



Calgary Show 2019

Expo & Conference

April 9 & 10, 2019 | Stampede Park, Calgary, AB

North America's Largest Automation, Instrumentation & Systems Event

Sponsorship Kit



@isacalgary



ISA Calgary Section

isacalgary.com/sponsorship

Organized in partnership with



dmg events

THE AUTOMATION INDUSTRY MEETS IN CALGARY IN 2019

ISA CALGARY SHOW BY THE NUMBERS



5,000
expected attendees



300
conference delegates



2,000
companies doing business



70
presenters

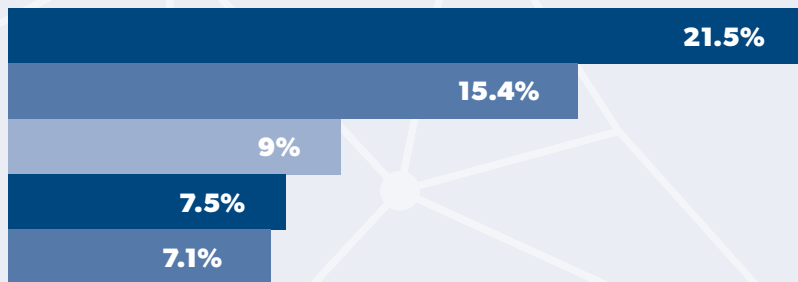


200
exhibitors



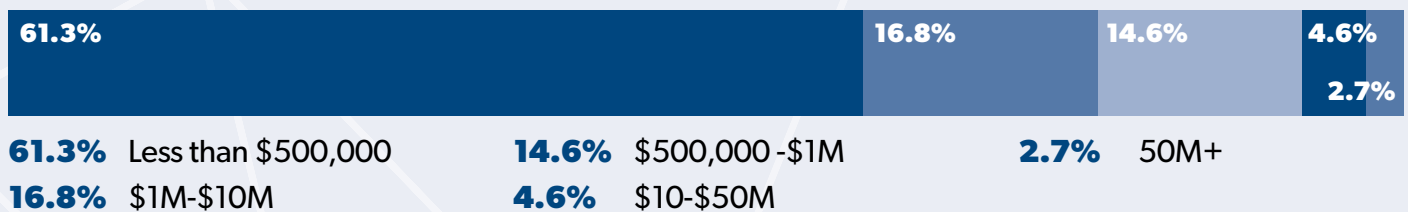
25
technical sessions

Top 5 Attendee Company Types

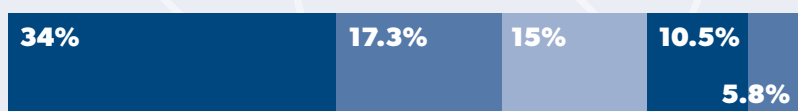


- 21.5%** Engineering
- 15.4%** Oil & Gas Production/Operation
- 9%** Consulting
- 7.5%** Service/Technology
- 7.1%** Instrumentation

Budget Responsibility



Top 5 Job Functions



- 34%** Technical/Engineering
- 17.3%** Middle Management
- 15%** Management (VP and above)
- 10.5%** Consultant
- 5.8%** Trades/Skilled Labour

PUT YOUR BRAND IN FRONT OF KEY INDUSTRY DECISION MAKERS IN THE AUTOMATION INDUSTRY

Why Sponsor?

ISA Calgary Show provides you with the ideal platform to showcase your brand, products and services to the largest audience of automation, instrumentation and systems professionals in North America.

Benefits of sponsoring:

- Increase exposure of your brand before and during the event
- Drive attendees to your booth
- Launch new brands, products and services
- Network with global industry leaders and experts attending the ISA Calgary Show
- Be associated with the ISA Calgary Show pre-show marketing campaign

Work with us to craft a sponsorship to meet your objectives

Regardless of your budget, we have an opportunity that will fulfil your requirements and ensure an excellent return on investment. Choose from the following items or work with us to develop a unique sponsorship opportunity to meet your needs.

Top Attending Companies




EXHIBITION SPONSORSHIP OPPORTUNITIES





CHOOSE FROM THE FOLLOWING ITEMS AS PART OF YOUR PACKAGE

Sponsorships include logo recognition in the official event guide, website and on-site signage.

