

## SHOW GUIDE OPPORTUNITY

### DRIVES BUYERS during and after the show...

& reminds them to place orders after they return home. With HUNDREDS OF UNITS ON DISPLAY FOR SALE FROM THE REGION'S TOP DEALERS ALONG WITH entertaining stage shows and OVER 15,000 attendees expected at this year's Hamilton RV Expo it's more important than ever to stand out and drive qualified buyers to your booth. The Show Guide provides you with opportunities to get ADDITIONAL face time with key buyers for your product or service. Attendees return home with their copies to use as a resource in making their buying decisions. 47% OF LAST YEAR'S SHOW VISITORS CAME TO THE SHOW TO BUY OR UPGRADE AN RV WITHIN THE NEXT 6-12 MONTHS. THIS IMPORTANT SHOW RESOURCE WILL REMIND THESE BUYERS WHO WERE SHOPPING AT THE SHOW TO CLOSE THE SALE WITH YOU afterwards.



**DISTRIBUTION** Copies of the Show Guide will be handed out to Attendees as they walk in the door & The Show Guide will also be emailed to over 35,000 opt-in email subscribers. **BOOKING DEADLINE FOR THE SHOW GUIDE – NOVEMBER 15, 2018**

## ENTRANCE BAG SPONSORSHIPS

### DRIVES YOUR BRAND HOME during and after the show...

One of the biggest items requested at each of our shows is good quality entrance bags for buyers to collect information in and multi-purpose post show. We are committed to providing quality tote bags at our shows and you have the opportunity to brand the bags exclusively from your company. Stay top of mind as buyers make their final decisions on which unit is best for them after they return home.

**DISTRIBUTION** Bag production is included in the sponsorship investment. Bag inserts are only available to the bag sponsor and are no larger than 8 ½ by 11. Bag inserts are provided by the sponsor however insertion labour of the sales piece is included in the sponsorship investment. Bags will be handed out to Attendees as they walk in the door.

## ADDITIONAL SPONSORSHIPS AVAILABLE

### CREATE POSITIVE EXPERIENCES for buyers visiting the show...

- LIVE BIRDS OF PREY THEATRE SHOW** – Presenting sponsor of this feature will be included in promotional show media, onsite signage and live mentions and promo push during all stage shows. This is a huge draw at all our shows.  
**One sponsorship opportunity available for this item**
- CAPTIVE EXTERNAL ADVERTISING** – Tailored 8 ½ x 11 sales sheets are displayed in the men's and women's washrooms and can be changed daily to feature units on sale in your booth. 2 sets of washroom signage x 20 signs in each washroom are available.  
**Minimum of 8 sponsorship opportunities available for this item with a minimum 5 sign packages until inventory is gone**
- CANADA HOUSE BRANDING** – Across from the restaurant upstairs you will find The Canada House Lounge. The room is equipped with full comfortable furnishings, great view of the airport runway, and complimentary coffee, tea, water, juice, pop and pastries. Have your dealership brand this area and use it to bring hot prospects or celebrate a recent sale.  
**One sponsorship opportunity available for this item**

**SHOW GUIDE RATES**

- Back page..... \$1,400
- Inside Covers.....\$1,200
- Full page.....\$900
- Half page.....\$500
- Quarter page.....\$250

**ENTRANCE BAG RATES**

- Bag Sponsorship..... \$3,000
- Bag Sponsorship plus sales piece insert.....\$3,500  
(Insert option only available to Bag Sponsor)

**ADDITIONAL SPONSORSHIPS**

- Birds of Prey Theatre.....\$3,000
- External Ads (Per 5 pack).....\$500
- Canada House .....\$2,000

**FAX BACK TO 905-824-9923 OR SCAN AND EMAIL BACK TO [DMCKILLOP@CONTINUUMEVENTS.CA](mailto:DMCKILLOP@CONTINUUMEVENTS.CA)**

Exhibitor Name: \_\_\_\_\_

Add together all checked items in boxes above;

Sponsor Items: \$ \_\_\_\_\_

HST @ 13%: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

**Credit Card Payments:**

Card Type (please circle)      MC                      Visa                      Amex

Card #: \_\_\_\_\_

Exp #: \_\_\_\_\_ / \_\_\_\_\_

I authorize Continuum Productions Inc. to process the payments on the given credit card above. All sponsorship payments must be forwarded with full payment.

**Cheque Payments:**

**Mailing Address**

*Cheques can be made out to: Continuum Productions Inc.*

Continuum Productions Inc.  
3488 Trelawny Circle  
Mississauga, ON, L5N 6N7

- SPONSORSHIP PACKAGES WILL BE SOLD ON A FIRST COME FIRST SERVE BASIS
- SHOULD YOU HAVE ANY ADDITIONAL QUESTIONS PLEASE DO NOT HESITATE TO CONTACT

**Dwayne Mckillop (905) 824-1060 ext 204 | or [dmckillop@continuumevents.ca](mailto:dmckillop@continuumevents.ca)**