

canadian waste & recycling expo

November 9 - 10, 2011

Palais des congrès de Montréal, Montréal, QC, Canada

www.cwre.ca

2011

Sponsorship & Advertising Opportunities



Drive *Traffic* to your Booth *Enhance* your Brand

BRANDED BADGE LANYARDS Exclusive Opportunity! C\$3,500

Imagine your company name around the neck of every attendee. Show lanyards will be distributed at registration to each expo attendee with your compliments.

- Sponsor is responsible for production & shipping of 3,000 dual-clip lanyards to the show.
- Show Management must approve design in advance.

WELCOME MODELS Exclusive Sponsorship! C\$3,000

Dress our models! Promote your products and company while driving traffic to your booth as the models welcome attendees from registration onto the show floor.

- Sponsor is responsible for production costs.
- Show Management must approve design (clothing) in advance.

FOOD COURT SPONSOR Exclusive Sponsorship! (1 per show day) C\$1,500

Your company name, logo & booth number signage on each table and printed on napkins displayed in the show floor food court area.

- Sponsor is responsible for production costs.
- Show Management must approve design in advance.

REGISTRATION COUNTER PENS Exclusive Opportunity! C\$1,000

Provide convenience to attendees as they complete their registration forms, take notes in the symposium & on the show floor. This sponsorship spans beyond the show when attendees carry your company's marketing message back to their office.

- Sponsor is responsible for production and delivery of the pens to the show.
- A minimum quantity of 1,000 pens.
- All proofs must be submitted to Show Management for approval.

BANNER ADS ON THE WEB SITE Multiple Opportunities C\$1,200/each (382 x 60 pixels) or (120 x 240 pixels)

A direct link from our home page to yours. Reach attendees, prospects, current clients & more.

- Sponsor's banner ad will be posted through November 30, 2011.
- Sponsor is responsible for providing artwork.

BILLBOARD AD PANELS Multiple Sponsorships! C\$995

Your company name, logo, booth number and advertisement brilliantly displayed on a one single-sided (37" x 87") panel. A variety of key and high-visibility locations are available.

- Sponsor is responsible for providing artwork.
- Production costs are included.

ATTENDEE BADGE TICKETS Multiple Sponsorships! C\$800

Your company name, logo, booth number and advertisement displayed on one side of the registration badge handed to every attendee. Highlight a reception or prize giveaway.

- Sponsor is responsible for providing artwork. B/W logo & description of 25 words or less.
- Production costs are included.

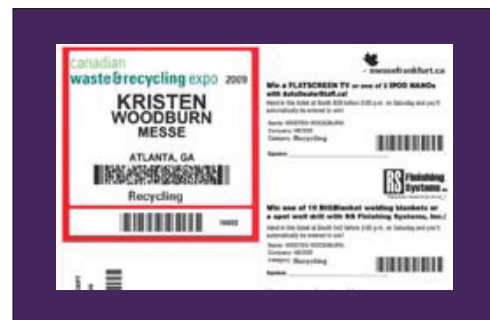
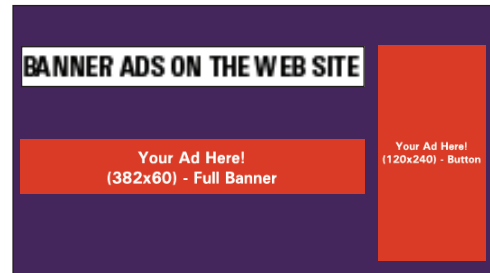
NEW PRODUCT SHOWCASE Limited Opportunities! C\$5000

FEATURED PRODUCT

Showcase your latest innovation hitting the market in our feature area. The Featured Product is offered to exhibitors showcasing large scale items. This opportunity allows you to benefit from the additional promotion and exposure on site typically not available to oversized products.

