

# SPONSORSHIP OPPORTUNITIES

## ABOUT THE SHOW

This coming November, the Mary Brown's Centre will once again host the North Atlantic Fish & Workboat Show - bringing together key buyers from across the region. This event is presented in partnership with The Navigator and caters to all those who work on or around the water, featuring boats, supplies services and safety equipment for commercial fisherman and other workboats.

Take advantage of this phenomenal opportunity to put your company name in front of the thousands of exhibitors and visitors who are part of this industry event every two years.

## EVENT DETAILS

Date: November 14-15, 2025

Location: Mary Brown's Centre, St. John's, Newfoundland

## 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**  
pats@mpeshows.com  
506-300-4119



## 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 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 Mary Brown's Centre. This will ensure 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.*



*The image above showcases a venue branding sponsorship at the Moncton Coliseum. Sponsorship specifics for the Mary Brown's Centre will be coordinated directly with show management.*



## SOCIAL MEDIA SPONSOR (3 AVAILABLE)

**\$1,000**

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.

**2025 EXHIBITOR**

**albertaequipmentexpo**

albertaequipmentexpo We are thrilled to share that @modernpeoplesolutions will be at the debut edition of the Alberta Equipment EXPO!

"We match businesses with the right employees and design HR solutions that work. We can help with day to day support, strategies, in-person or remote. Saving you time, increasing profitability, reducing stress and allowing you to focus on growing your business."

We support small businesses, start-ups and large businesses. Ranging from agriculture, automotive, heavy equipment, professional practices (service based businesses) and more!"

Learn more about them at: mpeoplesolutions.com

April 24 - 25, 2025  
Edmonton EXPO Centre

Register today at <https://ow.ly/2WYu50VePvn>

**THANK YOU TO OUR SHOW SPONSORS**

Venue Branding Sponsor: **ATB**

Registration Sponsor: **prime capital**

Official Material Handling Provider: **COOPER**

Show Guide Sponsor: **SUPPLY POST**

Bags and Lanyard Sponsor: **XCMG**

Social Media Sponsor: **M People Solutions**

Pen Sponsor: **VELD**

Video Production Sponsor: **PUSHY SIX**

**ALBERTA EQUIPMENT EXPO** APRIL 24-25 **Edmonton EXPO Centre**

**\*\*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**

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, months prior to the show. Our website averages close to 100,000 hits per month leading up to the show.

**INTERACTIVE EXHIBITOR LIST**

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.

[VIEW THE EXHIBITOR LIST](#)



### 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 Official Show Guide.

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

### DOOR PRIZE SPONSOR (LIMITED AVAILABILITY)

**IN KIND**

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website and in social media, as well as additional event marketing.

### FLOOR DECALS (LIMITED AVAILABILITY)

**\$500**

There is no better way to lead visitors directly to your booth than with Direct Route sponsorship. You will receive 10 floor decals each 100 ft. apart, 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/JUMBOTRON SPONSOR (5 AVAILABLE)

**\$500**

Make a big impact and captivate the attention of attendees at our trade show through an exclusive Jumbotron sponsorship. As the sponsor, your brand will shine prominently on the large-scale Jumbotron screen located in a high-traffic area of the event.

Your company's logo, promotional messages, and captivating visuals will be displayed on the Jumbotron, ensuring maximum visibility and brand recognition throughout the trade show. This prime advertising space will grab the attention of attendees, generate buzz, and draw attention to your booth.

The Jumbotron sponsorship offers a dynamic platform to showcase your products, highlight key messages, and engage with the trade show audience. Whether you want to showcase product demos, testimonials, or exciting visuals that resonate with your target market, the Jumbotron provides a powerful medium to leave a lasting impression.

### EXCLUSIVE PEN SPONSOR

**\$1,000 + 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 2025 North Atlantic Fish & Workboat Show with your corporate pens.

*Sponsor must provide a minimum of 1,000 pens.*



### EXCLUSIVE BAG SPONSOR

**\$1,500 + BAGS**

Official show bags will be handed to all attendees at the show entrances to collect items they receive during their time at the show. This is an exclusive opportunity to have your brand distributed at the door. Sponsorship includes distribution of bags at the front entrance. Includes promotion on the show website and on social media, as well as additional event marketing and inclusion in the Official Show Guide.

*Sponsor provides a minimum of 3,000 reusable bags with company branding.*

### EXCLUSIVE LANYARD SPONSOR

**\$1,500 + LANYARDS**

As attendees register for the show, they will be given a lanyard to hold their badge. You have the opportunity to provide lanyards printed with your corporate logo for all attendees. Don't miss this high-visibility opportunity to hang your name on exhibitors who will be face to face with attendees. Lanyard sponsor will be featured in the Official Show Guide. This category is limited to sponsors who are non-competitive to exhibitors.

*Sponsor provides a minimum of 3,000 pre-printed lanyards. MUST be bulldog clip style.*

### SWAG DAY SPONSOR (4 AVAILABLE)

**\$500 + 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.

### 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**

pats@mpeshows.com

506-300-4119

### 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 North Atlantic Fish & Workboat 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 North Atlantic Fish & Workboat Show 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.**