

# DELEGATE SERVICES PACKAGES

## INTERNATIONAL DELEGATION LOUNGE: \$10,000 – Three (3) available

This is your opportunity to speak to the international community, as an international delegation host at the event. There is no better opportunity in 2018 to speak to a highly qualified and receptive international audience in a professional setting than CANSEC.

### WHAT'S INCLUDED:

- » Provision of international delegation list (country, name and rank) prior to event. (Due to the nature of delegations, the final list won't be available until the night before CANSEC opening)
- » Delegation tour assistants will assist CADSI staff with delegate exhibit hall tours. (Tour assistants to be provided by CADSI)
- » Tour assistants will wear coordinated attire identifying their role, with your logo on their vests. (Vests to be provided by sponsor)
- » One (1) sponsor representative acting as welcome host to greet delegates upon their arrival in the international Delegation Lounge.
- » Five (5) tickets to the Evening Networking Reception.
- » Sponsor ribbons for your employee badges.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Naming rights to designated International Delegation Lounge.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Opportunity to display your two (2) pop-up banners at the International Delegation Lounge.
- » Recognition on digital show monitors throughout CANSEC.

## LANYARD: \$10,000 – Exclusive

A cost-effective option for high visibility, the lanyard sponsorship offers you the opportunity to provide lanyards for all show attendees. The lanyards hold attendee show badges for the duration of the event.

### WHAT'S INCLUDED:

- » Your 1-colour company logo on the official show lanyard, which must be worn by all delegates. (Design is subject to approval by CADSI; CADSI will place and manage the order on your behalf.) Invoice for cost of lanyards to be paid by the sponsor.
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Sponsor ribbons for your employee badges.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.



# DELEGATE SERVICES PACKAGES (CONTINUED)

## OUTDOOR STATIC DISPLAY: \$10,000

Take advantage of sustained and powerful visibility as the exclusive sponsor of the outdoor static display at CANSEC. Attendees will visit your corporate-named display area to view displays of interest on the grounds of CANSEC. The outdoor displays are promoted in all event materials and included in the daily event schedules.

### WHAT'S INCLUDED:

- » Identification of outdoor display area with your company logo on appropriate materials promoting CANSEC, such as the website, exhibitor materials and floor plan.
- » Strategic location of your complimentary 20' by 20' outdoor exhibit space (pending time of booking) at rear of building. (Corporate Members Only.)
- » Complimentary outdoor vehicle display space at front entrance of EY Centre. (Based on approval by CADSI.)
- » Strategic location of on-site signage near the entrance to the display area. (Provided by CADSI.)
- » Naming rights to designated Outdoor Static Display Zone.
- » Sponsored zones at the event site will be identified with your company logo on appropriate signage.
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Sponsor ribbons for your employee badges.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.

### GET EXCLUSIVITY!

Combine this package with the Outdoor Food Market package, and save \$5,000! Ask us!

### WHAT OUR EXHIBITORS ARE SAYING...

**“As a first time exhibitor, we were thrilled with the overall experience - well worth the investment with highly anticipated ROI.”**

# DELEGATE SERVICES PACKAGES (CONTINUED)

## B2B/B2G PROGRAM: \$6,500

The business development meeting program is an innovative facet of CANSEC that allows delegates and attendees to arrange meetings with other attendees, executives and exhibitors throughout the event. Position your organization as a B2B/B2G facilitator by sponsoring the business development program. Attendees will identify your meeting room as an area where they make new contacts, collect business intel, and manage their time effectively. Your company will have visibility in all activities promoting the business development meeting program, in advance and on-site.

### WHAT'S INCLUDED:

- » Opportunity to display your two (2) pop-up banners in the designated B2B/B2G area (to be provided by sponsor).
- » Your company logo placed on tables in the designated area. Signage provided by CADSI.
- » Sponsored zones at the event site will be identified with your company name on appropriate materials, such as the website and exhibitor materials.
- » Your corporate logo and link on the online meeting booking tool.
- » Naming rights to B2B/B2G designated room.
- » Two (2) tickets to the CANSEC Evening Networking Reception.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Dedicated B2B/G meeting table assigned to your company, to book unlimited appointments.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.
- » Sponsor ribbons for employee badges.
- » Verbal recognition via public address system / show announcements.



