



Atlantic Canada's Premier Foodservice & Hospitality Show

2012 SPONSORSHIP PROSPECTUS



April 15 – 16, 2012
Exhibition Park
Halifax, Nova Scotia

www.apextradeshow.ca

2012 ApEx Sponsorship Prospectus

ApEx 2012 continues an exciting new chapter...

Excitement is building with the approach of the 2012 edition of ApEx, Atlantic Canada's premier foodservice and hospitality show. ApEx 2012 will feature a wide variety of leading-edge products and services in over 200 booths and is expected to attract over 2,600 of the region's top chefs, restaurant owners and operators, purchasing agents and other qualified buyers from a variety of foodservice & hospitality environments. ApEx 2012 will also offer a variety of exciting show features: a lounge area, the local/organic farmer's market, chef competitions, cooking demonstrations, comprehensive educational sessions, a cocktail reception and awards program, an industry charity breakfast, and much more.

We are excited to offer a comprehensive ApEx Sponsorship Program with opportunities to sponsor special events, trade floor feature areas, promotional items and much more. Get the most out of your ApEx participation!

Why Sponsor?

- Significantly enhance your company's image and profile
- Broaden your competitive edge and expand your business
- Heighten your visibility at the region's key annual event, while driving additional attendee traffic to your booth
- Build lasting recognition for your organization before and after the event
- Enjoy publicity through wide exposure in print and electronic media
- Receive many value-add items within each sponsor category

Please review the following categories and contact us at your earliest convenience to reserve your 2012 Sponsorship opportunity: Ellen Scanlan at 902-425-0061 ext. 102, Toll-free: 877-755-1938 ext. 102, or by email at escanlan@eastlink.ca.



ApEx Event Lanyard Sponsor

One available at \$2,500 (with sponsor-supplied lanyard), or \$4,500 (with ApEx-supplied lanyard)

Your logo exclusively on all event lanyards worn by visiting delegates during the event.

Handed out to all delegates as they receive their event badges, this impactful benefit will provide constant exposure for your corporate logo throughout the trade floor and at ApEx events.

Trade Floor & Event Benefits:

- Corporate logo on lanyards handed out to delegates at Show Registration
- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign
- Verbal sponsor recognition over PA system at Show Opening each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) in May 2012 issue circulated across Canada
- One ½ page/4C advertisement in the ApEx Show Guide handed out on-site, with highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of ApEx website
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers
- Digital copy of 2012 ApEx delegate attendee database

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2013

ApEx Event Badge Sponsor

One available at \$2,500

Your logo exclusively on all event badges worn by visiting delegates during the event.

Handed out to all attendees, this impactful benefit will provide constant exposure for your corporate logo throughout the trade floor and at ApEx events.

Trade Floor & Event Benefits:

- Corporate logo on all event badges
- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign
- Verbal sponsor recognition over PA system at Show Opening each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) in May 2012 issue circulated across Canada
- One ½ page/4C advertisement in the ApEx Show Guide handed out on-site, with highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of ApEx website
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers
- Digital copy of 2012 ApEx delegate attendee database

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2013



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ApEx Lounge Sponsor

Six available at \$3,500 each

Build your corporate recognition and prestige at this key feature area of the ApEx trade show floor. During an action-packed day of walking the trade floor and attending events, the well-appointed ApEx Lounge will provide attendees a spot to relax, network with peers and enjoy some tasty treats and entertainment. Sponsorship opportunities are available for the various food, beverage and entertainment components of the lounge.

Trade Floor & Event Benefits:

- Complimentary 10'x10' exhibit booth space within the Lounge
- Category exclusivity within the Lounge exhibit space
- Excellent opportunity to provide product samples to attendees
- Corporate logo with sponsor recognition on Lounge signage
- Corporate logo with sponsor recognition on Lounge table tent cards
- Opportunity to display corporate literature on Lounge tables
- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign
- Verbal sponsor recognition over PA system at Show Opening each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) in May 2012 issue circulated across Canada
- One Full Page/4C advertisement in the ApEx Show Guide handed out on-site, with highlighted company name on Floor Plan page as well as corporate logo with sponsor recognition on inside page reference to the Cocktail Reception and Award Celebration

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of ApEx website, and on inside page references to the ApEx Lounge
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers
- Digital copy of 2011 ApEx delegate attendee database

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2013

ApEx Cocktail Reception and Award Celebration Sponsor

Two available at \$2,500 each

Recognizing industry excellence on Sunday, April 15 from 6:00pm - 8:00pm.

Heighten your visibility among your buyers and peers at this high profile evening reception where we will announce the winners of a number of exciting awards: Chef of the Year, Junior Chef of the Year, Server of the Year, Supplier of the Year, Foodservice Establishment of the Year and Lifetime Achievement. A valuable opportunity to enhance your company's image and profile as we honour the achievements, leadership and contributions of those working within the Atlantic Canada foodservice industry.

Trade Floor & Event Benefits:

- Verbal sponsor recognition, and opportunity for on-stage introductory or concluding remarks at the Reception
- Corporate logo with sponsor recognition on Reception stage signage
- Corporate logo with sponsor recognition on Reception table tent cards
- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign
- Verbal sponsor recognition over PA system at Show Opening each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) in May 2012 issue circulated across Canada
- One ¼ page/4C advertisement in the ApEx Show Guide handed out on-site, with highlighted company name on Floor Plan page as well as corporate logo with sponsor recognition on inside page reference to the Cocktail Reception and Award Celebration

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of ApEx website, and on inside page references to Cocktail Reception and Award Celebration
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2013

ApEx Educational Program Sponsor

One available at \$2,000

An exclusive opportunity to sponsor all of the educational seminars on Sunday, April 15 and Monday, April 16.

Enhance your corporate profile by being the overarching sponsor of our comprehensive series of seminars. A great opportunity to effectively "own" this key element of ApEx's event program by having your logo and message present in each session room. Sessions are led by top speakers covering all the latest topics of interest to attendees.

Benefits at all Educational Sessions:

- Verbal sponsor recognition
- Corporate logo with sponsor recognition on podium
- Corporate logo with sponsor recognition on room signage
- Opportunity to display corporate literature on table at sessions

Trade Floor Benefits:

- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign

Print Advertisements:

- One ¼ page/4C advertisement in the ApEx Show Guide handed out on-site, with highlighted company name on Floor Plan page

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of ApEx website, and on inside page references to Educational Program
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2013

ApEx Culinary Stage Demonstration or Competition Sponsor

Five available at \$500 each

An excellent opportunity for corporate exposure on the ApEx Culinary Stage.

Enhance your company's profile by sponsoring one of the exciting, fun-filled and informative cooking demonstrations or competitions taking place on the ApEx Culinary Stage during the two days of the event.

Trade Floor & Event Benefits:

- Corporate logo with sponsor recognition on stage signage
- Verbal sponsor recognition during sponsored demonstration or competition
- Opportunity to provide prizes to participants of competitions
- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign

Print Advertisements:

- Highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings in the ApEx Show Guide handed out on-site

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of ApEx website, and on inside page references to the Culinary Stage
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2013

