



Office location:  
Manitoba Ag Days Inc.  
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**Manitoba Ag Days January 17, 18, 19 – 2017**  
**40<sup>th</sup> Anniversary Show!!**

**Be a part of the BIGGEST Ag Days show ever, with  
over 20,000 additional square feet planned for 2017!  
Become a Sponsor & Stand Out From Your Competition!**

Set your company apart from the rest of the field and enjoy amazing benefits with one of the best values in the industry. Our job is to help your company realize an extraordinary opportunity to connect with the ag industry before, during and after the show.

Manitoba Ag Days is *'Where the Ag Year Begins!'* Sponsorship levels start at just \$550, making it affordable for your company to participate every year.

**How do you get started?** Sponsorship is easy as 1, 2, 3

1. Contact the Manitoba Ag Days Sponsorship Coordinators (see below).
2. Select your sponsorship level.
3. Together we will build your customized sponsorship package!

An added benefit to becoming a show sponsor, your company will have access to the following 'sponsor only' exclusive opportunities!

- Executive Boardrooms for all three days of the show!
- Premium outdoor exhibit space – make sure they see your company first!
- Exclusive sponsorship of numerous Manitoba Ag Days features.

**To become a sponsor please contact:**

Marilynn or Roy Arnott – Manitoba Ag Days Sponsorship Coordinators  
Phone / Fax: (204) 523-4577  
Email: [sponsor.agdays@mymts.net](mailto:sponsor.agdays@mymts.net)  
Box 1748 Killarney, MB R0K 1G0

**Sponsorship Summary:** (detailed descriptions on the following pages)

Bronze Sponsor starting at	\$550
Silver Sponsor starting at	\$1,650
Gold Sponsor starting at	\$2,750
Platinum Patron of the Day Sponsor	\$5,500
Platinum Seminar Sponsor	\$8,250
Presenting Sponsor	\$13,750



## 2017 Sponsorship Prices & Packages:

	Non-Sponsor	Bronze	Silver	Gold	Platinum
<b>Sponsorship Level Price</b>	n/a	<b>\$550</b> (limit 9)	<b>\$1,650</b> (limit 9)	<b>\$2,750</b> (limit 9)	<b>\$5,500</b>
<b>Packages</b> (subject to availability)					
<b>Promotion Package:</b> (sponsor level, display banner & premium meeting room)	n/a	\$1,225	\$2,175	\$3,125	n/a
<b>Promotion Plus Package:</b> (sponsor level, display banner & outdoor exhibit space)	n/a	\$1,225	\$2,175	\$3,125	n/a
<b>Promotion Premium Package:</b> (sponsor level, display banner, outdoor exhibit space & premium meeting room)	n/a	\$1,325	\$2,275	\$3,225	n/a
<b>Build Your Own Package:</b>  <b>Select Sponsorship Level &amp; Add Items Listed Below!</b>  <b><u>BOGO – Buy One Get One FREE</u></b> (lower price item only, subject to availability, minimum Bronze level req'd)					
Premium Meeting Rooms (per time slot - <b>priority given to sponsors</b> )	\$275	\$225	\$175	\$125	\$125
Pioneer Lounge Meeting Room (not eligible for Buy One Get One Free)	\$2,500 (all 3 days) or \$1,000 (per day) <b>** NEW for 2017! **</b>				
Display Banner Installation	\$750	\$675 (limit one)	\$525 (limit one)	\$375 (limit one)	\$375
Regular Outdoor Exhibit Space	\$750	\$675	\$525	\$375	\$375
Promotional Display (per item located)	\$750	\$675	\$525	\$375	\$375
Agri-Marketing Centre Sponsor (not eligible for Buy One Get One Free)	\$750	\$750	\$750	\$750	\$750
Washroom Sponsor (limit one)	\$1,500 (non-exhibitor only)	\$1,350	\$1,050	\$750	\$750
Coffee Cup Sponsor (limit one)	\$1,500 (non-exhibitor only)	\$1,350	\$1,050	\$750	\$750
Information Booth Sponsor (limit one)	\$2,500 (non-exhibitor only)	\$2,250	\$1,750	\$1,250	\$1,250
Inventors Showcase Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,800	\$1,400	\$1,000	\$1,000
Bull Congress Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,800	\$1,400	\$1,000	\$1,000
Water Bowl & Feed Trough Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,800	\$1,400	\$1,000	\$1,000
UCT Executive Boardroom (all 3 days, limit one)	\$2,500 (non-exhibitor only)	\$2,250	\$1,750	\$1,250	\$1,250
Main Concourse Executive Boardroom (all 3 days, limit one)	\$2,500 (non-exhibitor only)	\$2,250	\$1,750	\$1,250	\$1,250
Exhibitor Reception Sponsor (limit one)	\$4,000 (non-exhibitor only)	\$3,600	\$2,800	\$2,000	\$2,000