PLATINUM SPONSORSHIP

ITEM	DESCRIPTION	
 <p>MAJOR EXHIBITION SPONSOR (THREE AVAILABLE)</p>	<p>As the most prominent sponsor of the expo, your brand is included on all event marketing materials associated with the exhibition. This opportunity also includes one full page ad in the official event guide, one website banner ad, logo on the cover of all marketing publications, and a speaking opportunity at the Opening Night Reception.</p>	\$25,000

GOLD SPONSORSHIP











ITEM	DESCRIPTION	
 <p>CENTRE COURT SPONSOR (ONE AVAILABLE)</p>	<p>As exclusive sponsor of the Centre Court, your brand will be displayed prominently on location. This premier space, set in the middle of the trade show floor, will host morning keynote sessions open to all expo visitors and delegates. Daily lunches and networking also take place in this showcase space.</p>	\$15,000
 <p>ARTIFICIAL INTELLIGENCE ZONE SPONSOR (ONE AVAILABLE)</p>	<p>As exclusive sponsor of the AI Zone, your brand will be displayed prominently on zone signage with logo placement on floor decals guiding visitors to the zone.</p>	\$15,000
 <p>OFFICIAL REGISTRATION AREA SPONSOR (ONE AVAILABLE)</p>	<p>As exclusive sponsor of the on-site registration area, your brand will be prominently displayed on the front of each registration counter.</p>	\$10,000
 <p>OFFICIAL VISITOR BADGE & LANYARD SPONSOR (ONE AVAILABLE)</p>	<p>As exclusive sponsor of the visitor badges & lanyards, your logo will be prominently displayed on the front of each name badge and clearly printed on the badge lanyard. Includes cost to produce the lanyards.</p>	\$10,000
 <p>VIP PROGRAM SPONSOR (ONE AVAILABLE)</p>	<p>As exclusive sponsor of the VIP Program, your brand is associated with hosting the most important senior management attending the exhibition and conference. Your logo will be clearly visible on the VIP registration counter, signage for on-site VIP seating in the networking area, VIP welcome materials and pre-show marketing of the VIP program.</p>	\$10,000
 <p>PLENARY SESSION SPONSOR (TWO AVAILABLE)</p>	<p>As exclusive sponsor of one of the two opening keynote plenary sessions held in Centre Court of the expo attended by both exposition and conference visitors, your brand will be prominently displayed on screen and Centre Court signage during the session.</p>	\$10,000

EXHIBITION SPONSORSHIP OPPORTUNITIES

CHOOSE FROM THE FOLLOWING ITEMS AS PART OF YOUR PACKAGE

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SILVER SPONSORSHIP

ITEM	DESCRIPTION	
 <p>OPENING NIGHT RECEPTION SPONSOR (TWO AVAILABLE)</p>	As a sponsor of the opening night reception, your logo is prominently placed on-site as a 'presenting sponsor' of the reception and pre-event on marketing materials promoting the event. Your company may also bring two pull-up banners for display during the reception.	\$7,500
 <p>TRADESHOW THEATRE PROGRAM SPONSOR (ONE AVAILABLE)</p>	As exclusive sponsor of the tradeshow theatre, your brand is associated with this unique program taking place throughout the duration of the expo. Theatres are hosted by industry experts and provide a meaningful exchange of information between buyers and sellers. Your logo will be clearly visible on event signage and on the published schedule for the tradeshow theatre.	\$7,500
 <p>ONLINE REGISTRATION SPONSOR (ONE AVAILABLE)</p>	As the exclusive sponsor of the online registration website, your logo will be prominently displayed on the registration website, plus the ability to invite registrants to opt-in to receive information from your company during the registration process. This opportunity also includes your brand's message included in the registration confirmation email.	\$7,500
 <p>WEBSITE SPONSOR (ONE AVAILABLE)</p>	As the exclusive website sponsor, your logo is prominently placed on every page of the event website. This opportunity also includes a carousel banner ad placed on the website homepage for up to 90 days prior to the event.	\$7,500
 <p>VISITOR BAG SPONSOR (ONE AVAILABLE)</p>	As the exclusive visitor bag sponsor, your logo is prominently imprinted on the bags distributed to all attendees at the event entrance.	\$7,500
 <p>OFFICIAL EVENT GUIDE SPONSOR (ONE AVAILABLE)</p>	As the exclusive sponsor of the event guide, position your brand in front of 5,000+ event attendees that use the event guide as the primary tool reference tool during and after the event. This opportunity includes a fold-out cover with double-page spread advertisement.	\$7,500
 <p>OFFICIAL TRADE SHOW WIFI (ONE AVAILABLE)</p>	As the exclusive sponsor of ISA Calgary Show wifi, your company will receive recognition and thanks in all printed event materials, logo placement on the log-in screen of the wifi, and on-site signage recognizing and thanking your company for providing free wifi access to visitors.	\$7,500
 <p>MOBILE CHARGING STATION SPONSOR (ONE AVAILABLE)</p>	As the exclusive sponsor of the charging stations, your logo is placed on the front of each of the stations located throughout the venue.	\$5,000
 <p>AISLE CARPET DECAL SPONSOR (ONE AVAILABLE)</p>	As the exclusive sponsor of the aisle decals (approx. 3' diameter), your brand is prominently displayed at the end of each of the exhibition aisles to help navigate the floor plan.	\$5,000
 <p>PLENARY COFFEE SPONSOR (TWO AVAILABLE)</p>	As plenary coffee sponsor, your brand is one of two hosts associated with opening keynote plenary session held in Centre Court of the expo attended by both exposition and conference visitors. Your brand will be prominently displayed on signage adjacent to the coffee and your marketing collateral will be displayed during the break. This opportunity includes one full conference delegate pass.	\$5,000

