

canadian waste & recycling expo

November 5 - 6, 2008
International Centre
Toronto, ON Canada

Sponsorship and Opportunities



waste to energy technology

PUBLIC WORKS



RECYCLING
equipment



2008 Industry Partners

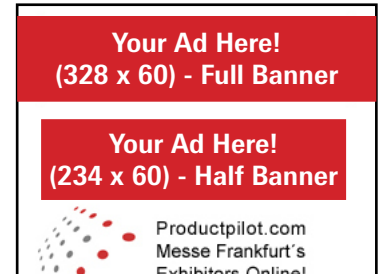


gesynthetica.net



Designed to fit any budget, these **high-impact, high-visibility** programs allow you to reach and influence thousands of qualified buyers before, during and after the event.

Reserve your sponsorship now!



OFFICIAL SHOW BAGS

Provide attendees with convenience and your company with high-visibility exposure by sponsoring the official show bag. They will be distributed at registration to each attendee with your compliments.

- Sponsor is responsible for the production and delivery of 2,500 pre-printed bags with your company logo on one side and the Canadian Waste & Recycling Expo logo on the other, arriving the day before the show
- Show Management must approve design in advance.

Exclusive Opportunity!

C\$2,500

OFFICIAL SHOW BAG INSERT

Draw special attention to your products and your booth. We will insert your promotional gift or materials into the Official Show Bag. This is an excellent opportunity to ensure each and every attendee receives information about your company.

- Sponsor is responsible for providing artwork.

Multiple opportunities

C\$500 each

BANNER ADS ON THE WEB SITE

Place a direct link from our home page to yours. Reach attendees, prospects, current clients and more.

- Sponsor's banner ad will be posted through November 7, 2008.
- Sponsor is responsible for providing artwork.

Multiple Opportunities

C\$1,200 each -
Full Banner (382 x 60 pixels)

C\$800 each -
Half Banner (234 x 60 pixels)



why become a sponsor?

As a sponsoring exhibitor, you can tap into effective buyer promotions at a fraction of the cost of doing it on your own!

Reserve your sponsorship now!



PRE-REGISTERED ATTENDEE BADGE INSERT

Take the opportunity to reach every attendee before they even step foot on the show floor. Every pre-registered attendee will receive your company's marketing insert (one-page, 8.5" x 11") along with their expo admission badge.

- Sponsor is responsible for providing artwork.

2 opportunities

C\$1,500 each

BRANDED BADGE LANYARDS

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 and shipping of 3,500 dual-clip lanyards to the show.
- Show Management must approve design in advance.

Exclusive Opportunity!

C\$3,500

REGISTRATION COUNTER PENS

Provide convenience to attendees as they complete their registration forms, take notes in seminars & 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.

Exclusive Opportunity!

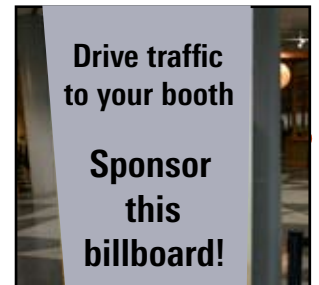
C\$1,000



when you sponsor you will:

- Reach a target audience of key decision makers
- Increase the visibility of your company's products and services
- Create an interest and awareness of your company driving traffic to your booth.

Reserve your sponsorship now!



BILLBOARD AD PANELS

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.

Multiple Sponsorships!

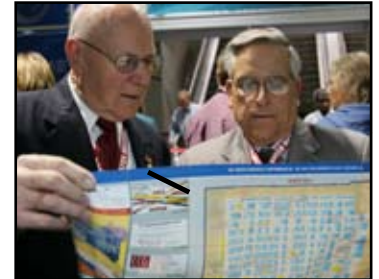
C\$995



value-added benefits to sponsors

- Networking Opportunities
- Enhanced Corporate Image
- Targeted Marketing Communications

Reserve your sponsorship now!



POCKET GUIDE

See your company logo and booth highlighted in the onsite pocket guide with a view of the show floor and the City of Toronto. It will be in the hands of every attendee with distribution at registration; used for business and pleasure throughout the show.

As a bonus, the Pocket Guide Floor Plan map with your business card ad will be printed on the "You Are Here" exhibitor locator boards throughout the show.



- Show Management must approve design in advance

Back Cover

Exclusive Opportunity!

C\$5,000

Business Card Ads

Multiple Opportunities!

C\$1,500



SPONSORSHIP AGREEMENT

- | | | | | |
|--------------------------|--------------------------------------|------------|------------|-------------|
| <input type="checkbox"/> | Pocket Guide - Back Cover | C\$ 5,000 | | |
| <input type="checkbox"/> | Badge Lanyards | C\$ 3,500 | | |
| <input type="checkbox"/> | Official Show Bags | C\$ 2,500 | | |
| <input type="checkbox"/> | Pre-registered Attendee Badge Insert | C\$ 1,500 | | |
| <input type="checkbox"/> | Registration Counter Pens | C\$ 1,000 | | |
| <input type="checkbox"/> | Pocket Guide - Business Card Ads | C\$ 1,500 | Qty. _____ | = C\$ _____ |
| <input type="checkbox"/> | Web Banner Ads - Full Banner | C\$ 1,200 | Qty. _____ | = C\$ _____ |
| <input type="checkbox"/> | Web Banner Ads - Half Banner | C\$ 800/ea | Qty. _____ | = C\$ _____ |
| <input type="checkbox"/> | Billboard Ad Panels | C\$ 995/ea | Qty. _____ | = C\$ _____ |
| <input type="checkbox"/> | Official Show Bag Insert | C\$ 500 | | |

Total \$ _____

ALL PRICES ARE IN CANADIAN DOLLARS

Please return this signed agreement with a 50% deposit to reserve your sponsorship opportunity:
Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, Phone: 877.534.7285, Fax: 770.984.8023.

Full balance due by September 1, 2008.

Company Name: _____ Contact: _____

Mailing Address: _____

City/Province/Postal Code: _____

Phone: _____ Fax: _____ E-Mail: _____

Payment Information

Wire Transfer:

NOTE: Sponsor incurs all costs of wire transfer. Wire transfer settlement instructions should be marked so that "Foreign Bank Charges" are to be paid by the "Ordering Customer".

Bank Name & Address: Bank of Montreal
Swift: BOFMCAM2 Transit Number: 31442
Institution: 001 Messe Frankfurt, Inc. Account Number: 1017133

Cheques:

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

*Please write "CWRE Sponsor" on the check.

NOTE: Canadian dollars only

Sponsoring Regulations:

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. 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 2008 Canadian Waste & Recycling Expo Sponsorship and Opportunities Brochure.

Signature: _____ Date: _____