



CANSEC

CANADA'S GLOBAL DEFENCE & SECURITY TRADE SHOW

MAY 29-30, 2019

EY CENTRE, OTTAWA

2019 SPONSORSHIP PROSPECTUS

V1 - Nov 9, 2018

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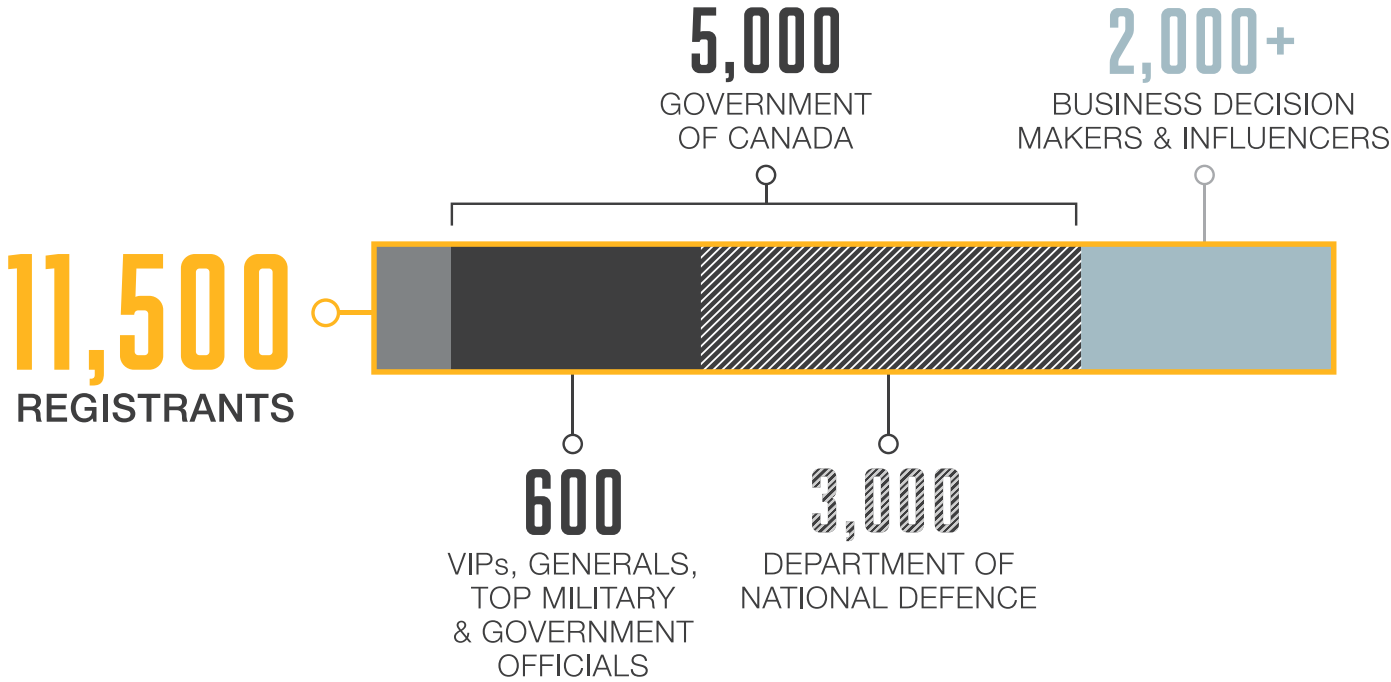
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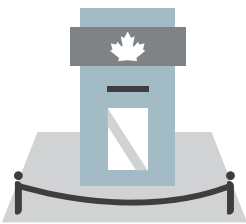


2018 GLOBAL REVIEW

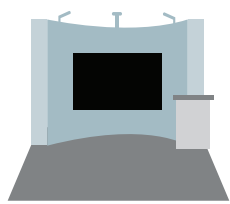


“ WHEN [GOVERNMENT AND INDUSTRY] COME TOGETHER, WE HAVE AN OPPORTUNITY TO ALIGN OUR MUTUAL PRIORITIES TO RESPOND TO OUR MILITARY’S NEEDS...EVERY YEAR IT SEEMS THAT THE INNOVATION ON DISPLAY [AT CANSEC] BECOMES MORE AND MORE IMPRESSIVE...”

