



CUEE 2016

CANADIAN UTILITIES EQUIPMENT & ENGINEERING SHOW
Canada's Largest Utility Marketplace

SPONSORSHIP OPPORTUNITIES

September 13 - 14, 2016
The International Centre
Toronto, ON

CON::NECT
EVENT SERIES

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EDA

BE RECOGNIZED AS AN INDUSTRY LEADER

Raise Your Corporate Profile

The Canadian Utilities Equipment & Engineering (CUEE) Show is Canada's largest marketplace for utility products and services, featuring an impressive display of equipment, technologies and services related to the utility sector. The CUEE Sponsorship Program has been designed to ensure Sponsors receive maximum corporate exposure to all attendees at the event. Each sponsorship opportunity will offer a unique package of value-added benefits for participating companies. Sponsoring companies will secure their return on investment through a variety of initiatives designed to maximize corporate exposure.

2016 Sponsorship Opportunity Levels at a Glance:

Level	Cost	Number of Opportunities:
Platinum Sponsor Options:		
Delegate Gift	\$10,000	2
Official Show Bag	\$10,000	1
Water Bottles	\$10,000	1
Lanyard	\$10,000	3
Titanium Sponsor Options:		
Sponsored Coffee Break	\$5,000	3
Rock Wall	\$5,000	1
Demo Stage	\$5,000	2
Gold Sponsor Options:		
Refreshment Tent	\$3,500	2
Silver Sponsor Options:		
Water Stations	\$2,000	2
Bronze Sponsor Options:		
Aisle Sign	\$500	6

(All above sponsorships a available until Thursday, July 14th, 2016)

Platinum Sponsor = \$10,000

Four categories are available at this level.

Sponsoring Opportunities:

DELEGATE GIFT - 2 Opportunities

Available: As a leading sponsor for CUEE 2016, your company will receive a prominent level of exposure to attendees and exhibitors. As sponsor of the delegate gift, all registered attendees will receive a gift upon registration. Your company logo will be imprinted on a quality gift of suggestion.

OFFICIAL SHOW BAG - 1 Opportunity

Available: As the leading sponsor for CUEE 2016, your company will receive the most prominent level of exposure to all attendees and exhibitors. As sponsor of the official Show Bag, your company logo and tagline will be imprinted on a quality bag distributed to all present at the event.

WATER BOTTLES - 1 Opportunity

Available: As sponsor of the official Water Bottle sponsor, your company logo will be imprinted on a quality reusable water bottle distributed to the first 500 attendees on each day of the event.

LANDYARD - 3 Opportunities Available:

As a leading sponsor for CUEE 2016, your company will receive a prominent level of exposure to all attendees and exhibitors. As sponsor of the official CUEE Lanyard, your company's name and/ or logo will be displayed on every badge lanyard.

Logo Placement: Your company logo will have primary placement in the CUEE Show Guide. Your logo will also be placed on the floor plan, exhibitor and delegate listings contained within the Show Guide. In addition, your logo will also be prominently displayed on signs at the Trade Show.

Ad Placement: As Platinum Sponsor, you will receive a full page colour ad space on the inside front-cover of the Show Guide.

E-marketing: Your company logo will be included on all e-marketing activities recognizing you as Platinum Sponsor. This includes e-mails sent by our exclusive media partner Electricity Today as well as by the Show Management.

CUEE Website Recognition: Your company's logo will be placed on the home page of the CUEE 2016 website for the duration of the Trade Show and the marketing of the event. The logo will be hyperlinked directly to your company website.

Distribution of Corporate Materials: As Platinum Sponsor, you will have the opportunity to include a maximum of four 8.5" x11" marketing pieces in the official Show Bag.

Titanium Sponsor = \$5,000

Three categories are available at this level.

Sponsoring Opportunities:

SPONSORED COFFEE BREAK - 3 Opportunities

Available: As sponsor of the official Sponsored Coffee Break, your company's name and/or logo will be printed on the chit for coffee which will be distributed to each of the attendees and exhibitors. Your company's name/logo will also appear in all instances where the coffee break is being promoted.

ROCK WALL - 1 Opportunity Available:

As sponsor of the official CUEE Rock Wall, a prominent feature of this year's show, your company's name and/or logo will be displayed on the side of the entire 25 foot rock wall. Your company's name/logo will also appear in all instances where the rock wall is being promoted.

DEMO STAGE - 2 Opportunities Available:

As sponsor of the official CUEE Demo Stage, a prominent feature of this year's show, your company's name and/or logo will be displayed on the demo stage. Your company's name/logo will also appear in all instances where the stage is being promoted as well as through announcements for demo stage appearances. As the Official Sponsor of the Demo Stage, you will be eligible to fill 2 time slots (1 AM, 1 PM) on each event day to feature your company's product demonstrations.