## **Platinum Level Sponsor Packages:**

**Presenting Sponsor Package: Cost - \$13,750.** Package may include the following items:

*(Limit of 1 – **SOLD!**)*

- The Company will be identified as the presenting Manitoba Ag Days Sponsor.
- Recognize The Company as presenting sponsor on the cover of the 2017 Show Guide as well as other locations in the guide.
- Provide the opportunity for The Company to place promotional material in the Exhibitor Package mailed out on or near December 1<sup>st</sup> and/or distributed to exhibitors at move-in. Material not to exceed one page.
- Provide the opportunity for The Company to hang three double sided banners during the show. Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- Company name and logo placement at each entrance area.
- The Company will be identified as the presenting sponsor in various Manitoba Ag Days print advertising prior to the show.
- The opportunity to use one premium meeting room to host a client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.

**Seminar Sponsor Package: Cost - \$8,250.** Package may include the following items:

*(Limit of 2 – **SOLD!**)*

- Main seminar rooms - This will include the opportunity to be the primary sponsor in one seminar room and place banners and signage in the room. (banners to be supplied by The Company on or before the Friday prior to the show and company reps must be in attendance during seminar room setup) The opportunity to greet visitors prior to the start each morning and afternoon seminar session. The Company will also have the opportunity to make a presentation at 1:00 pm each day in the seminar room scheduled in conjunction with the Ag Days Program Committee.
- Recognize The Company as a major sponsor on the cover of the 2017 Show Guide, on the program pages, the sponsor page and other locations in the guide.
- Provide the opportunity for The Company to hang one double sided banner during the show (in addition to seminar room banners). Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- The Company will be identified as the major sponsor in various Manitoba Ag Days print advertising prior to the show.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.
- The opportunity to use one premium meeting room to host a client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.

**Patron of the Day Sponsor Packages: Cost - \$5,500.** Package may include the following items:

*(Limit of 3 – **Sales Pending**)*

- Identify The Company as Patron of the Day on the cover of the 2017 Show Guide as well as other locations in the guide.
- Allow the distribution of Company promotional material at the main entrances to the building on the Patron's day at the Show.
- Provide the opportunity for The Company to hang two double sided banners during the show. Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- Identify the Company name and logo as Patron of the Day on signs at entrances to the Keystone Centre on Patron's day at the Show.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show.
- Provide a premium meeting room to The Company for client reception on Patron's day at the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.



**Agri-Marketing Centre Presenting Sponsor Package: Cost - \$5,500.** Package may include the following items: (**Limit of 1**)

- This will include the opportunity to be the primary sponsor in the Agri-Marketing Centre and place banners and signage in the room. (banners to be supplied by The Company on or before the Friday prior to the show and company reps must be in attendance during seminar room setup) The opportunity to greet visitors prior to the start of each breakfast seminar session.
- Recognize The Company as a major sponsor on the cover of the 2017 Show Guide, on the Exhibitor Events pages, the sponsor page as well as other locations in the guide.
- Provide a premium meeting room to The Company for client reception during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company.
- Company name and logo placement at each entrance area.
- Provide the opportunity for The Company to hang two double sided banners during the show. Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- The Company will be identified as a major sponsor in various Manitoba Ag Days print advertising prior to the show.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.
- The opportunity to use one meeting room after show hours to host one client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.