—The Honourable Harjit Singh Sajjan, Minister of National Defence



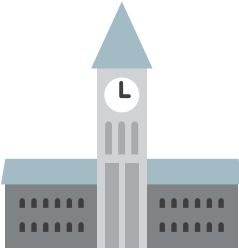
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DEFENCE AND SECURITY EXHIBITORS



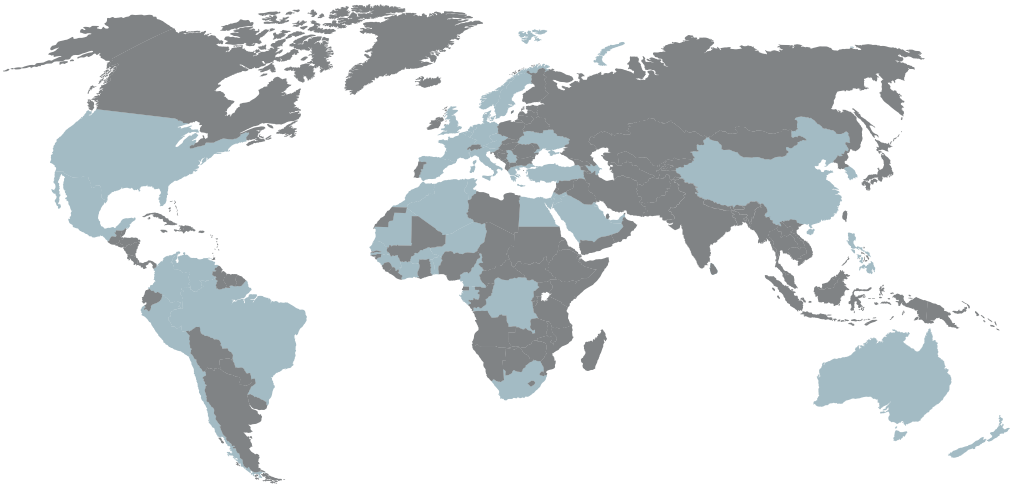
150,000
SQUARE FEET OF EXHIBIT SPACE



866
SCHEDULED B2B/B2G MEETINGS



16
MPs, SENATORS & CABINET MINISTERS



40
INTERNATIONAL DELEGATIONS

CANSEC 2019

CANSEC is a specialized defence industry trade show that has steadfastly grown into Canada's show piece in a global industry. Our success has been built on our growing reputation as a champion of the Canadian defence industry and a strong liaison between members of the defence and security sector and Canadian and international government agencies.

Held annually since 1997, CANSEC will once again showcase leading-edge technology, products and services for land-based, naval, aerospace and joint forces military units in 2019. This two-day event is the largest and most important defence industry event in Canada.

IMPROVE THE REACH AND DEPTH OF YOUR MARKETING.

CANSEC sells out annually and draws an exclusive and highly engaged audience. CANSEC's tremendous appeal is due to its strategy of maintaining a vital and focused trade show and registration base. This environment allows our members to seize the opportunity to meet face-to-face with industry and government, while showcasing their innovative products and services in a professional business development setting where deals get done.

CANSEC has become a recognized brand within the Canadian and global defence industry, known for its quality showcase, qualified delegates, access to trusted organizations, and solid reputation for membership loyalty, which in turn create good value and a high rate of return on your investment when measuring your marketing and sales objectives.

AS OF NOVEMBER 2018, THE CANSEC SHOW FLOOR IS ALREADY 90% SOLD OUT. BOOK YOUR SPONSORSHIP PACKAGE TODAY!

WHAT OUR EXHIBITORS ARE SAYING...

"A great networking event allowing businesses to cross distances to meet face to face and discover together, what's new this year."

TOP 10 GOVERNMENT DEPARTMENTS AND AGENCIES AT CANSEC 2018

- | | |
|--|--|
| 1. Department of National Defence | 6. Canadian Commercial Corporation |
| 2. Public Services and Procurement Canada | 7. Defence Research and Development Canada |
| 3. Royal Canadian Mounted Police | 8. Global Affairs Canada |
| 4. National Research Council Canada | 9. Canadian Coast Guard |
| 5. Innovation, Science and Economic Development Canada | 10. Communications Security Establishment Canada |

ELEVATE YOUR ORGANIZATIONAL PRESENCE

Elevate your organization and your brand by enhancing your participation in CANSEC through our highly visible sponsorship opportunities. Take a look at our offerings and match them with your marketing objectives to ensure a return on your investment.

LOOKING FOR AN
A-LA-CARTE, CUSTOMIZED
SPONSORSHIP PACKAGE?
SIMPLE. JUST ASK!

