

# Trade Show and Sponsorship Opportunities 2010

February 24 & 25  
Brock University  
St. Catharines, Ontario  
[www.ofvc.ca](http://www.ofvc.ca)



CANADA'S PREMIER HORTICULTURAL EVENT

# Trade Show Opportunities

## Overview

The Ontario Fruit and Vegetable Convention, Canada's premier horticultural event, brings growers together from across Ontario, Canada and the United States to learn, discover and network. If you sell a product or offer a service to growers, then you should be an exhibitor or sponsor. OFVC offers a variety of economical opportunities to promote your brand, solidify your existing customer relationships and establish new ones. Stimulate your business as well as the economy and book your opportunity today!

## General Information

- Multiple booth space is available if requested early. Please contact Ross Parker for more information.
- All booth locations are assigned.
- OFVC hosts a new evening event within the trade show space called the Munch & Mingle providing additional quality networking opportunities.

## Cost and what's included **\$800 + 5% GST**

- Pricing is per 10 ft. wide X 6 ft. deep exhibit space.
- Space comes equipped with a skirted table, two chairs, back-drop curtain, and 110 amp electrical hook-up (colour scheme is red and white).
- One complete Convention Registration Package including Speakers Program pass, meal tickets (daily lunch), ticket to the new Munch & Mingle evening event and one parking pass. Additional lunch tickets and Munch & Mingle tickets are available. See attached Exhibitor Registration.
- Four exhibitor name badges (additional badges available for \$5.00 per badge). Please note exhibitor name badges are good for trade show entry only.

## Accommodations

- Convention rates have been arranged at three local hotels. Special rate rooms are limited and available on a first come, first served basis.
- Days Inn or Holiday Inn, \$80 per night. Call 1.877.688.2324.
- Four Points by Sheraton, \$114 per night. Call 905.984.8484.
- A complimentary shuttle service runs from hotels to the convention throughout the day.

## Show Guide Advertising

- OFVC publishes a comprehensive Show Guide available on site as well as delivered as part of our direct mail activities.
- Special Exhibitor rates are available by contacting Sharon Kauk, Fruit & Vegetable Magazine, 519.429.5189 or skauk@annexweb.com.

## DON'T DELAY! BOOK YOUR SPACE TODAY!

To book your space, please fill out the form enclosed with this package. If you require further information, contact one of our Trade Show representatives:

Ross Parker	905.562.4136	ross@redtrac.ca
Matt Peters	905.563.8261	mpeters@bartlett.ca
Glenna Cairnie	905.945.5363	glenna@ofvc.ca



**CANADA'S PREMIER HORTICULTURAL EVENT**

# Sponsorship Opportunities



## Platinum Sponsor

**\$5,000+**

- Your company logo featured in Convention Show Guide.
- Your company logo displayed on the sponsor board near registration area by level of sponsorship.
- Your company logo displayed on sponsor page as Platinum Level sponsor at [www.ofvc.ca](http://www.ofvc.ca) (web link included).
- Up to four (4) tickets to the Munch & Mingle evening event or 1 full registration package.

## Gold Sponsor

**\$2,500**

- Your company logo featured in Convention Show Guide.
- Your company logo displayed on the sponsor board near registration area by level of sponsorship.
- Your company logo displayed on sponsor page as Gold Level sponsor at [www.ofvc.ca](http://www.ofvc.ca) (web link included).
- Up to four (4) tickets to the Munch & Mingle evening event or one full registration package.

## Silver Sponsor

**\$1,000**

- Your company logo featured in Convention Show Guide.
- Your company logo displayed on the sponsor board near registration area by level of sponsorship.
- Your company logo displayed on sponsor page as Silver Level sponsor at [www.ofvc.ca](http://www.ofvc.ca) (web link included).

## Bronze Sponsor

**\$500**

- Your company logo featured in Convention Show Guide.
- Your company logo displayed on the sponsor board near registration area by level of sponsorship.
- Your company logo displayed on sponsor page as Bronze Level sponsor at [www.ofvc.ca](http://www.ofvc.ca) (web link included).

