



2024 SPONSORSHIP OPPORTUNITIES

This coming January, the Moncton Coliseum will once again host the next edition of Fish Canada Workboat Canada – the nation’s largest commercial marine tradeshow. This event will feature the newest, most innovative products on today’s market, including engines, electronics, boat builders, and marine and commercial fisheries equipment. A wide range of exhibitors from both international destinations and those closer to home will be in attendance.

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

EVENT DETAILS

Date: January 19 – 20, 2024

Location: Moncton Coliseum, Moncton, NB

ACT NOW!

Many of the opportunities outlined in the following pages are limited in number, so don’t delay! All sponsorship opportunities are available on a first come, first served basis.

CUSTOM PACKAGES AVAILABLE

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points. If you don’t see what you are looking for or would like to discuss a unique package tailored to your company’s specific needs, please don’t hesitate to reach out to the Show Manager:

To sign on as a sponsor, contact:

Shawn Murphy, Show Manager

smurphy@mpltd.ca

506-658-0018 • 1-888-454-7469



2024 Sponsorship Opportunities

Registration Sponsor (1 available)

\$1,500

By becoming the exclusive sponsor of the trade show's registration process, you will ensure that attendees are greeted by your brand from the moment they arrive. Your company's logo will be prominently displayed on registration signage, kiosks, and digital platforms, creating a strong visual presence that establishes your brand as a trusted partner in the trade show experience.



Example of sponsored registration.

Venue Branding Sponsor (Limited Availability)

BASED ON SELECTION

This unique opportunity is a way to get your brand front and center at the venue. This will ensure you are the first and last thing event attendees see. This opportunity is customizable, and opportunities are endless. Some custom options may include (but are not limited to):

- Branded Welcome Arch
- Window Decals
- Wrapped Doors
- Branded stairwells

Our team will work closely with you to ensure your brand has maximum exposure throughout the venue.

*Price based on custom package. Includes promotions on the show website and in social media, as well as additional event marketing.

Floor Decals (Limited Availability)

\$500

There is no better way to lead visitors directly to your booth than with Direct Route sponsorship. You will receive 5 floor decals each 50ft. apart, which will lead a path directly to your booth. The decals will feature your full color logo and an arrow in the direction of your booth. It's an eye-catching and highly effective way to draw attention and traffic to your booth.

Branded Rest Area Sponsor (Limited Availability)

CONTACT FOR QUOTE

This opportunity allows you to work with the venue to create an experience for our show attendees. When visitors need a break, be the company they see sponsoring their rest area! Plus get additional exposure through the shows digital marketing.

TV Sponsor (5 available)

\$500

Your company's logo and/or promotional message will be display on our TV screen in the front lobby as guests make their way into the building. This prime advertising space will grab the attention of attendees, generate buzz, and draw attention to your booth.



2024 Sponsorship Opportunities

Exclusive Lanyard Sponsor

\$1,500

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

Sponsor provides a minimum of 3000 bulldog clip lanyards with company branding.

Exclusive Bag Sponsor

\$1,500 + BAGS

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

Sponsor provides a minimum of 3000 reusable bags with company branding.

Exclusive Pen Sponsor

\$1,000 + PENS

The registration areas will be busy during the show. It is the first place attendees will enter and the first place they'll look for a pen to register for the show. Each attendee will be offered a pen to keep, courtesy of the sponsor. Enjoy the benefits of having your name within arm's reach of all attendees by providing the 2024 Fish Canada Workboat Canada expo with your corporate pens. *(Sponsor must provide a minimum of 1,000 pens.)*

Swag Day Sponsor (4 available)

\$750 + SWAG

This unique sponsorship opportunity will get your branded swag (hat, lure, t-shirt, etc.) in the hands of the first 500 attendees. This is a superb opportunity to create brand awareness or draw attention to a new brand, product or product line. This opportunity is available each event day - four opportunities. Swag day sponsors will be advertised throughout our social media, email blasts & website channels.

'You are Here' Sign Sponsor (Limited Availability)

\$500

These signs will be strategically placed throughout the venue 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.

\$500

TV Sponsor (5 available)

Your company's logo and/or promotional message will be displayed on our TV screen in the front lobby as guests make their way into the building. This prime advertising space will grab the attention of attendees, generate buzz, and draw attention to your booth.

Social Media Sponsor (3 available)

\$500

Harness the power of social media! This unique sponsorship package has three elements: inclusion in three direct audience emails to our database of past show visitors; a web banner placed prominently at the top of the show's homepage; and mentions in three posts on the show's Facebook pages. Your company name, booth number and a link to your corporate website will be included in each element.

Website Banner Sponsor (5 available)

\$500

Your web banner will run on the show's homepage for months leading up to the show. As online registration becomes available, the site will be even busier with visitors registering for the show in addition to looking for information. Web banners are a cost-effective way to reach qualified clients and to create an impact, months prior to the show. Our website averages close to 100,000 hits per month leading up to the show.



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IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive offers, limited to only one sponsor. For this reason, sponsorships will be accepted on a first-come, first-served basis.
- Fish Canada Workboat Canada must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, pens, caps, notepads, lanyards).
- Provision and delivery of Fish Canada Workboat Canada sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the Fish Canada Workboat Canada! We look forward to helping you maximize your sponsorship investment to its full potential.

To sign on as a sponsor, contact:

Shawn Murphy, Show Manager

smurphy@mpltd.ca

506-658-0018 • 1-888-454-7469



2024 Sponsorship Opportunities

Shawn Murphy - smurphy@mpltd.ca
PO Box 565, Saint John, New Brunswick E2L 3Z8
Phone: 1-888-454-7469

SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name	_____	Contact Name	_____
Mailing Address	_____		
Phone	_____	Email	_____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/> Registration Sponsor	\$1,500
<input type="checkbox"/> Venue Branding Sponsor	CONTACT FOR QUOTE
<input type="checkbox"/> Floor Decal Sponsor	\$500
<input type="checkbox"/> Rest Area Sponsor	CONTACT FOR QUOTE
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$1,500
<input type="checkbox"/> Exclusive Bag Sponsor	\$1,500
<input type="checkbox"/> Exclusive Pen Sponsor	\$1,000 + pens
<input type="checkbox"/> Swag Day Sponsor	\$750 + swag
<input type="checkbox"/> 'You are Here' Sign Sponsor	\$500
<input type="checkbox"/> TV Sponsor	\$500
<input type="checkbox"/> Social Media Sponsor	\$500
<input type="checkbox"/> Website Banner Sponsor	\$500

PAYMENT INFORMATION

Payment due by December 13, 2023

- Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the Fish Canada Workboat Canada Show sponsorship package and contract, and agree to sponsor this event, this ____ day of _____, 20____

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature



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