# DELEGATE SERVICES PACKAGES (CONTINUED)

## DELEGATE PARKING: \$6,500

Even with our shuttle service, many delegates are required to travel by vehicle and no one likes to pay for parking. At CANSEC delegates will have complimentary parking thanks to our parking sponsor. As they traverse up the aisle to the EY centre they will be reminded of who to thank.

### WHAT'S INCLUDED:

- » Lot signage with sponsor logo in main parking lot.
- » Your corporate logo on one golf cart that will be used to transport attendees.
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.
- » Sponsor ribbons for your employee badges.

### GET EXCLUSIVITY!

Sponsor both packages for \$10,000 - a \$3,000 savings! Ask us!

## DELEGATE SHUTTLE: \$6,500

The CANSEC shuttle service is provided to assist transporting DND and Federal Government attendees to and from the show., and is heavily promoted to all registrants in advance of the event. Align your corporate identity with our convenient, relaxing, round-trip shuttle service for our CANSEC shuttle passengers.

### WHAT'S INCLUDED:

- » Corporate recognition as the shuttle sponsor on shuttle bus service page and signage.
- » Sponsored zones at the event site will be identified with your company name on all signage.
- » Drop-off zones will be identified with your company name on appropriate materials, such as the website, exhibitor materials and floor plan.
- » Two (2) tickets to the CANSEC Evening Networking Reception.
- » Your corporate logo displayed on all shuttle buses.
- » Opportunity to distribute a promotional item to attendees at both luncheons. Item to be supplied by sponsor and subject to approval by CADSI 45 days before the event. Items must be received by Freeman (Advance Shipping Warehouse) at least 14 days prior to show open.
- » Sponsor ribbons for your employee badges.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.
- » Opportunity to provide bus greeters / hosts during the shuttle schedule.



# DELEGATE SERVICES PACKAGES (CONTINUED)

## NAME BADGE: \$6,500

Attendees must wear a show badge at all times while at the event. Your organization can be the exclusive sponsor of this very cost-effective opportunity to make a lasting impression on attendees all day, every day, for the duration of the event. Your corporate logo will be featured on all CANSEC attendee badges — that's over 11,000 registrants who will see your logo everywhere they turn.

### WHAT'S INCLUDED:

- » Your exclusive opportunity to have your 1-colour company logo on all 11,000+ registrants badges (provided by CADSI).
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Sponsor ribbons for your employee badges.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.

## ADVANCE BADGING KIOSK: \$5,000

CANSEC encourages pre-badging attendee/registrants to the event through our advance badging stations. Approximately two weeks prior to CANSEC, several badging locations are set up and staffed at prominent government locations. Gain exposure to these key government and military personnel.

### WHAT'S INCLUDED:

- » Company logo on signage at the advanced badging kiosks located in a high-traffic area of venue.
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Sponsor ribbons for your employee badges.
- » Enhanced profile with logo and extended words (150) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.

### WHAT OUR EXHIBITORS ARE SAYING...

**“CANSEC is a must attend event if you are looking for an effective stage into the Military World.”**

# DELEGATE SERVICES PACKAGES (CONTINUED)

## SHOW BAG: \$5,000

Conference bags are a valuable commodity and an essential resource for the attendee experience. The conference bags will be distributed at various registration counters to all delegates. This is the perfect opportunity to create mass exposure for your company and make your presence known!

### WHAT'S INCLUDED:

- » Your exclusive opportunity to have your company co-branded on the official delegate bag that will be available to all CANSEC attendees. (Bag to be supplied by sponsor and is subject to approval by CADSI.) Minimum order required.
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Sponsor ribbons for your employee badges.
- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Your corporate logo and link on sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (150) on event app.
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » Recognition on digital show monitors throughout CANSEC.
- » Opportunity for multi-year sponsorship agreements available.

### WHAT OUR SPONSORS ARE SAYING...

**“We wish the larger tradeshows were as well run as CANSEC.”**