Logo Placement: Your company logo will have primary placement in the CUEE Show Guide. Your logo will also be placed on the floor plan, exhibitor and delegate listings contained within the Show Guide. In addition, your logo will also be prominently displayed on signs at the Trade Show.

Ad Placement: As Platinum Sponsor, you will receive a full page colour ad space in the Show Guide.

E-marketing: Your company logo will be included on all e-marketing activities recognizing you as Platinum Sponsor. This includes e-mails sent by our exclusive media partner Electricity Today as well as by the Show Management.

CUEE Website Recognition: Your company's logo will be placed on the home page of the CUEE 2016 website for the duration of the Trade Show and the marketing of the event. The logo will be hyperlinked directly to your company website.

Distribution of Corporate Materials: As Platinum Sponsor, you will have the opportunity to include a maximum of four 8.5" x 11" marketing pieces in the official Show Bag

Gold Sponsor = \$3,500

One category is available at this level.

Sponsoring Opportunities:

REFRESHMENT TENT - 2 Opportunities Available:

As the Gold Sponsor for CUEE 2016, your company will receive a prominent level of exposure to all attendees and exhibitors. As sponsor of the official Refreshment Tent, your company's name and logo will be displayed at the entrance to the popular Refreshment Tent.

Logo Placement: Your company logo will have prominent placement in the CUEE Show Guide. Your logo will also be placed on the floor plan, exhibitor and delegate listings contained within the Show Guide. In addition, your logo will also be prominently displayed on signs at the Trade Show.

Ad Placement: As a Gold Sponsor, you will receive a half-page colour ad space in the Show Guide.

E-marketing: Your company logo will be included on all e-marketing activities recognizing you as Gold Sponsor. This includes e-mails sent by our exclusive media partner Electricity Today as well as by the Show Management.

CUEE Website Recognition: Your company's logo will be placed on the home page of the CUEE 2016 web site for the duration of the Trade Show and the marketing of the event. The logo will be hyperlinked directly to your company website.



Silver Sponsor = \$2,000

One category is available at this level.

Sponsoring Opportunities:

WATER STATIONS - 2 Opportunities Available:

As the Silver Sponsor for CUEE 2016, your company will receive a prominent level of exposure to all attendees and exhibitors. As sponsor of the four Water Stations, your company logo will be displayed at various Water Stations locations throughout the conference floor.

Logo Placement: As a Silver Sponsor, your company logo will have prominent placement in the CUEE Show Guide. Your logo will also be placed on the floor plan, exhibitor and delegate listings contained within the Show Guide.

E-marketing: Your company logo will be included on all e-marketing activities recognizing you as a Silver Sponsor. This includes emails sent by our exclusive media partner Electricity Today as well as by the Show Management.

CUEE Website Recognition: Your company's logo will be placed on the home page of the CUEE 2016 web site for the duration of the Trade Show and the marketing of the event.



Bronze Sponsor = \$500

One category is available at this level.

Sponsoring Opportunities:

AISLE SIGNS - 6 Opportunities Available:

As a Bronze Sponsor for CUEE 2016, your company will receive a prominent level of exposure to all attendees and exhibitors. As a sponsor of one of the official CUEE signs, your company's name and logo will be displayed at the entrance to one of the six aisles.

Logo Placement: As a Bronze Sponsor, your company logo will have prominent placement in the CUEE Show Guide. Your logo will also be placed on the floor plan, exhibitor and delegate listings contained within the Show Guide.

E-marketing: Your company logo will be included on all e-marketing activities recognizing you as a Silver Sponsor. This includes emails sent by our exclusive media partner Electricity Today as well as by the Show Management.

CUEE Website Recognition: Your company's logo will be placed on the home page of the CUEE 2016 web site for the duration of the Trade Show and the marketing of the event.



CUEE 2016 SPONSORSHIP INTEREST REPLY FORM

Organization _____

Address _____

Contact Name _____ Telephone _____

Email _____

Website (to link from EDA CON::NECT site) _____

Twitter Handle: _____

Please check off the box of the desired sponsorship packages below. You may choose one package from both the Exhibition and Professional Development and Networking sponsorship packages.

I would like to discuss providing a different contribution to CUEE 2016 worth \$ _____

Exhibition Sponsorship Package of Interest:

Platinum: _____

Titanium: _____

Gold: _____

Silver: _____

Bronze: _____

Send completed form to:

Marica Macura: mmacura@eda-on.ca

Upon completing this form, an EDA Staff will contact you to confirm your sponsorship.

Office Use Only:				
Sponsorship				
Approved:	<input type="checkbox"/>	<input type="checkbox"/>		Date / Time
Date Contacted:				