- CONNECT WITH DEFENCE AND SECURITY SENIOR LEADERS
- REACH A LARGE AUDIENCE
- INCREASE BRAND AWARENESS
- BUILD BOOTH TRAFFIC/ COMPLEMENT CORPORATE OBJECTIVES
- CONNECT WITH OUR INTERNATIONAL ATTENDEES

PREMIUM PACKAGES							
Platinum	SOLD until 2021	Exclusive	✓	✓	✓	✓	✓
Diamond	1 of 2 SOLD until 2020	1 available	✓	✓	✓	✓	✓
Gold	\$25,000	Multiple	✓	✓	✓	✓	✓
Main Aisle	SOLD until 2020	Exclusive		✓	✓	✓	
Registration	\$25,000	Exclusive		✓	✓	✓	
HOSPITALITY PACKAGES							
Breakfast	\$10,000	4 available	✓	✓	✓		✓
Luncheon	\$10,000	4 available	✓	✓	✓		✓
CANSEC Evening Networking Reception	\$10,000	3 available	✓	✓	✓		✓
Outdoor Food Market	SOLD until 2020	Exclusive		✓	✓	✓	
Luncheon Reception	\$5,000	2 available	✓	✓	✓		
Breakfast Reception	\$3,500	2 available	✓	✓	✓		
TECHNOLOGY PACKAGES							
Event App	\$10,000	Exclusive		✓	✓	✓	
Mobile Charging Station	\$10,000	Exclusive		✓	✓	✓	
Wifi Network	\$10,000	Exclusive		✓	✓	✓	
Digital Signage	\$8,000	Exclusive		✓	✓	✓	
Media Room	\$5,000	Exclusive			✓	✓	

CADSI IS INTERESTED IN FORMING A STRONGER PARTNERSHIP WITH YOUR ORGANIZATION.

By entering a three-year partner agreement with CADSI, your organization can take advantage of the Premium and Gold sponsorships at a reduced rate. We are also happy to discuss how you can obtain exclusive title on packages that offer multiple offerings. For more information, please contact our Sponsorship Team directly at 613-235-5337 ext. 33.

- CONNECT WITH DEFENCE AND SECURITY SENIOR LEADERS
- REACH A LARGE AUDIENCE
- INCREASE BRAND AWARENESS
- BUILD BOOTH TRAFFIC/ COMPLEMENT CORPORATE OBJECTIVES
- CONNECT WITH OUR INTERNATIONAL ATTENDEES

DELEGATE SERVICES PACKAGES							
International Delegation Lounge	\$10,000	3 available	✓		✓		✓
Lanyard	\$10,000	Exclusive		✓	✓		
Outdoor Static Display	\$10,000	Exclusive		✓	✓	✓	
B2B/B2G Program	\$6,500	Exclusive		✓	✓		
Delegate Parking	SOLD until 2020	Exclusive		✓	✓	✓	
Delegate Shuttle	SOLD until 2020	Exclusive		✓	✓	✓	
Name Badge	\$6,500	Exclusive		✓	✓		
Advance Badging Kiosk	SOLD until 2020	Exclusive			✓	✓	
Show Bag	\$5,000	Exclusive		✓	✓		
ADVERTISING PACKAGES							
Advertising Banner	\$6,500	Multiple		✓	✓	✓	
Aisle Signage	\$2,000	9 available		✓	✓	✓	
Floor Map Logo	\$1,500	8 available		✓	✓	✓	
Event App Advertisement	\$1,000	Exclusive		✓	✓	✓	
CANSEC Event App Enhanced Listing	\$100	Multiple		✓	✓	✓	

PREMIUM PACKAGES

	PLATINUM \$75,000	DIAMOND \$50,000	GOLD \$25,000	MAIN AISLE \$25,000	REGISTRATION \$25,000
Your corporate logo on CANSEC website linked to your corporate website	✓	✓	✓	✓	✓
Your corporate logo on CANSEC sponsorship appreciation wall at high-traffic event entrance (building interior)	✓	✓	✓	✓	✓
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	450 words	350 words	250 words	250 words	250 words
Your Promotional PDF linked to event app	✓	✓	✓	✓	✓
Sponsor ribbons for employee badges	✓	✓	✓	✓	✓
Recognition on digital show monitors throughout CANSEC	✓	✓	✓	✓	✓
Event signage with your logo displayed in high traffic area	✓	✓	✓	✓	✓
Social media engagement (Twitter)	✓	✓	✓	✓	✓
Verbal recognition by CADSI during meal events	✓	✓	✓	✓	✓
Verbal recognition via public address system / show announcements	✓	✓	✓	✓	✓
Your corporate logo displayed on AV screens throughout the Meal Event Hall	✓	✓	✓	✓	✓

	PLATINUM \$75,000	DIAMOND \$50,000	GOLD \$25,000	MAIN AISLE \$25,000	REGISTRATION \$25,000
Speaking opportunity on stage	✓	✓			
Tickets to both Breakfast Events**	20	10	5	5	5
Tickets to both Luncheon Events**	20	10	5	5	5
Tickets to Evening Networking Reception**	10	5	5	5	5
Your corporate video displayed on digital monitors throughout CANSEC	✓	✓			
One (1) reserved seat at the CADSI head table	✓	✓			
Your corporate logo on EY Centre wall at show entrance (building exterior)	✓	✓	✓	✓	✓
Sponsor recognition floor decal (3'x3') at your booth (full colour)	✓	✓	✓	✓	✓
Selection of One (1) package valued at \$5,000 or less		✓			
Corporate naming rights of designated area*	✓				
Prominent signage with your logo displayed at meal hall entrance	✓				
Your corporate logo on CANSEC floorplan	✓				
18 full-colour carpet decals (3x3) placed on main aisle of the tradeshow floor				✓	
All registration kiosks branded with your corporate logo					✓
All registration staff will wear your branded vests at each kiosk (vests to be provided by sponsor)					✓

