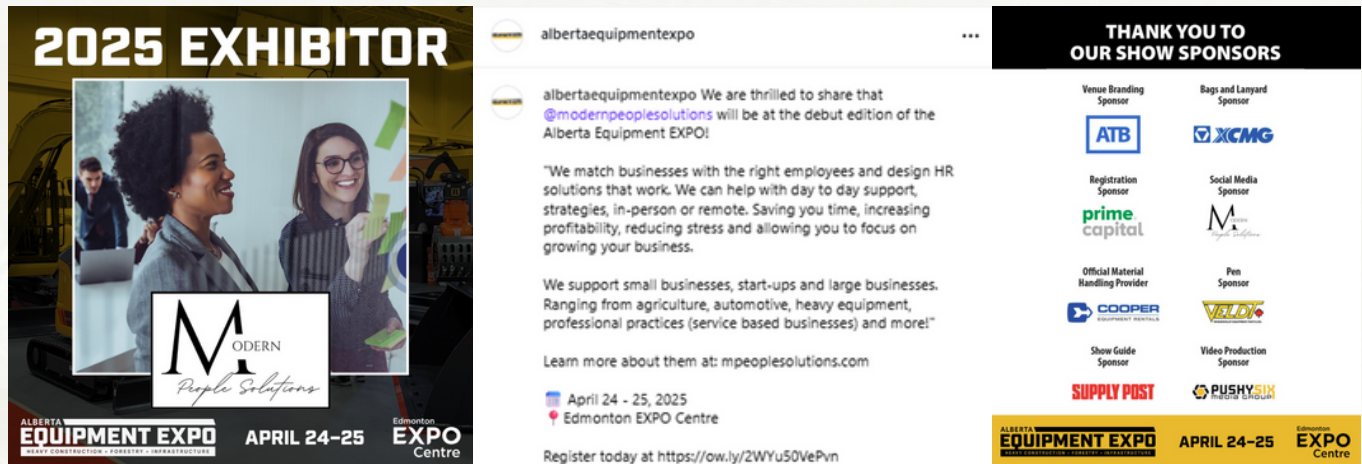
There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 8 floor decals, spread over 100ft., which will lead attendees directly to your booth.

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.

SOCIAL MEDIA SPONSOR

\$750

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.

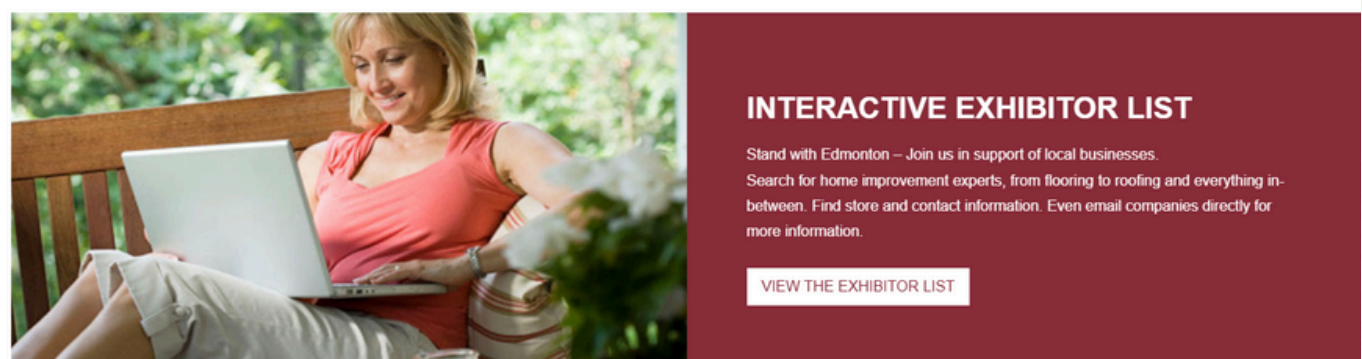


The images above are general examples of the sponsorship content and may not reflect all elements included in the actual sponsorship.

WEBSITE BANNER SPONSOR (2 AVAILABLE)

\$500

National Heavy Equipment Show web banners are a great way to get your message to the right people. Your web banner will run on the show's homepage for months leading up to the show. As online registration becomes available, the site will be even busier with visitors registering for the show in addition to looking for information. Web banners are a cost-effective way to reach qualified clients and to create an impact for months prior to the show.



\$2,000 PER SIGN

As a signage sponsor, your company logo will receive prominent placement on one of the 7' x 4' signs and your booth will be clearly highlighted on the show map, ensuring maximum visibility and facilitating direct foot traffic to your location.

Example of sponsored signage.

\$3,000 + BAGS



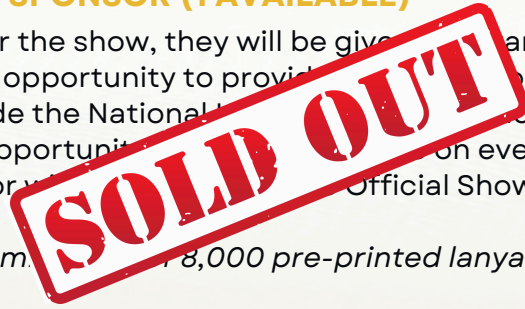
Sponsor must provide a minimum of 6,000 bags. We reserve the right to approve the bag design.

EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

\$3,000 + 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 pre-printed with your corporate logo (and the option to include the National Heavy Equipment Show logo) for all attendees. Don't miss this highly visible opportunity to connect with every potential customer that attends. Lanyard sponsorships are listed in the Official Show Guide.

Sponsor must provide a minimum of 8,000 pre-printed lanyards. **MUST** be bulldog clip style.



SWAG DAY SPONSOR (2 AVAILABLE)

\$1,000 + SWAG

This unique sponsorship opportunity will get your branded swag (hat, t-shirt, etc.) in the hands of the first 300 visitors. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. This opportunity is available each event day - two opportunities. Swag day sponsors will be advertised throughout our social media as well as on our website.

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**.
- The National Heavy Equipment Show 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 National Heavy Equipment Show sponsorship merchandise will be determined on an individual basis with each sponsor.
- **All sponsors will be recognized in the Official Show Guide as well as on sponsor signage and the National Heavy Equipment Show website.**

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**WE LOOK FORWARD TO HELPING YOU MAXIMIZE YOUR SPONSORSHIP
INVESTMENT TO ITS FULL POTENTIAL.**