- Sponsor is responsible for providing product onsite and any shipping charges incurred
- Sponsor must be renting a booth that is large enough to hold the product.
- Show Management reserves the right to refuse any product to be displayed.
- Truck exhibitors please contact show management directly to discuss.

Increase your *Exposure*



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- o New Product Showcase Featured Product CDN \$5,000
- o Badge Lanyards CDN \$3,500
- o Welcome Models CDN \$3,000
- o Food Court Sponsor CDN \$1,500
- o Registration Counter Pens CDN \$1,000
- o Web Banner Ads, select your size:
 - o 382 x 60 CDN \$1,200/ea Qty. _____ = \$ _____
 - o 120 x 240 CDN \$ 950/ea Qty. _____ = \$ _____
- o Billboard Ad Panels CDN \$ 950/ea Qty. _____ = \$ _____
- o Attendee Badge Tickets CDN \$ 950/ea Qty. _____ = \$ _____

Subtotal CDN \$ _____
+ 5% GST \$ _____
Subtotal CDN \$ _____
+ 8.5% QST \$ _____

TOTAL CDN \$ _____

ALL PRICES ARE IN CANADIAN DOLLARS.

Please return this signed agreement with full payment to reserve your sponsorship opportunity:

Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, Phone: 770.984.8016, Fax: 770.984.8023.

Company Name: _____

Contact: _____

Mailing Address: _____

City/Province/Postal Code: _____

Phone: _____ Fax: _____

E-Mail: _____

Payment Information:

Bank Wire (Wire Transfer Information is available upon request. Please contact us directly.)

Cheques **NOTE: Canadian dollars only** *Please write "CWRE 2011 Sponsor" on the check.

Please make cheques payable to: Messe Frankfurt, Inc. / 1600 Parkwood Circle, Suite 615 / Atlanta, GA 30339

Sponsoring Regulations:

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. You must be paid exhibitor to participate in the Sponsorship Program. It is understood that Exhibitors are responsible for providing Messe Frankfurt, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt, Inc.

We agree to abide by the conditions outlined in the Canadian Waste & Recycling Expo 2011 Sponsorship and Opportunities Brochure.

Signature: _____ Date: _____

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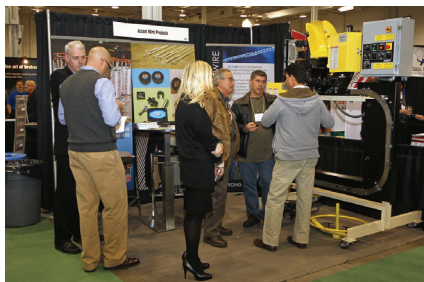
Palais des congrès, Montréal, QC

Product Innovation Pavilion

Submit your company's new products to be displayed in the Canadian Waste & Recycling Expo Product Innovation Pavilion for ultimate show exposure!

Don't miss out on this additional exposure to our highly qualified attendees at CWRE!

ONLY \$100 per entry!



We are pleased to offer the program benefits into one easy package and receive the following marketing opportunities:

Before the Show: Product Preview

This online product booklet will be placed on the official show web site and viewed by pre-registered attendees before the show featuring your company's latest innovation. Each submission includes the product description, photo, company name. The Product Preview will be available online by October 1, 2011. In addition, companies participating in the Pavilion will be featured on our social media sites, in our electronic promotion and in a press release to the media.

During the Show: Product Innovation Pavilion

Display your product in our Product Innovation Pavilion on the show floor. This area is a draw for both exhibitors and attendees alike – use it to spotlight your new and innovative products. Each product will be displayed with a sign featuring your company, product name, description and booth number. There will also be a literature holder in front of your product to hold your product flyer for attendees to take with them.