* see enclosed package details for specific entitlements

** number of tickets issued per meal event

HOSPITALITY PACKAGES

	BREAKFAST \$10,000	LUNCHEON \$10,000	EVENING NETWORKING RECEPTION \$10,000	OUTDOOR FOOD MARKET \$10,000	LUNCHEON RECEPTION \$5,000	BREAKFAST RECEPTION \$3,500
Your corporate logo on CANSEC website linked to your corporate website	✓	✓	✓	✓	✓	✓
Your corporate logo on CANSEC sponsorship appreciation wall, at high-traffic event entrance (building interior)	✓	✓	✓	✓	✓	✓
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 on event app	250 words	250 words	250 words	250 words	250 words	150 words
Your promotional PDF linked to event app	✓	✓	✓	✓	✓	✓
Sponsor ribbons for employee badges	✓	✓	✓	✓	✓	✓
Opportunity to display your corporate pop-up banner at Meal Event Entrance	✓	✓	✓	✓	✓	✓
Recognition on digital show monitors throughout CANSEC	✓	✓	✓	✓	✓	✓
Tickets to your sponsored meal event	10	10	5	2 (Evening Reception)	2	2
Opportunity to distribute your promotional item at your meal event	✓	✓	✓	✓	✓	✓
Event signage at entrance to Meal Event Hall	✓	✓	✓	✓	✓	✓
Verbal recognition by CADSI during your meal event	✓	✓	✓	✓	✓	✓
Verbal recognition via public address system / show announcements	✓	✓	✓	✓	✓	✓
Your corporate logo displayed on AV screens throughout Meal Event Hall	✓	✓	Exclusive use	✓	✓	✓
Speaking opportunity on stage	✓	✓				
Your corporate logo displayed at all guest tables	✓	✓	✓	✓		
Your corporate logo displayed on reception stations					✓	✓
1 corporate representative to act as evening Host			✓			
Naming rights of designated area/zone				✓		

* see enclosed package details for specific entitlements

LOOKING FOR AN
A-LA-CARTE, CUSTOMIZED
SPONSORSHIP PACKAGE?
SIMPLE. JUST ASK!

TECHNOLOGY PACKAGES

	EVENT APP \$10,000	MOBILE CHARGING STATION \$10,000	WiFi NETWORK \$10,000	DIGITAL SIGNAGE \$8,000	MEDIA ROOM \$5,000
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 on event app	250 words	250 words	250 words	250 words	250 words
Your promotional PDF linked to event app	✓	✓	✓	✓	✓
Sponsor ribbons for employee badges	✓	✓	✓	✓	✓
Recognition on digital show monitors throughout CANSEC	✓	✓	✓	✓	✓
Tickets to Evening Networking Reception	2	2	2	2	
Your corporate logo on landing page of CANSEC event app and kiosk	✓				
Opportunity to play your 30-second PowerPoint on all kiosks		✓			
Mobile charging stations to display your corporate logo (Exclusive)		✓			
Signage displaying your logo and Wi-Fi connection info			✓		
Custom Wi-Fi name			✓		
Opportunity to display your pop-up display banner	✓				
Your corporate logo on all digital signage monitors				✓	
Opportunity to display exhibition materials					
Your logo on the CANSEC floorplan					✓
A Boxed Lunch to serve members of the media each day					✓
Boxed lunches to be branded with your corporate logo on a full colour decal					✓
Naming Right to the Media Room (displayed on event signage, official CANSEC floor plan – print and online)					✓

** see enclosed package details for specific entitlements*

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SPONSORSHIP PACKAGE?
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DELEGATE SERVICES PACKAGES - PART 1

