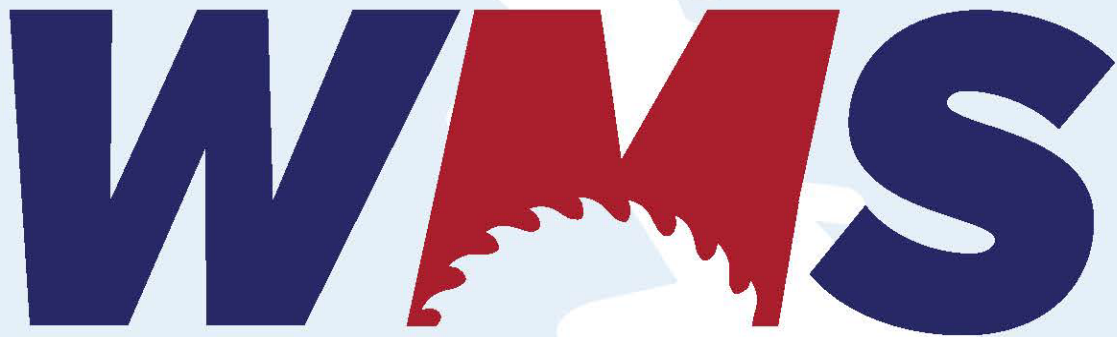


The National Event for Canada's Wood Industry



***Woodworking Machinery & Supply
Conference and Expo***

November 2-4, 2023
International Centre
Mississauga (Toronto), CA

**SPONSORSHIP
OPPORTUNITIES**

wmscanada.ca

Why sponsor at WMS?

When you become a sponsor at WMS, your company brand is entered into the conference's months-long promotional outreach that spans a variety of different media. Take advantage of the perks that come with sponsorship and get your name and brand out there at WMS 2023.

Every WMS sponsor receives the following benefits to help increase their visibility before, during, and after the conference, online, in print, and on-site.

DIGITAL

- Sponsor listing in the WMS mobile app
- Logo recognition on the WMS website
- Logo recognition in conference newsletters

PRINT

- Logo recognition in WMS printed program
- Logo recognition on on-site signage
- Sponsorship recognition at booth

Contact us to reserve your WMS Sponsorship.

Emma McElherne

Sponsorship Manager

312-265-9638

emcelherne@corcexpo.com

Matt McLaughlin

Sponsorship Sales

312-265-9655

matt@corcexpo.com

BRANDING

Lanyards

\$10,500 show management production* **\$3,500** sponsor production*

Lanyards provide highly visible recognition throughout all components of WMS. Gain notoriety when you provide the conference lanyards distributed to attendees at registration who are required to wear them for the duration of the conference. *Sponsorship cost is \$3,500 if the sponsor purchases and ships the item, or \$10,500 if the sponsor prefers that show management purchases and ships the item. Subject to WMS approval.

Tote Bags

\$10,500 show management production* **\$3,500** sponsor production*

Presented to each attendee at registration, conference tote bags will be used during and long after the conference—providing maximum marketing impact! As the exclusive sponsor you will also have the option of providing one complimentary tote bag insert. *Sponsorship cost is \$3,500 if the sponsor purchases and ships the item, or \$10,500 if the sponsor prefers that show management purchases and ships the item. Subject to WMS approval.

Notepads

\$7,500

Designed for use during WMS Live presentations, each 8.5" x 5.5" notepad will be co-branded with your company logo and the official WMS logo. Notepads will be distributed inside the conference tote bags at registration. Show management will purchase, ship, and distribute the notepads for this exclusive sponsorship.

Registration Branding

\$4,200

Your company branding will cover the WMS Registration area, offering you high branding visibility as attendees arrive at the conference! Your company artwork will be placed on kick panels on the registration units and surrounding signage. Exclusive sponsorship.

Floor Decals

\$2,200

Lead attendees to your booth on the exhibit floor with floor decals. Prominently feature your company brand with four (4) custom clings on the floor of the WMS Exhibit Hall. Limited availability.

Meter Boards

\$1,500

Design a standing sign that will be placed in a high traffic area to help drive attendees to your booth. Your company advertisement will be prominently displayed on an 8' x 3' double-sided free standing meter board that will be placed in a high-traffic area of the conference.

Tote Bag Insert

\$800 (5 opportunities available)

Instantly deliver your company's message to all conference attendees by including your promotional piece in the WMS conference tote bags given out to attendees at registration. Limited availability allows for your message to stand out and helps increase your reach. Your insert can be up to 8 1/2" x 11" or smaller, single or double sided, color or b/w and will be inserted into all conference tote bags. Sponsor is responsible for producing the insert.

Aisle Signs

\$750 per sign **\$7,000** for entire floor

Increase awareness of your company in the exhibit hall. Aisle signs help attendees navigate the busy exhibit floor. Your company logo will be added to the WMS Aisle Sign in the exhibit aisle of your choosing or capture the attention of the entire show floor by purchasing all 14 aisle signs for just \$7,000, if reserved by June 1, 2023.

