

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

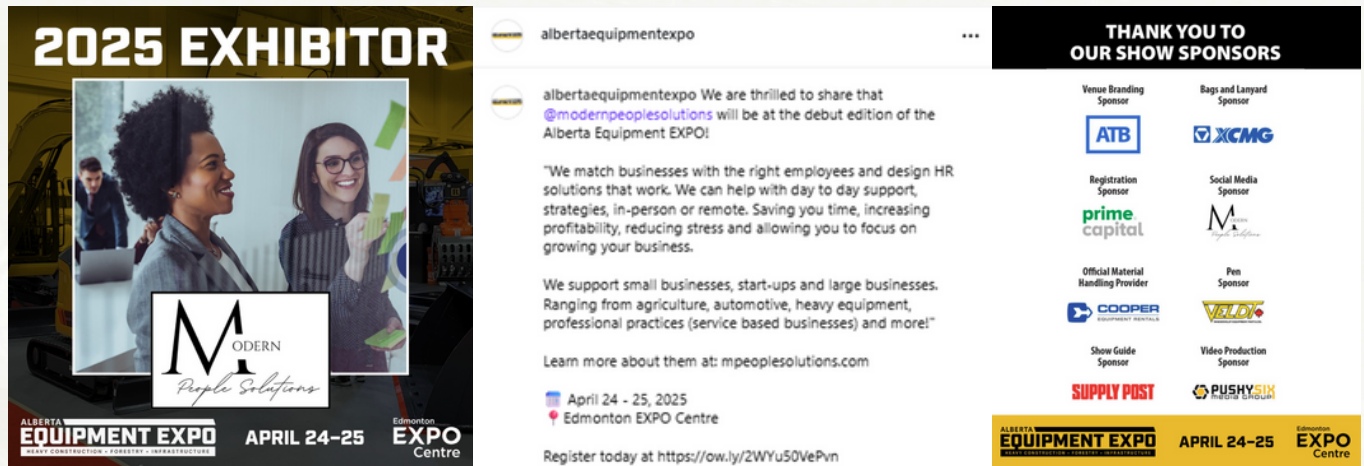
There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 8 floor decals, spread over 100ft., which will lead attendees directly to your booth.

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.

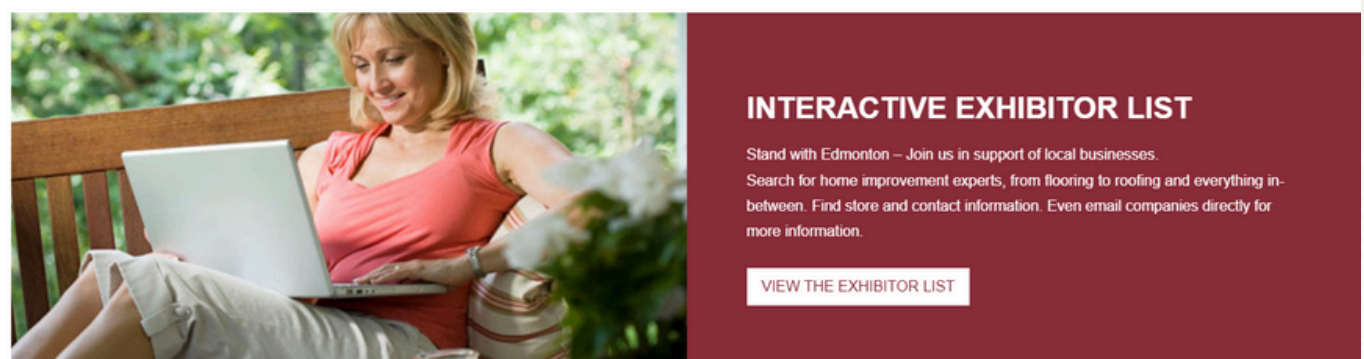


****The images above are general examples of the sponsorship content and may not reflect all elements included in the actual sponsorship.****

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.



'YOU ARE HERE' SIGN SPONSOR (6 AVAILABLE)

\$2,000 PER SIGN

These signs will be strategically placed throughout the venue to assist attendees in navigating the show floor; identifying their current location; and most importantly, locating **your booth**.

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.

