



2023 SPONSORSHIP OPPORTUNITIES

This coming November, the Mary Brown's Centre will once again host the **North Atlantic Fish & Workboat Show** - bringing together key buyers from across the region. This event is presented in partnership with The Navigator and caters to all those who work on or around the water, featuring boats, supplies services and safety equipment for commercial fisherman and other workboats.

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

EVENT DETAILS

Date: November 17-18, 2023

Location: Mary Browns Centre, St. John's, NL

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

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. To further enhance your brand visibility and recognition, we will also include your logo on the uniforms worn by the registration staff. These staff members are the face of the event, and their uniforms will serve as a walking advertisement for your brand.



Example of sponsored registration.

Door Prize Sponsor (Limited Availability)

IN KIND

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website, email marketing 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 10 floor decals each 100 ft. 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.

Show Guide Sponsor (Limited Availability)

CONTACT FOR QUOTE

The show guide serves as a valuable resource for participants, providing them with essential information such as exhibitor listings, schedules, and event highlights. By sponsoring the show guide, you will position your brand as an integral part of their trade show experience and make it easy for attendees to find and connect with your company.

Your logo will be prominently displayed on the cover of the show guide along with a dedicated section or page within the guide to highlight your products, services, or special promotions.

Beer Garden/Rest Area Sponsor (Limited Availability)

CONTACT FOR QUOTE

This opportunity allows you to work with a partner or the venue to create an experience for our show attendees. When visitors need a break be the company they see sponsoring their rest area! This can include a branded beer garden, or simply a resting spot with water, swag, chairs and a TV that will include your company branding. Plus get additional exposure through the shows digital marketing.

Exclusive Lanyard Sponsor

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.

SOLD

Choose from the following options:

1. Sponsor provides a minimum of 1000 bulldog clip lanyards with company branding.
2. Provide us with your logo and we will have the lanyards designed, printed, and delivered to the show.

Exclusive Pen Sponsor

\$1000 + 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 2023 North Atlantic Fish & Workboat with your corporate pens. *(Sponsor must provide a minimum of 5,000 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.

TV/Jumbotron Sponsor (5 available)

\$500

Make a big impact and captivate the attention of attendees at our trade show through an exclusive Jumbotron sponsorship. As the sponsor, your brand will shine prominently on the large-scale Jumbotron screen located in a high-traffic area of the event.

Your company's logo, promotional messages, and captivating visuals will be displayed on the Jumbotron, ensuring maximum visibility and brand recognition throughout the trade show. This prime advertising space will grab the attention of attendees, generate buzz, and draw attention to your booth.

The Jumbotron sponsorship offers a dynamic platform to showcase your products, highlight key messages, and engage with the trade show audience. Whether you want to showcase product demos, testimonials, or exciting visuals that resonate with your target market, the Jumbotron provides a powerful medium to leave a lasting impression.

Social Media Sponsor (3 available)

\$1,000

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 and Twitter 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.

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.
- North Atlantic Fish and Workboat team 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 North Atlantic Fish and Workboat sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring North Atlantic Fish & Workboat! 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**



2023 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"/> Door Prize Sponsor	IN KIND
<input type="checkbox"/> Floor Decal Sponsor	\$500
<input type="checkbox"/> Show Guide Sponsor	CONTACT FOR QUOTE
<input type="checkbox"/> Beer Garden/Rest Area Sponsor	CONTACT FOR QUOTE
<input type="checkbox"/> Exclusive Lanyard Sponsor	CONTACT FOR QUOTE
<input type="checkbox"/> Exclusive Pen Sponsor	\$100 + pens
<input type="checkbox"/> Swag Day Sponsor	\$750 + swag
<input type="checkbox"/> TV/Jumbotron Sponsor	\$500
<input type="checkbox"/> Social Media Sponsor	\$1,000
<input type="checkbox"/> Website Banner Sponsor	\$500

PAYMENT INFORMATION

Payment due by **October 22, 2023**

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

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

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature