

PREMIUM PACKAGES

PLATINUM: \$75,000 - Exclusive (SOLD UNTIL 2018)

WHAT'S INCLUDED

- » Master of Ceremonies at two (2) CANSEC luncheon events.
- » Your 75-second corporate video on large-screen monitors throughout the facility in high-traffic areas (video to be provided by sponsor and subject to approval by CADSI). Video played every 15 minutes.
- » Receive one (1) reserved seat for your company representative at the CANSEC head table at both luncheons.
- » Prominent size and location of your corporate logo on the external EY Centre sponsor recognition wall. (CADSI is responsible for graphic production and mount expenditures with approval of content by CADSI. Dimensions will be provided to sponsor by CADSI.)
- » Most prominent size and location of your corporate logo on interior sponsor recognition wall located in a high-traffic area.
- » Most prominent signage at entrance to the Meal Event Hall with your corporate logo (signage provided by CADSI).
- » Most prominent location and logo placement on all sponsor signage, both on-site and online.
- » Your logo will appear on all screens in the Meal Event Hall, rotating with the logos of the meal sponsors.
- » Sponsor recognition by floor decal at booth on exhibition floor (3'x3').
- » All attending employees will receive sponsor ribbons.
- » Extended company exhibitor/sponsor listing online and on the CANSEC event app (450 extra words).
- » 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
- » Two (2) complimentary corporate tables of 10 at each of the breakfasts with prime table location approximate to the head table.
- » Two (2) complimentary luncheon tickets.
- » Ten (10) complimentary tickets to the CANSEC Evening Networking Reception.
- » Verbal recognition during announcements made over the public address system.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Social Media – CADSI will tweet about your support and sponsorship with CANSEC.
- » Your company name will appear on all CANSEC floorplans.
- » Corporate naming rights of the Meal Event Hall.



PREMIUM PACKAGES (CONTINUED)

DIAMOND: \$50,000 - Two (2) available

Make a powerful impact on 11,000+ registrants at CANSEC, including ministers, VIPs, ambassadors, generals and top military officials, and over 40 international delegations. Be top-of-mind and make a lasting impression as delegates tour and network at the trade show.

WHAT'S INCLUDED

- » Master of Ceremonies at one (1) CANSEC breakfast.
- » Your 30-second corporate video or logo on large-screen monitors throughout the facility in high-traffic areas. Played once every 15 minutes.
- » Receive one (1) reserved seat for your company representative at the CANSEC head table at your selected breakfast event.
- » Selection of one (1) package valued at \$5,000 or less.
- » Prominent size and location of logo on the external EY Centre sponsor recognition wall. (CADSI is responsible for graphic production and mount expenditures. Dimensions will be provided to sponsor by CADSI.)
- » Your corporate logo will appear on large AV screens in the Meal Event Hall, rotating with the logos of the meal sponsors.
- » All attending employees will receive Sponsor ribbons.
- » Most prominent size and location of your corporate logo on interior sponsor recognition wall located in a high-traffic area.
- » Sponsor recognition by floor decal at booth on tradeshow floor (3'x3').
- » Extended company exhibitor/sponsor listing online and on the CANSEC event app (350 extra words).
- » Your promotional PDF will be made available on the CANSEC event app. (PDF to be provided by sponsor and subject to approval by CADSI)
- » One (1) complimentary corporate table of 10 at each of the breakfasts with prime table location.
- » One (1) complimentary corporate table of 10 at each of the luncheons with prime table location.
- » Five (5) tickets to the CANSEC Evening Networking Reception.
- » Verbal recognition during announcements made over the public address system.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Social Media – CADSI will tweet about your support and sponsorship with CANSEC.

WHAT OUR EXHIBITORS ARE SAYING...

“If you don’t attend this, you are not visible in Canadian Defence”

PREMIUM PACKAGES (CONTINUED)

GOLD: \$25,000

Our gold packages offer our partners premium visibility but at a scaled back price point to meet your budgetary needs.

WHAT'S INCLUDED:

- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall at high-traffic event entrance.
- » Your corporate logo on sponsor page of CANSEC website.
- » Your corporate logo on all pre-event communications (online and print).
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » 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)
- » Sponsor ribbons for your employee badges.
- » Recognition on digital show monitors throughout CANSEC.
- » Social Media – CADSI will tweet about your support and sponsorship with CANSEC.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Verbal recognition during announcements made over the public address system.
- » Your corporate logo highlighted on AV screens throughout the Meal Event Hall.
- » Five (5) tickets to both Breakfast Events.
- » Five (5) tickets to both Luncheon Events.
- » Five (5) tickets to Evening Networking Reception.
- » Prominent size and location of your corporate logo on the external EY Centre sponsor recognition wall. (CADSI is responsible for graphic production and mount expenditures with approval of content by CADSI. Dimensions will be provided to sponsor by CADSI.)
- » Sponsor recognition by floor decal at booth on exhibition floor (3'x3').



