

APNA TRUCK SHOW 2024

SPONSORSHIP OPPORTUNITIES



**JUNE 8 & 9
2024**

Be recognized as an industry leader at the largest show for Heavy Duty Trucks and Trailers in Western Canada!

(604) 596-9287 | info@apntruckshow.com | www.apntruckshow.com

Platinum Sponsorship

\$9995

F1RST
TRUCK CENTRE



CBS PARTS LTD.
HEAVY DUTY TRUCK & TRAILER PARTS

Ocean
TRAILER

Take your participation at the **APNA Truck Show** to the highest level. As the Platinum Sponsor of the show, your company will enjoy maximum exposure and profiling in thousands of pre-show and postshow marketing pieces. The Platinum Sponsorship will ensure that your company gets lasting, industry-wide corporate visibility to set you apart from your competition and other exhibitors. With the Platinum Sponsorship, you will receive:

- A full-page, full colour advertisement in the official APNA Truck Show show guide (Cover Pages Placing). This is a magazine-style, full color publication distributed to ALL show attendees.
- Your corporate logo and that of other major sponsors in a full page, "thank you" advertisement in the APNA Truck Show, show guide.
- Your corporate logo identifying your company as a presenting Sponsor on the 20,000 free passes circulated in the market prior to the show.
- Your corporate logo identifying your company as a Presenting Sponsor on the promotional signage to be placed in over 100 truck stops, scales and other trucking locations.
- Your corporate logo identifying your company as a presenting Sponsor on all electronic, TV, radio media promotion related to the show.
- Your logo on all signage, print and web materials related to the show.
- Your corporate logo prominently displayed throughout the show website: www.apnatruckshow.com
- Your corporate logo on the MASTER FLOOR PLAN inside the show guide, to indicate your booth location and your sponsorship of the show. A bold listing of your company name will be included in the exhibitor list.
- Your corporate logo prominently displayed at the venue during the event at the registration area.
- 10 VIP Evening passes

Gold Sponsorship \$4995



As a Gold Sponsor, your company will enjoy significant corporate profiling - including exposure in thousands of pre-show marketing pieces. A Gold Sponsorship also includes a full-page advertising in the official APNA Truck Show show guide, industry-wide corporate visibility through the event website, and much more. Set yourself apart from your competition and act quickly. With a Gold Sponsorship, you will receive:

- Your corporate logo and that of other major sponsors in a full page, "thank you" advertisement in the APNA Truck Show, show guide.
- Your corporate logo identifying your company as a Gold Sponsor on the 20,000 free passes circulated in the market prior to the show.
- Your corporate logo exposure on all electronic media (TV & Radio ads) promotion related to the show.
- Your logo on all signage, print and web materials related to the show.
- Your corporate logo on the show website: www.apnatruckshow.com
- Your corporate logo on the MASTER FLOOR PLAN inside the show guide, to indicate your booth location and your sponsorship of the appropriate area of the show. Also includes a bold listing of your company name in the exhibitor list.
- Your corporate logo prominently displayed at the venue during the event at the registration.
- 5 VIP Evening passes

Silver Sponsorship

\$2995



For an investment that is less than the cost of an average-sized booth at the show, Silver Sponsors will enjoy many of the benefits associated with a Silver Sponsorship, including show guide exposure, website exposure and much more. A Silver Sponsorship will provide your firm with strong profiling before, during and after the event via printed material and show websites. With a Silver Sponsorship, You will receive:

- A half-page, full colour advertisement in the official show guide. This is a magazine-style, full colour publication distributed to ALL show attendees. Upgrades available.
- Your corporate logo and that of other major sponsors in a full page, “thank you” advertisement in the APNA TRUCK SHOW, show guide.
- Your corporate logo identifying your company as a Silver Sponsor in 20,000 free passes circulated in the market prior to the show.
- Your logo on all signage, print and web materials related to the show.
- Your corporate logo on the show website: www.apnatruckshow.com
- Your corporate logo on the MASTER FLOOR PLAN inside the show guide, to indicate your booth location and your sponsorship of the appropriate area of the show. Also includes a bold listing of your company name in the exhibitor list.
- Your corporate logo prominently displayed at the venue during the event at the registration.
- 3 VIP Evening passes





Entertainment Sponsorship \$4995



Discount Fuel Card

- 10x10 Exhibit Booth (\$1395 value)
- A full-page, full colour advertisement in the official show guide (\$1795 value). This is a magazine-style, full colour publication distributed to ALL show attendees. Upgrades available.
- Corporate logo and that of other major sponsors in a full page, "thank you" advertisement in the APNA TRUCK SHOW show guide.
- 6'x4' Banner on the Entertainment Stage
- Message from sponsor will be announced during the stage performances
- Sponsor logo in the promotional material

Window wrap

Sponsors \$4995

Don't forget the opportunity outside of the Tradex Building. Capture the eyes of show visitors as they enter into Tradex. There are 5 opportunities, so secure your spot now for everyone to see even before they enter the building.



Ticket Window Entry Doors



EXCLUSIVE DIRECT ROUTE SPONSOR \$1995

- There is no better way to lead visitors directly to your booth than with a direct route sponsorship.
- You will receive 10 door decals (2'x2'), to strategically place in their designated area of the show which will lead a path directly to your booth. These decals will feature your full color logo and your booth number. It's an eye-catching and highly effective method to draw attention and traffic to your booth. Show Management will co-ordinate installation.