	INTERNATIONAL DELEGATE LOUNGE \$10,000	LANYARD \$10,000	OUTDOOR STATIC DISPLAY \$10,000	B2B / B2G \$6,500	DELEGATE PARKING \$6,500	DELEGATE SHUTTLE \$6,500	NAME BADGE \$6,500	ADVANCED BADGING KIOSK \$5,000	SHOW BAG \$5,000
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 on event app	250 words	250 words	250 words	250 words	250 words	250 words	250 words	150 words	150 words
Your promotional PDF linked to event app	✔	✔	✔	✔	✔	✔	✔	✔	✔
Sponsor ribbons for employee badges	✔	✔	✔	✔	✔	✔	✔	✔	✔
Recognition on digital show monitors throughout CANSEC	✔	✔	✔	✔	✔	✔	✔	✔	✔
Provision of International delegation list prior to show open	✔								
Tour assistants (provided by CADSI)	✔								
Tour assistants to wear your branded vests (provided by sponsor)	✔								
One (1) sponsor rep to act as host/hostess in the International lounge	✔								
Opportunity to display your pop-up banner	✔								
Tickets to Evening Networking Reception	2	2	2	2	2	2	2	2	2
Your corporate 1-colour logo on all show lanyards (provided by sponsor)		✔							
Strategic location of your complimentary 20x20 outdoor exhibit space			✔						
Sponsored zone identified with signage			✔	✔					
All tables branded with your corporate logo				✔					
Complimentary outdoor vehicle display space at show entrance			✔						
Naming rights to designated area/zone	✔		✔	✔				✔	

* see enclosed package details for specific entitlements

DELEGATE SERVICES PACKAGES - PART 2

	INTERNATIONAL DELEGATE LOUNGE \$10,000	LANYARD \$10,000	OUTDOOR STATIC DISPLAY \$10,000	B2B / B2G \$6,500	DELEGATE PARKING \$6,500	DELEGATE SHUTTLE \$6,500	NAME BADGE \$6,500	ADVANCED BADGING KIOSK \$5,000	SHOW BAG \$5,000
Your corporate logo and link featured on B2B online booking tool				↙					
Your corporate logo on parking lot signage and security tents in the main lot					↙				
Your corporate logo on one of two golf carts (to transport delegates during show hours)					↙				
Two (2) tickets to Evening Networking Reception					↙	↙			
Six (6) bus stops located at key government buildings, branded with your corporate logo						↙			
Sponsored zones at event site with your corporate logo						↙			
Signage on all shuttle buses and pick up / drop off zones						↙			
Your corporate logo on CANSEC floor map						↙			
Your 1-colour corporate logo displayed on all 11,000 delegate badges							↙		
Your corporate logo displayed on all pre-event registration locations								↙	
Opportunity to have station staff in sponsored apparel (vests provided by sponsor)								↙	
Opportunity to display an indoor hanging banner (provided by sponsor - rigging by Freeman)									
Your corporate logo on the official CANSEC show bag (provided by sponsor), co-branded with CADSI / CANSEC									↙

* see enclosed package details for specific entitlements

ADVERTISING PACKAGES

	ADVERTISING BANNER \$6,500	AISLE SIGNAGE \$2,000	FLOOR MAP LOGO \$1,500	EVENT APP ADVERTISEMENT \$1,000	CANSEC EVENT APP ENHANCED LISTING \$100
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 on event app	250 words	150 words	150 words	150 words	150 words
Your promotional PDF linked to event app	✓	✓	✓	✓	
Sponsor ribbons for employee badges	✓	✓	✓		
10x10 full colour banner, installed on West wall of Exhibit Hall (provided by CADSI)	✓				
Your corporate logo displayed and installed on aisle signage		✓			
Full colour logo and highlighted booth number on floorplan (in Janes Show Daily)			✓		
Extend your corporate listing online by 150 words					✓

** see enclosed package details for specific entitlements*

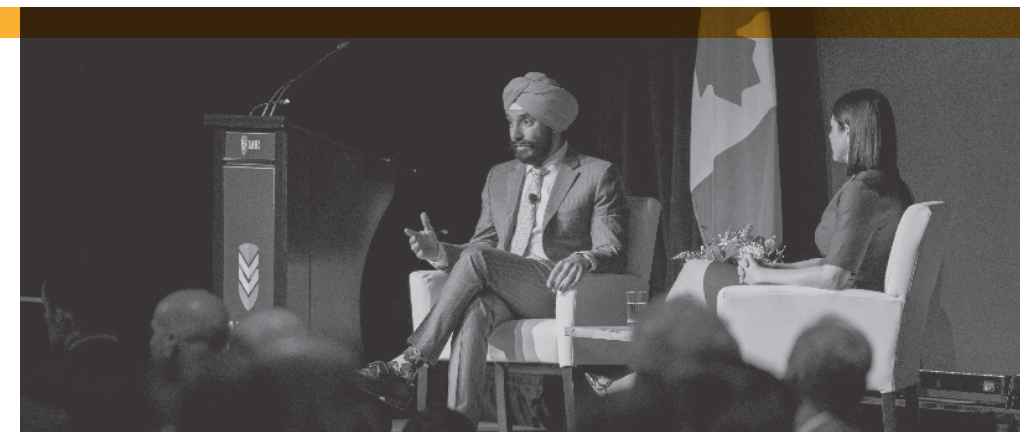
LOOKING FOR AN
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SPONSORSHIP PACKAGE?
SIMPLE. JUST ASK!