**Build Your Own Package Items Information:**

**Premium Meeting Rooms:** (*Due to high demand, priority will be given in 2017 to show sponsors followed by prior year's bookings. Until all sponsors have confirmed their meeting room requirements, non sponsors will be placed on a waiting list in the order received.*)

- Host your company or association event in style a few steps from the exhibit floor. Daily time slots are 7:00 to 10:00 am, 11:00 am to 3:00 pm and 4:00 to 9:00 pm.
- **Meeting Room**      **Seating Capacity**
  - Star FM Lounge                      48      (priority will be given to Patron of the Day sponsors)
  - CKLQ Hall                              80 to 120
  - Curling Club Lounge      120 to 175
- **\*\* NEW for 2017! \*\* Pioneer Lounge \$2,500 (all three days) or \$1,000 (per day).**
- Note: Hospitality Service (food, coffee & beverage) and audio/visual requirements will be the responsibility of The Company. Please contact Keystone Centre Sales Staff: Jason Krieser 204-726-3522 email: Jason@keystonecentre.com

**Outdoor Exhibit Space:** (*Due to high demand, priority will be given in 2017 to show sponsors followed by prior year's bookings. Until all sponsors have confirmed their outdoor exhibit requirements, non sponsors will be placed on a waiting list in the order received.*)

- The opportunity to display product/promotional items in a premium 15'x30', 15'x60', 15'x70' or 20'x70' space located on the Keystone Centre grounds during the Show.
- **Please Note:** It will be the responsibility of the equipment / grain bin company to adequately secure access ladders with locked ladder guards. If any expense is incurred to secure equipment / bins, Manitoba Ag Days will invoice the company directly. **NO EXCEPTIONS ALLOWED!!**
- **Please Note:** Outside equipment / grain bins must be removed with 2 days after the show. Manitoba Ag Days will invoice the company directly for any related storage, towing, or impound expense incurred. **NO EXCEPTIONS ALLOWED!!**

**Display Banner Installation: (*Available!*)**

- Manitoba Ag Days Sponsorship staff will hang your Company's double sided banner in a highly visible location for the entire duration of the show. Size to be no larger than 3' high x 15' wide. Banners to be supplied by The Company on or before the Friday prior to the show.



**Promotional Display Sponsor: (*Available!*)**

- Provide the opportunity for The Company to place promotional material on the wall, floor or free standing in a premium location during the show.

**Washroom Sponsor: (*Available!*)**

- Provide the opportunity for The Company to place promotional material in multiple highly visible locations (for example - washroom stall doors) in, around or adjacent to all washroom locations during the show. **Please Note: All materials and signage must be removed by the Company within 1 day after the show by the sponsor. Manitoba Ag Days will invoice the company directly for any related removal expense incurred.**

**Coffee Cup Sponsor: (*Sale Pending!*)**

- Provide the opportunity for The Company to provide coffee cups (approximately 7,500 cups including lids) to the Keystone Centre for use at the concession stands during the show. The cups, lids or sleeves may exhibit Company logos and promotional messages.

**Information Booth Sponsor: (*Sale Pending!*)**

- Provide The Company with the opportunity to be the Exclusive sponsor of the four full staffed Information Booths located throughout the Show. This also includes the opportunity to place company promotional bags and display signage at each information booth.

**Inventors Showcase Sponsor: (*Sale Pending!*)**

- Provide The Company with the opportunity to be the Exclusive sponsor of the Inventors Showcase.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show.

**Bull Congress Sponsor: (*Sale Pending!*)**

- Provide The Company with the opportunity to be the Exclusive sponsor of the Bull Congress.

**Water Bowl & Feed Trough Sponsor: (*Sale Pending!*)**

- Provide The Company with the opportunity to be the Exclusive sponsor of the food and bar service area know as the Water Bowl and Feed Trough located between the Kinsmen and Optimist Arena foyers and place signage, banners & promotional material in the room.

**UCT Executive Boardroom (*Sale Pending!*) or Main Concourse Executive Boardroom Sponsor:**

- Provide an Executive Boardroom to The Company for company events or client reception for Exclusive use during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company.

**Exhibitor Reception Sponsor: (*SOLD!*)**

- Provide the Company with the opportunity to be the Exclusive sponsor for the Exhibitor Reception – held on Tuesday evening of the Show. This will include the opportunity to place banners and signage in the room and will also have the opportunity to greet exhibitors upon arrival at the event and during the brief formal reception program.

**Have another creative idea?**

- Cannot find anything on the list that is exactly what you looking for? We will gladly work with you to develop your own creative ideas to promote your company at Manitoba Ag Days. Put it on the table and we'll see what we can do!