







# CANADIAN FURNITURE SHOW

## Sponsorship and Branding Opportunities

- Order deadline: April 29, 2019
- Graphic assets submission deadline: May 6, 2019
- All graphics digitally printed in high resolution CMYK colour process

Friday to Sunday - May 24 to 26, 2019

<b>Main Sponsorship</b>			
<b>BRANDING / SPONSORSHIP</b>	<b>DESCRIPTION</b>	<b>PREVIEW</b>	<b>PRICE &amp; CONDITIONS</b>
<p><b>800 sq. ft. External Wall Banner</b>            Located on the right side of The International Centre's main entrance (Conference Centre). This exclusive 800 sq. ft. banner will be visible from the main parking and the two access roads to The International Centre.</p>	<ul style="list-style-type: none"> <li>• One 40' X 20' perfectly flat high resolution print quality banner encased in an aluminium frame.</li> </ul>		<p>\$9,000</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>
<p><b>Conference Centre Entrance</b>            The Conference Centre entrance, with its covered portico and beautiful lobby, is the natural and most popular access point of the Show.</p>	<ul style="list-style-type: none"> <li>• Two portico columns wrapped in 10' high full colour graphics;</li> <li>• All 4 main glass door top halves with full colour 37" X 38" window clings.</li> </ul>		<p>\$8,500</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>
<p><b>Main Lobby</b>            The International Centre's newly renovated main lobby is where the entrance to Hall 1 and Show registration are located.</p>	<ul style="list-style-type: none"> <li>• 10 internal glass doors with full colour 28" X 70" window clings</li> <li>• 2 large center lobby columns; wrapped in 10' high full colour graphics panels.</li> </ul>		<p>\$8,000</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>

<p><b>Hall 3 Entrance</b> One of the two entrances of the Show. Show shuttles pick-up and drop-off area as well as the second registration desk are located at this entrance.</p>	<ul style="list-style-type: none"> <li>• One portico column wrapped in 8' high full colour graphics panels.</li> <li>• Four 72" X 36", above the doors, glass window vinyl clings.</li> <li>• One large 56" X 78" glass window vinyl clings.</li> </ul>		<p>\$6,500</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>
<p><b>Badge Lanyard Sponsorship</b> Your company's logo on all the badge holder lanyards used at the Show.</p>	<ul style="list-style-type: none"> <li>• 8,000 branded lanyards – provided by sponsor.</li> <li>• Sponsor's logo to also appear on all registration computer screens and printed form.</li> </ul>	<p>N/A</p>	<p>\$5,000 + 12,000 Show Team approved lanyards.</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>
<p><b>Show Bag Sponsorship</b> Sponsor's logo on all bags given to visitors at info booths.</p>	<ul style="list-style-type: none"> <li>• 7000 branded cloth bags.</li> <li>• One sponsor supplied insert.</li> </ul>	<p>N/A</p>	<p>\$4,500 + 7,000 Show Team approved cloth bags.</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>
<p><b>Hotel Room Keys Sponsorship</b> Sponsor logo printed on all room key cards used in the Show's official hotels.</p>	<ul style="list-style-type: none"> <li>• Sponsor logo printed on all 2500 key cards;</li> <li>• Key cards supplied by Show Team.</li> </ul>	<p>N/A</p>	<p>\$4,000</p> <p>Includes sponsor recognition:</p> <ul style="list-style-type: none"> <li>• On dedicated Show signage</li> <li>• On Show's Website</li> </ul>

**\*Accepted File Formats:**

**PDF:** high resolution. Save as "PDF/X-1a"

**Vector files:** .EPS, .AI (Adobe Illustrator CC or earlier)

**High Resolution Bitmaps:** .TIF, .JPG, .PSD (Adobe Photoshop CC or earlier)

**Important Notes:**

- Vector files are highly recommended and encouraged.
- Bitmap resolution should be no less than 75 dpi at 100% intended output size.
- Please bleed artwork .5" top, bottom & sides. If not, unexpected cropping may occur.
- Please be aware that .5" top, bottom & sides will also be hidden in the channel of our metal system.

**Colour:** We digitally print in the CMYK colour space. All files should be saved for output in this mode to avoid unexpected results. If your logo/file contains Pantone colours, please specify. We will match colours as closely as 4 colour process printing will allow.

## “À la Carte” Branding Items

<b>15 sq. ft. Vinyl Floor Stickers</b>	<ul style="list-style-type: none"> <li>• 60" X 36" vinyl floor stickers;</li> <li>• Custom shapes available.</li> </ul>		\$500 each Sticker location must be approved by Show Team
<b>9 sq. ft. Vinyl Floor Stickers</b>	<ul style="list-style-type: none"> <li>• 36" X 36" vinyl floor stickers;</li> <li>• Custom shapes available.</li> </ul>		\$300 each Sticker location must be approved by Show Team
<b>4 sq. ft. Vinyl Floor Stickers</b>	<ul style="list-style-type: none"> <li>• 24" X 24" vinyl floor stickers;</li> <li>• Custom shapes available.</li> </ul>		\$200 each Sticker location must be approved by Show Team
<b>Larger Size Floor Sticker</b>	<ul style="list-style-type: none"> <li>• Custom dimensions vinyl floor stickers;</li> <li>• Custom shapes available.</li> </ul>		Call for pricing Sticker location must be approved by Show Team

For more information or to purchase branding and sponsorship, please contact our Sales Director, Simon Harris, at 1 866 468-4436 (toll free) or write to [sharris@canadianfurnitureshow.com](mailto:sharris@canadianfurnitureshow.com).

### TERMS:

- **Order deadline: April 29, 2019**      **Graphic assets submission deadline: May 6, 2019**
- All graphics are subject to Show Team final approval.
- The sponsor is responsible for supplying high resolution graphics files in proper format. \* (see page 2)

Payment is due in accordance with the payment schedule on page one of the Exhibit Space Leasing Agreement. When advertising and promotional opportunities are reserved payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Show Team has the right to offer new products or positions throughout the Show cycle that may not be listed on this form.