PREMIUM PACKAGES

PLATINUM: \$75,000 - Exclusive (SOLD UNTIL 2021)

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 – 1 available (1 of 2 SOLD until 2020)

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 - SOLD until 2021

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

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.

HOSPITALITY PACKAGES

BREAKFAST: \$10,000

- Four (4) available

The breakfast events at CANSEC are very popular networking events, drawing approximately 700 delegates each morning. As a sponsor, you'll have an unparalleled opportunity to make connections with countless qualified individuals, in a comfortable setting, and be top-of-mind with attendees as your organization is highlighted verbally and visually.

WHAT'S INCLUDED:

- » Opportunity to introduce or thank the keynote speaker (determined by CADSI) at your sponsored meal.
- » Your logo will appear on all AV screens during your meal event within the Meal Event Hall, rotating with the logos of platinum, diamond and gold-level sponsors.
- » Your corporate logo will be displayed on guest tables.
- » Opportunity to distribute a promotional item to breakfast attendees. 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.
- » Your corporate logo on the CANSEC website linked to your corporate website.
- » Your corporate logo displayed on CANSEC sponsorship appreciation wall, at high-traffic event entrance.
- » 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)
- » One (1) complimentary table of ten (10) at your sponsored meal event.
- » Sponsor ribbons for your employee badges.
- » Opportunity to display your corporate pop-up banner at Meal Hall Entrance.
- » Recognition on digital show monitors throughout CANSEC.
- » Event signage at entrance to Meal Event Hall.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Verbal recognition during announcements made over the public address system.

HOSPITALITY PACKAGES (CONTINUED)

LUNCHEON: \$10,000

– Four (4) available

The luncheons at CANSEC attract over 800 delegates per lunch and are a sold-out function every year. As a sponsor, you will have an unparalleled opportunity to make connections with qualified individuals, in a comfortable setting, and be top-of-mind with attendees as your organization is highlighted verbally and visually.

WHAT'S INCLUDED:

- » Opportunity to introduce or thank the keynote speaker (determined by CADSI) at your sponsored meal.
- » Your logo will appear on all AV screens during your meal event within the Meal Event Hall, rotating with the logos of platinum, diamond and gold-level sponsors.
- » Your company logo will be displayed on guest tables.
- » Opportunity to distribute a promotional item to luncheon attendees. 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.
- » 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 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)
- » One (1) complimentary table of ten (10) at your sponsored meal event.
- » Sponsor ribbons for your employee badges.
- » Opportunity to display your corporate pop-up banner at Meal Hall Entrance.
- » Recognition on digital show monitors throughout CANSEC.
- » Event signage at entrance to Meal Event Hall.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Verbal recognition during announcements made over the public address system.

WHAT OUR EXHIBITORS ARE SAYING...

“CANSEC can hold its head high against other major international defence shows.”

HOSPITALITY PACKAGES (CONTINUED)

CANSEC EVENING NETWORKING RECEPTION: \$10,000

– Three (3) available

This is CANSEC’s largest networking event, attracting approximately 850 delegates, and is an excellent opportunity to enhance your profile among the attending executive-level audience in a social setting. This is a ticketed event that runs from 5:00 p.m. – 7:00 p.m. on the first evening of CANSEC, with a host bar and a wide selection of hors d’oeuvres.

This is a shared sponsor opportunity that can be combined for exclusivity and prioritized to gold-level status and benefits.

WHAT’S INCLUDED:

- » Opportunity to distribute a promotional item to Evening Networking Reception attendees. 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.
- » One (1) sponsor representative may act as welcome host to greet delegates upon their arrival.
- » Exclusivity of CANSEC large-screen monitors throughout the venue during reception hours, where your video or image will be looped.
- » Your corporate logo displayed throughout the reception venue, including guest reception tables.
- » 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 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)
- » Five (5) complimentary tickets to the CANSEC Evening Networking Reception.
- » Sponsor ribbons for your employee badges.
- » Opportunity to display your corporate pop-up banner at Meal Hall Entrance.
- » Recognition on digital show monitors throughout CANSEC.
- » Event signage at entrance to CAE Meal Event Hall.
- » Verbal recognition via public address system / show announcements.

HOSPITALITY PACKAGES (CONTINUED)

OUTDOOR FOOD MARKET: \$10,000 – SOLD until 2020

Own the outdoor lounge with this excellent and cost-effective opportunity for your company to make a positive, lasting impression on delegates who come to the covered outdoor lounge for a break from the activity on the show floor.