**EXCLUSIVE “YOU ARE HERE”
SIGN SPONSOR \$1295**

These signs will be strategically placed throughout the APNA TRUCK SHOW 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.



INSERTS WITH SHOW BAG* \$1995

Place your company’s postcard, brochure, flyer or newsletter in the official show bag and you’ll immediately get your message into the hands of every show attendee to maximize your on - site exposure. Apna Truck Show management will include your supplied material into each show bag. All materials must be supplied to Apna Truck Show once no later than May 31st, 2024.



**EXCLUSIVE ATTENDEE BAG
SPONSOR \$1495**



All attendees will appreciate this convenience as they visit exhibits and walk through the Tradex Centre. Bags with your logo will be handed out to all attendees as they enter the show. It is a great way to create an early and lasting impression while welcoming visitors to the show. Note: Sponsors must provide a minimum of 5000 bags. We reserve the right to approve the bag design.

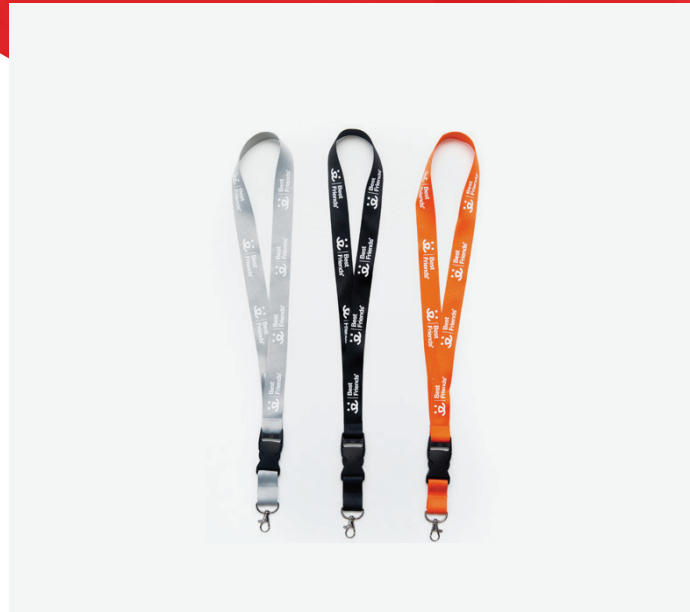


J D Factors

EXCLUSIVE LANYARD SPONSOR \$1495

As attendees register for the APNA TRUCK SHOW, they will be given a lanyard to hold their badge around their necks. You have the opportunity to provide lanyards imprinted with your corporate logo for all attendees. Don't miss this highly visible opportunity to hang your name on every potential customer that attends the show.

Note: All material must be pre approved by Apna Truck Show Management. Each sponsoring company is responsible for duplicating and shipping materials in time to be inserted. ** Sponsor must provide a minimum of 5000 lanyards.



STAMPING STATION SPONSORS \$795 (TOTAL 4)

Attendees will need to visit ALL exhibitors listed on the card and get their card stamped at every booth. The premise of the game is to create an incentive for attendees to visit the exhibit halls and YOUR booth. Once all stamps have been received (in the corresponding boxes), cards can then be deposited into a drop-box located at the show booth. Cards must be turned in by 3:00 pm on Sunday, June 9th, 2024 in order to be eligible for the prize drawing.



EXCLUSIVE PEN SPONSOR \$1495

The registration area will be busy during the APNA TRUCK SHOW. It is the first place attendees will enter and the first place they will look for a pen to register for the show. Each attendee will be oered a pen to keep, courtesy of the sponsor. Enjoy the benets of having your name within arms reach of all attendees by providing the Apna Truck show with your corporate pens.

DOOR PRIZES SPONSORSHIP

Each sponsor is asked to donate one prize (of your choosing; with an estimated value of at least \$100). All donated prizes must be sent to ADS Shows by May 24, 2024 in order to be included in the contest.



Sponsorship Booking Form

Company Name: _____

Contact Person: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Type of Sponsorship

Amount

- | | |
|---------------------------------------|---------------------------------|
| Platinum Sponsorship | <input type="checkbox"/> \$9995 |
| Gold Sponsorship | <input type="checkbox"/> \$4995 |
| Silver Sponsorship | <input type="checkbox"/> \$2995 |
| Entertainment Sponsor | <input type="checkbox"/> \$4995 |
| Window Wrap Sponsor | <input type="checkbox"/> \$4995 |
| Inserts with Show Bag* | <input type="checkbox"/> \$1995 |
| Exclusive Attendee Bag Sponsor | <input type="checkbox"/> \$1495 |
| Exclusive Lanyard Sponsor | <input type="checkbox"/> \$1495 |
| Exclusive Direct Route Sponsor | <input type="checkbox"/> \$1995 |
| Exclusive "You Are Here" Sign Sponsor | <input type="checkbox"/> \$1295 |
| Exclusive Pen Sponsor | <input type="checkbox"/> \$1295 |
| Stamping Station Sponsor | <input type="checkbox"/> \$795 |

Sub Total \$ _____

GST(5%): \$ _____

Grand Total \$ _____

Payment Information

Cheque enclosed for the amount of _____ payable to **ADS Shows Inc.**

Credit Card Payment (additional 2.9% processing fee will apply) Interac E-transfer at info@apnatruckshow.com

Please charge my VISA Master Card for the amount of _____

Card# _____ Expiry Date _____ CVV _____

Name on the Credit Card _____ Authorised Signature _____

Print Name _____ Date _____