ATLANTIC ROAD BUILDING • FORESTRY & LOGGING • LAND IMPROVEMENT
HEAVY EQUIPMENT SHOW
MONCTON • NEW BRUNSWICK • CANADA

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
Aluma	104	Don-Wingway	104	East-Wingway	104
Aluma Crane & Truck Accessories	105	Don-Wingway	105	East-Wingway	105
Aluma Equipment	106	Don-Wingway	106	East-Wingway	106
Aluma Equipment	107	Don-Wingway	107	East-Wingway	107
Aluma Equipment	108	Don-Wingway	108	East-Wingway	108
Aluma Equipment	109	Don-Wingway	109	East-Wingway	109
Aluma Equipment	110	Don-Wingway	110	East-Wingway	110
Aluma Equipment	111	Don-Wingway	111	East-Wingway	111
Aluma Equipment	112	Don-Wingway	112	East-Wingway	112
Aluma Equipment	113	Don-Wingway	113	East-Wingway	113
Aluma Equipment	114	Don-Wingway	114	East-Wingway	114
Aluma Equipment	115	Don-Wingway	115	East-Wingway	115
Aluma Equipment	116	Don-Wingway	116	East-Wingway	116
Aluma Equipment	117	Don-Wingway	117	East-Wingway	117
Aluma Equipment	118	Don-Wingway	118	East-Wingway	118
Aluma Equipment	119	Don-Wingway	119	East-Wingway	119
Aluma Equipment	120	Don-Wingway	120	East-Wingway	120
Aluma Equipment	121	Don-Wingway	121	East-Wingway	121
Aluma Equipment	122	Don-Wingway	122	East-Wingway	122
Aluma Equipment	123	Don-Wingway	123	East-Wingway	123
Aluma Equipment	124	Don-Wingway	124	East-Wingway	124
Aluma Equipment	125	Don-Wingway	125	East-Wingway	125
Aluma Equipment	126	Don-Wingway	126	East-Wingway	126
Aluma Equipment	127	Don-Wingway	127	East-Wingway	127
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Aluma Equipment	137	Don-Wingway	137	East-Wingway	137
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Aluma Equipment	147	Don-Wingway	147	East-Wingway	147
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Aluma Equipment	168	Don-Wingway	168	East-Wingway	168
Aluma Equipment	169	Don-Wingway	169	East-Wingway	169
Aluma Equipment	170	Don-Wingway	170	East-Wingway	170
Aluma Equipment	171	Don-Wingway	171	East-Wingway	171
Aluma Equipment	172	Don-Wingway	172	East-Wingway	172
Aluma Equipment	173	Don-Wingway	173	East-Wingway	173
Aluma Equipment	174	Don-Wingway	174	East-Wingway	174
Aluma Equipment	175	Don-Wingway	175	East-Wingway	175
Aluma Equipment	176	Don-Wingway	176	East-Wingway	176
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Aluma Equipment	184	Don-Wingway	184	East-Wingway	184
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Aluma Equipment	187	Don-Wingway	187	East-Wingway	187
Aluma Equipment	188	Don-Wingway	188	East-Wingway	188
Aluma Equipment	189	Don-Wingway	189	East-Wingway	189
Aluma Equipment	190	Don-Wingway	190	East-Wingway	190
Aluma Equipment	191	Don-Wingway	191	East-Wingway	191
Aluma Equipment	192	Don-Wingway	192	East-Wingway	192
Aluma Equipment	193	Don-Wingway	193	East-Wingway	193
Aluma Equipment	194	Don-Wingway	194	East-Wingway	194
Aluma Equipment	195	Don-Wingway	195	East-Wingway	195
Aluma Equipment	196	Don-Wingway	196	East-Wingway	196
Aluma Equipment	197	Don-Wingway	197	East-Wingway	197
Aluma Equipment	198	Don-Wingway	198	East-Wingway	198
Aluma Equipment	199	Don-Wingway	199	East-Wingway	199
Aluma Equipment	200	Don-Wingway	200	East-Wingway	200

MARCH 27 - 28, 2024
SHOW HOURS Wednesday, March 27 9:00 am - 5:00 pm Thursday, March 28 9:00 am - 4:00 pm

SPONSORED BY

★ = YOU ARE HERE

www.AHES.ca

Example of sponsored signage.

EXCLUSIVE ATTENDEE BAG SPONSOR (1 AVAILABLE)

\$3,000 + BAGS

Attendees will appreciate this convenience as they visit exhibits and walk through the International Centre. Official show bags will be handed to all attendees at the show entrance, which will offer them an easy way to gather and transport 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.

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 included in the Official Show Guide.

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 imprinted 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 hang your name on every potential customer that attends. Lanyard sponsor will be included 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.**

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



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