PREMIUM PACKAGES (CONTINUED)

MAIN AISLE SPONSORSHIP: \$25,000 - Exclusive

Receive countless brand impressions from this prestigious sponsorship opportunity. Spanning the entire CANSEC exhibition area, your logo will be exclusively displayed on the main aisle carpeting as delegates attend the two-day event. Your brand will remain top-of-mind with the 11,000+ registrants throughout their visit to the show.

WHAT'S INCLUDED:

- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall at high-traffic event entrance.
- » Your corporate logo on sponsor page of CANSEC website.
- » Your corporate logo on all pre-event communications (online and print).
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » 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)
- » Sponsor ribbons for your employee badges.
- » Recognition on digital show monitors throughout CANSEC.
- » Event signage with your logo displayed in high traffic area.
- » Social Media – CADSI will tweet about your support and sponsorship with CANSEC.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Verbal recognition during announcements made over the public address system.
- » Your corporate logo highlighted on AV screens throughout the Meal Event Hall.
- » Five (5) tickets to both Breakfast Events.
- » Five (5) tickets to both Luncheon Events.
- » Five (5) tickets to Evening Networking Reception.
- » Prominent size and location of your corporate logo on the external EY Centre sponsor recognition wall. (CADSI is responsible for graphic production and mount expenditures with approval of content by CADSI. Dimensions will be provided to sponsor by CADSI.)
- » Sponsor recognition by floor decal at booth on exhibition floor (3'x3').
- » 18 carpet decals (3x3) placed on main aisle of the tradeshow floor.

WHAT OUR ATTENDEES ARE SAYING...

“A must-attend event for anyone involved in the defence sector in Canada.”

PREMIUM PACKAGES (CONTINUED)

REGISTRATION SPONSORSHIP: \$25,000 (SOLD UNTIL 2018)

Make that first powerful impact with 11,000+ registrants arriving at CANSEC, including ministers, VIPs, ambassadors, generals and top military officials, and over 40 international delegations as the exclusive registration sponsor. Registration is a key meeting place for delegates, and an assembly point for registrants throughout the event. If you have a powerful message to relay, this is a prime position in which to do it.

WHAT'S INCLUDED:

- » Your corporate logo on CANSEC website linked to your corporate website.
- » Your corporate logo on CANSEC sponsorship appreciation wall at high-traffic event entrance.
- » Your corporate logo on sponsor page of CANSEC website.
- » Your corporate logo on all pre-event communications (online and print).
- » Your corporate logo and listing on CANSEC event app sponsor page.
- » Enhanced profile with logo and extended words 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)
- » Sponsor ribbons for your employee badges.
- » Recognition on digital show monitors throughout CANSEC.
- » Event signage with your logo displayed in high traffic area.
- » Social Media – CADSI will tweet about your support and sponsorship with CANSEC.
- » Naming rights to designated Registration Area.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Verbal recognition during announcements made over the public address system.
- » Your corporate logo highlighted on AV screens throughout the Meal Event Hall.
- » Five (5) tickets to both Breakfast Events.
- » Five (5) tickets to both Luncheon Events.
- » Five (5) tickets to Evening Networking Reception.
- » Prominent size and location of your corporate logo on the external EY Centre sponsor recognition wall. (CADSI is responsible for graphic production and mount expenditures with approval of content by CADSI. Dimensions will be provided to sponsor by CADSI.)
- » Sponsor recognition by floor decal at booth on exhibition floor (3'x3').
- » All registration kiosks branded with your logo.
- » All registration staff will wear your branded vests at each kiosk (vests to be provided by sponsor).

GO FOR GOLD SPONSORSHIP: \$25,000

Get premium visibility on your own terms.

WHAT'S INCLUDED:

- » Let CADSI design a package from the list of deliverables from our Hospitality, Technology and Delegate Services sections, to build you a maximum-impact brand exposure opportunity.
- » Options can include the reservation of one (1) Private Meeting Suite (subject to availability).
- » Selected available options must total \$25,000 to receive the standard benefits of the Gold Level.