## Friends of the Convention Sponsor

**\$200**

- Your company logo featured in Convention Show Guide.
- Your company logo displayed on the sponsor board near registration area by level of sponsorship.
- Your company logo displayed on sponsor page at [www.ofvc.ca](http://www.ofvc.ca) (web link included).

*You may prefer to direct your contribution. In addition to the rewards listed with the funding levels above, the following endorsements offer further opportunities to promote your company and show your support.*

## Luncheons (2 days)

**\$15,000 for 1 or \$25,000 for 2 (Platinum Level)**

- All convention participants attend a sit-down lunch each day.
- Your company name and logo featured on tickets and signage at the luncheon entranceway and on each table.
- Up to six (6) tickets to the Munch & Mingle evening event.

## The Munch & Mingle Evening Event

**\$25,000 (Platinum Level)**

- Opening night networking event.
- Your company logo featured in Convention Show Guide.
- Your company logo featured on event menus, tickets, convention signs and posters.
- Up to six (6) tickets to the event.
- Your company logo displayed on the event page at [www.ofvc.ca](http://www.ofvc.ca) (web link included).

[www.ofvc.ca](http://www.ofvc.ca)

**FEBRUARY 24 & 25, BROCK UNIVERSITY, ST. CATHARINES**

# Sponsorship Opportunities

## Coffee Station Sponsor \$3,000 per day or \$5,000 for 2 days (Gold Level)

- Several stations provide over 1,400 cups of coffee and include juice, tea and locally grown apples for snacking.
- Your company logo featured on signage around each coffee station.

## Shuttle Buses \$3,500 (Gold Level)

- Two buses operate all day between hotels and the Convention.
- Your company logo included on signage inside and outside each bus highlighting your company as the shuttle sponsor.
- Recognition in the 3 official hotels including lobby signage and Welcome Package letter distributed to convention hotel guests in-room as the shuttle sponsor.
- Opportunity to include literature in Welcome Package distributed to convention hotel guests in-room.

## Lanyards \$3,000 (Gold Level)

- Your company name displayed on Name Badge Lanyards (1,500).

## Delegate Gift Sponsor \$2,500 (Gold Level)

- Opportunity to distribute/include a promotional item at the Registration area or in the Delegates' Kits (approximately 1,500, subject to OFVC's approval).

## Delegate Tote Bag \$2,500 (Gold Level)

- Opportunity to have a full size logo included on one side of the Delegate Kit Bag distributed at Registration (approximately 1,500).

## Poster Display Sponsor \$1,500 (Silver Level)

- Featured competition for information posters about topics of interest to growers.
- Over 60 contributions last year displayed in a high traffic area.
- Student submissions are judged and the top three based on win prizes of \$500 for first, \$300 for second and \$200 for third.
- Sponsorship covers viewing displays and prize money.

## Speakers' Program Sponsorship \$1,000 each (Silver Level)

- Program features 7 lecture halls running 7 concurrent sessions in the morning and 7 concurrent sessions in the afternoon.
- Opportunity to distribute promotional item (subject to OFVC approval) to program participants (numbers vary depending on the program; max capacity is 250).
- Your company logo featured on signage at the entranceway of the lecture hall.
- Special recognition for your company during the speakers' program by the session chairs.



For your convenience, please fax or mail the sponsorship response form that accompanies this package.

### TRADE SHOW INQUIRIES

Ross Parker, 905.562.4136, ross@redtrac.ca  
Matt Peters, 905.563.8261, mpeters@bartlett.ca

### SPONSORSHIP INQUIRES

Glenna Cairnie, glenna@ofvc.ca 905.945.5363

### ADVERTISING INQUIRIES

Sharon Kauk, Fruit & Vegetable Magazine,  
519.429.5189, skauk@annexweb.com

[www.ofvc.ca](http://www.ofvc.ca)



Photography by Neil Trotter, studio66.ca

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