Product Innovation Pavilion Entry Form

Authorized Representative:		
Company Name:		Booth Number:
Address:		
City/State:		Country/Postal Code:
Phone:	Fax:	E-mail:

PRODUCT INFORMATION **(Please complete product description in both English and French)**

Name of Product:	
Product Description: (No more than 30 words - In English)	Product Description: (No more than 30 words - In French)
<p>Product Dimensions/Weight: (You must complete this in order for us to accommodate your product on the show floor). Show Management reserves the right to refuse any product. Products may be denied space due to size constraints. If product is larger than what will fit in a 10 x 10 booth, please contact us before completing the form at 403.589.4832.</p> <p>Length: _____ Height: _____ Width: _____ Weight: _____</p> <p><input type="checkbox"/> EXCLUSIVE! Feature Product - CDN \$5,000 (product should be able to fit in your 2011 rented exhibit space) <i>Customized email to pre-registered attendees! - Top listing in PIP promotions! - Special designation onsite and in the show directory!</i></p>	

I am including a photo for use with my product description - Photo must be 300 dpi CMYK in a JPG / TIFF format with the width scaled to 2". Email: kim.porter@usa.messefrankfurt.com

ORDER & PAYMENT INFORMATION

# of Products x CDN \$100 each =	CDN \$ _____
Total - Product Innovation Pavilion	CDN \$ _____
Feature Product - CDN \$5,000 (product should be able to fit in your 2011 rented exhibit space)	CDN \$ _____
+ 5% GST =	CDN \$ _____
Subtotal=	CDN \$ _____
+8.5% QST =	CDN \$ _____
Total Cost:	CDN \$ _____

Please Fax to 770.984.8023 or E-mail kim.porter@usa.messefrankfurt.com

Product Innovation Pavilion Rules for Entry

A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting at the **Canadian Waste & Recycling Expo 2011**.
2. **You must bring a product to display**, unless prior arrangements have been made with Show Management. You may not include or provide a product line. The product sample must be in loose or in end-user packaging. Pre-fabricated displays will not be accepted. Display / merchandising systems will not be accepted.
3. Should an exhibitor cancel their exhibit space, their reservation in the Product Innovation Pavilion will also be cancelled.

B. Entry Categories & Dimensions

1. Dimensions of each entry are required on the Product Innovation Pavilion application form.
2. Show Management reserves the right to refuse any product entry. Products may be denied space due to size constraints.

C. Application Forms

1. Participants in the Product Innovation Pavilion must complete, sign and submit an application form.
2. Each application form must be submitted with payment. Product entry may be admitted for CDN \$100 each.
3. A brief, meaningful description of the product must accompany the application (no more than 30 words). A digital photo of the product must also be submitted. (*Photo must be 300 dpi CMYK in a JPG / TIFF format with the width scaled to 2")

D. Fees

1. Product entries may be admitted for CDN \$100 each.
2. Cheques are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.

E. On-Site Check-In & Check-Out of Entries

1. Products must be delivered to the Product Innovation Pavilion on November 8, 2011 between the hours of 10:00 a.m. and 4:00 p.m. Show Management must approve any other delivery times in writing. No entries will be accepted on November 9, 2011.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge and/or business card.
3. Entries must be picked up on November 10, 2011 between the hours of 4:01 p.m. and 6:00 p.m. All products not picked up by 6:01 p.m. will be discarded.

F. Entry Display

1. Included with each product entry is an identification sign indicating company name, booth number, product name and description. This information will be taken directly from the company's Product Innovation Pavilion application form.
2. Exhibitors are permitted to have product literature for attendees to take with them at the New Product Showcase, no larger than 8.5 x 11 to fit into the holders directly in front of their product.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the exhibitor.
3. No additional literature or information is permitted with the product display.
4. Entries must be personally delivered to the Product Innovation Pavilion.

G. Security

1. Security may be employed by Show Management in the Product Innovation Pavilion - based on need. For additional security arrangements, please contact show management.
2. Messe Frankfurt, Inc. (Canadian Waste & Recycling Expo Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
3. Photography is not permitted.
4. Products may not be touched, handled or demonstrated by visitors to the Product Innovation Pavilion.