WHAT'S INCLUDED:

- » Your corporate logo and signage displayed prominently in the designated outdoor food market area (Provided by CADSI).
- » 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 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.
- » Naming rights to designated outdoor food market.
- » 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.
- » Opportunity to display your corporate pop-up banner.
- » Recognition on digital show monitors throughout CANSEC.
- » Two (2) tickets to the Evening Networking Reception.
- » 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.
- » Verbal recognition via public address system / show announcements.
- » Your logo displayed within the outdoor seating area.



HOSPITALITY PACKAGES (CONTINUED)

LUNCHEON RECEPTION: \$5,000 – Two (2) available

The luncheon reception is a popular networking event that precedes the luncheon itself, and is ideal for any organization wishing to convey its message to the reception's highly qualified attendees, through brand presence and person-to-person contact.

WHAT'S INCLUDED:

- » Opportunity to display your corporate pop-up banner at Meal Hall Entrance.
- » Your company logo displayed on tables in the designated reception area.
- » Opportunity to distribute a promotional item to luncheon reception attendees. (Item to be supplied by sponsor and subject to approval by CADSI.) Items must be received by Freeman (Advance Shipping Warehouse) at least 14 days prior to show open.
- » Sponsor ribbons for your employee badges.
- » Two (2) tickets to lunch event on the day of sponsorship.
- » 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 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.
- » Event signage at entrance to Meal Event Hall.
- » Verbal recognition of your organization by CADSI during the meal event.
- » Verbal recognition via public address system / show announcements.
- » Your corporate logo highlighted on AV screens throughout Meal Event Hall, during your sponsored reception.

WHAT OUR SPONSORS ARE SAYING...

“Right place, right timing, right people.”

HOSPITALITY PACKAGES (CONTINUED)

BREAKFAST RECEPTION: \$3,500 – Two (2) available

The breakfast reception is a networking event that precedes the breakfast itself, and is ideal for any organization wishing to convey its message to the reception's highly qualified attendees, through brand presence and person-to-person contact.

WHAT'S INCLUDED:

- » Opportunity to display your two (2) pop-up banners in the designated area of Meal Event Hall (to be provided by sponsor).
- » Your company logo displayed on tables in the designated reception area.
- » Opportunity to distribute a promotional item to breakfast reception attendees. Item to be supplied by sponsor and subject to approval by CADSI. Items must be received by Freeman (Advance Shipping Warehouse) at least 14 days prior to show open.
- » Sponsor ribbons for your employee badges.
- » Two (2) tickets to breakfast event on the day of sponsorship.
- » 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 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.
- » Event signage at entrance to Meal Event Hall.
- » Verbal recognition by CADSI during your meal event.
- » Verbal recognition via public address system / show announcements.
- » Your corporate logo highlighted on AV screens throughout Meal Event Hall, during your sponsored reception.



TECHNOLOGY PACKAGES

EVENT APP: \$10,000 – Exclusive

CANSEC 2019 will once again feature its popular mobile web-based event app, featuring dynamic agendas, exhibitor profiles, event highlights, floor plans, sponsor recognition, and more. It is continuously updated throughout the event, providing an incentive for attendees to check the app regularly. This is an unparalleled opportunity, to be showcased prominently as delegates and attendees turn again and again to the CANSEC app for event information.

WHAT'S INCLUDED:

- » Your corporate logo on the landing page of the CANSEC event app.
- » Your corporate logo will be placed on the event app kiosk in a high-traffic area.
- » Your corporate logo displayed in all web and print material highlighting the CANSEC 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)
- » Two (2) tickets to CANSEC Evening Networking Reception.
- » Your corporate logo on the CANSEC website linked to your corporate website.
- » Your corporate logo on the 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.
- » Sponsor ribbons for your employee badges.
- » Recognition on digital show monitors throughout CANSEC.
- » Opportunity to display your pop-up banner at the kiosk.

MOBILE CHARGING STATION: \$10,000 – Exclusive

There's no question CANSEC's audience is highly connected. Ministers, VIPs, generals, ambassadors and top military officials cannot afford to be out of touch while at the event. They rely on CANSEC's mobile charging stations to stay connected. This is your opportunity to get your message across as they take a break at one of the four available stations. It's not just a branding opportunity: you have the option to provide a 30-second PowerPoint message, to announce news, products, or activities you want to promote.

WHAT'S INCLUDED:

- » Opportunity to provide a 30-second PowerPoint with your logo for the screen provided with the charging station.
- » Charging stations will have your branding in high-traffic areas of the event (Exclusive).
- » 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)
- » Sponsor ribbons for your employee badges.
- » Recognition on digital show monitors throughout CANSEC.