EVENTS & ENGAGEMENT

Exhibit Hall Reception

\$5,000

Offer WMS attendees a warm welcome to this year's conference by hosting the Welcome Reception. Benefits for this exclusive opportunity include signage at all food and beverage stations, and branded napkins at the bars and table tents scattered throughout.

VIP Buyers Lounge

\$5,000 (5 opportunities available)

Created for the need for a space to close deals on the show floor, buy in to this exclusive lounge and impress your potential customers. The VIP Buyers Lounge will be conveniently located directly in the exhibit hall and will provide an excellent set up for exhibitors looking to have conversations with clients outside of their booth. The lounge will be monitored by conference security and up to 5 sponsoring companies will have access for a select number of their employees and guests via unique wristbands. Sponsorship contingent on at least 2 sponsor agreements.

WMS Live Stage Sponsor

\$5,000

As the exclusive sponsor of the WMS Live Stage, your company name and logo will be acknowledged on the stage branding and meter board schedules around the conference. The keynotes, sessions, and WMS Live presentations on the WMS Live Stage are presented by industry leaders, and you can use this unique opportunity to align your brand with the expertise of WMS. Your company will also receive verbal recognition from the stage emcee between presentations, and you'll be able to round out your presence at the conference with a complimentary tote bag insert, and sponsorship recognition anywhere the WMS Live Stage is mentioned in print and online.

WMS Live Presentation

\$2,500

Showcase your company's latest product or service with an exclusive 30-minute presentation on the WMS Live Stage during lunch, reaching attendees in the most direct and engaging way possible. Held on the show floor, attendees will be incentivized to attend your live presentation with a complimentary \$10 lunch voucher for F&B at the convention center. The set stage includes an LCD projector, screen, podium, microphone and theater seating for up to 50 attendees. Benefits include session listing in agenda and on mobile app, and the lead retrieval data of attendees who attend your session. 6 opportunities available.

WMS Bingo

\$500

Increase foot traffic to your booth with this fun, traffic-building game! Attendees will receive a special WMS Bingo card featuring your company's logo and booth number with their registration materials. After visiting all participating exhibitors and receiving stamps on their cards, attendees will be eligible to win a variety of cool tech prizes on display on the show floor.

WMS Bingo Final Drop-off

\$1,500

Guarantee a visit from every participating WMS Bingo participant by hosting the raffle drum and prize display case in your exhibit booth.

DIGITAL

Mobile App Conference Sponsor

\$4,000

Sponsoring the official WMS Mobile app is a great way to expand your opportunities to drive brand awareness at the conference. As the exclusive sponsor of the mobile app, your company logo will appear on the home screen every time an attendee opens the app. You'll receive a banner ad with a hyperlinked URL to the website of your choice that will rotate on the bottom of the screen as attendees browse different pages on the app. You'll also receive logo recognition in sponsorship page on the app, and attendee analytics will be provided after the event.

Mobile App Banner Ad

\$1,500

Welcome attendees with an ad on the WMS mobile app! Your company logo will be displayed in rotation on the top or bottom banner and will include a button that clicks directly to your site (or URL of choice). Limited number of ads are available.

Mobile App Push Notification

\$1,000

Push notifications deliver instant results on the tradeshow floor and are a proven, proactive way to drive traffic to your booth. Send your custom message with optional hyperlinks to the entire WMS mobile app attendee base during exhibit hall hours. Use the push notification to alert attendees to your company promotions and booth giveaways. Limited quantity available.

Sponsored Email Blast

\$3,000

Send your custom email message directly to the entire WMS attendee registration list via Woodworking Network. Align your brand with the credibility of Woodworking Network to promote your exhibit presence in the weeks leading up to the conference. Sponsor provides custom html and Woodworking Network executes delivery.

Registration Email Confirmation

\$2,500

Start your conference promotion early by reaching attendees at registration. Your company's hyperlinked banner ad will be included in the registration confirmation email that each attendee receives after registering for the conference.

Attendee List Option 1: WoodTarget Site Data

\$2,300

With the WoodTarget Site Data, you'll receive unlimited use of the list with all site info delivered to you in an excel spreadsheet. The list includes company/site data only, no individual contact information. Payment in advance is required, and the data includes all company demographic info listed below:

- Company Name and address
- Number of employees
- FDMC 300 ranking (if ranked)
- Company phone number (if provided to us)
- Primary end-product produced

Attendee List Option 2: Mailing List Rental

\$1,200+

Utilize the power of direct mail to get your advertisement in the hands of WMS attendees. Purchase of this option includes a one-time mailing. Limited-use agreement statement must be signed. Customer must provide materials to be mailed, and mailing is executed by WMS. Pricing is determined by \$1,200 base fee plus 20 cents per name for postage and handling costs for each mailing. Segmentation can include:

- Only WMS registrants who attend
- By number of employees
- Full registration list (includes all WMS registrants, regardless of attendance)
- By primary end-product

***All pricing in Canadian dollars, plus 13% HST.**