EXHIBITION SPONSORSHIP OPPORTUNITIES

CHOOSE FROM THE FOLLOWING ITEMS AS PART OF YOUR PACKAGE

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BRONZE SPONSORSHIP

ITEM	DESCRIPTION	
 EVENT NEWSLETTER SPONSOR (SIX AVAILABLE)	As event newsletter sponsor, your brand will be promoted through a prominent web banner at the top of the e-newsletter and 150 words of sponsored content. Newsletters are sent to the ISA Calgary Show visitor database weekly prior to the event.	\$2,000
 YOU ARE HERE SIGN SPONSOR (TWO AVAILABLE)	As 'You Are Here' sign sponsor, your brand will be shown prominently on the header of one of two directional floor plan signs located at the event.	\$2,000
 INDOOR BANNER SPONSOR (MULTIPLE AVAILABLE)	As an indoor banner sponsor, your brand's artwork will be shown prominently on a custom single-sided banner (approx. 12' x 6') hung strategically at the event. Cost of banner production and hanging is included.	\$2,000
 INDOOR AD BOARD SPONSOR	As indoor ad board sponsor, your brand will be placed on one custom single-sided advertising board (approx. 3' x 6.5') placed at the entrance of the expo. The board includes a pocket for brochure distribution. Cost of production and placement is included.	\$2,000

CONFERENCE SPONSORSHIP OPPORTUNITIES

CHOOSE FROM THE FOLLOWING ITEMS AS PART OF YOUR PACKAGE

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PLATINUM SPONSORSHIP

ITEM	DESCRIPTION	
MAJOR CONFERENCE SPONSOR (ONE AVAILABLE)	As the exclusive conference sponsor, position your brand in front of the ISA Calgary Conference delegates. You will receive prominent on-stage branding and signage at the conference, welcome address, submit a video commercial to be shown and receive a full-page ad in the conference program. Opportunity includes 10 full delegate conference passes.	\$35,000

GOLD SPONSORSHIP

ITEM	DESCRIPTION	
CONFERENCE DELEGATE FOLDER SPONSOR (ONE AVAILABLE)	As the exclusive sponsor of the conference delegate folders, your logo will be prominently imprinted and marketing collateral inserted into the executive folders that are distributed to all conference delegates. Includes the cost to produce the folders (6"x8") and one branded pen. Opportunity includes three conference delegate passes.	\$7,500
CONFERENCE TECHNICAL SESSION SPONSOR (12 AVAILABLE)	As a conference session sponsor, your brand is associated with one of the technical session tracks held during the two-day ISA Conference. This opportunity includes your logo prominently displayed on conference visuals prior to the session start, ability to introduce the session, recognition by the session moderator and two full conference delegate passes.	\$5,000

SILVER SPONSORSHIP

ITEM	DESCRIPTION	
CONFERENCE SCHEDULE SPONSOR (ONE AVAILABLE)	As the exclusive conference schedule sponsor, your brand is prominently displayed on the header and footer of the two conference session schedule boards displayed in the conference area. Opportunity includes one full delegate conference pass.	\$3,500
CONFERENCE BREAKFAST SPONSOR (TWO AVAILABLE)	As conference breakfast sponsor, your brand is one of two hosts of the morning delegate breakfast held during the conference. Your brand will be prominently displayed on breakfast station signs and your marketing collateral will be displayed the breakfast. This opportunity includes one full conference delegate pass.	\$3,500
CONFERENCE REFRESHMENT BREAK SPONSOR (TWO AVAILABLE)	As conference refreshment break sponsor, your brand is one of three conference break hosts. Your brand will be prominently displayed on signage adjacent to the refreshment tables and your marketing collateral will be displayed during the break. This opportunity includes one full conference delegate pass.	\$3,500



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**Exhibition Space,
Sponsorship & Advertising**

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