TECHNOLOGY PACKAGES (CONTINUED)

Wi-Fi NETWORK: \$10,000 – Exclusive

Over 11,000 registered attendees to the event will unquestionably want to stay connected during their two-day visit. This is an unparalleled opportunity for your company to be top-of-mind as they turn to their devices and connect to the event's Wi-Fi for show information, including the CANSEC Event App.

WHAT'S INCLUDED:

- » Text and logo visibility provided in all web and print material highlighting Wi-Fi login information.
- » Custom Wi-Fi network name (limited to specific number of characters).
- » Signs with your logo and Wi-Fi network information distributed throughout the 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.
- » 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.

DIGITAL SIGNAGE: \$8,000 – Exclusive

CANSEC's digital event monitors are positioned throughout the venue, and the over 11,000 attendees will refer to these signs continuously for information and directions as they make their way through the two-day event. As the exclusive digital signage sponsor, you'll make countless impressions on a highly qualified and targeted audience. It's simple, it's highly effective, and it provides excellent return on your sponsorship investment.

WHAT'S INCLUDED:

- » Your static company logo on all digital event monitors strategically placed in high-traffic locations throughout the 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.
- » 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.

MEDIA ROOM: \$5,000 – Exclusive

The media room is a space provided to our 70+ representatives from various media outlets to escape the hustle and bustle of the trade show floor and allow them a quiet space to work, report and take a moment to relax.

WHAT'S INCLUDED:

- » A Boxed Lunch to serve members of the media each day, branded with your corporate logo on a full colour decal.
- » Your company name and logo will appear on the CANSEC floor plan.
- » Naming Right to the Media Room (displayed on event signage, official CANSEC floor plan – print and online)
- » Your corporate logo on the CANSEC website linked to your corporate website.
- » Your corporate logo on the CANSEC sponsorship appreciation wall.
- » Your corporate logo and listing on the CANSEC event app sponsor page.
- » Your corporate logo and link on the sponsor page of CANSEC website.
- » Enhanced profile with logo and extended words (250) on the 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.

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 2019 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 sponsorship space (pending time of booking) at rear of building. (Corporate Members Only.)
- » 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.

**All Outdoor Display Specifications to be approved by CADSI in advance.*

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 area.
- » 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 – SOLD until 2020

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 – SOLD until 2020

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.

WHAT OUR EXHIBITORS ARE SAYING...

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

ADVANCE BADGING KIOSK: \$5,000 – SOLD until 2020

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.

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 paid for separately by sponsor and design 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 discounted multi-year sponsorship agreements are available.

WHAT OUR SPONSORS ARE SAYING...

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

ADVERTISING PACKAGES

The following items are single options that can assist in increasing your brand awareness and building booth traffic.

ADVERTISING BANNER: \$6,500

With over 600 exhibits and over 11,000 registrants, visibility is a key component to your success at CANSEC. We now offer large output graphics printed on vinyl banners in full colour. Banners will be hung on the west wall of Exhibit Halls 3 and 4. Your company logo and booth number will be prominently displayed and printed at approximately 10' X 10'. Signage provided by CADSI.

**LOOKING FOR AN A-LA-CARTE,
CUSTOMIZED SPONSORSHIP PACKAGE?
SIMPLE. JUST ASK!**

AISLE SIGNAGE: \$2,000

Your logo will be displayed on a single hanging cross aisle sign on the trade show floor. Attendees will look up and see your logo as they make their way through the aisles. Signage supplied by CADSI.

WHAT'S INCLUDED

- » 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.

FLOOR MAP LOGO: \$1,500

More than 8,000 copies are distributed at CANSEC as an integrated feature of Jane's Show Daily (published by IHS Markit) and separately at key points of the exhibition.

EVENT APP ADVERTISEMENT: \$1,000

Your full-colour logo on the landing page of the CANSEC event app.

CANSEC EVENT APP ENHANCED LISTING: \$100

Extend your company exhibitor/sponsor listing online and on the CANSEC event app with an additional 150 words.



DISCLAIMER

All options are available on a first-come, first-serve basis by payment. To confirm your sponsorship, CADSI/CANSEC requires a 50 percent deposit to be submitted with the signed Sponsorship Contract in order to secure a sponsorship, with payment received in full no later than 90 days prior to show date.

CADSI makes every effort to secure high-profile keynote speakers for our meal events. However, CADSI cannot guarantee replacement of last-minute cancellations by suitable alternate speakers despite our best efforts.

CADSI always strives to meet your sponsorship goals. We are pleased to discuss with you options in tailoring sponsorship/partnership packages to best meet your visibility, budget and payment structure objectives.

CADSI endeavours to fulfill and provide all sponsorship standard or category specific benefits. CADSI, however, reserves the right to adjust said fulfillments and benefits from time to time with or without notice to sponsors.

CADSI reserves the right to approve or deny a sponsorship application or adjust sponsorship benefits.

