Sponsorship Opportunities

Sponsorship provides Exhibitors with many sought-after benefits and increased opportunities for **actively engaging with our audience.**

	SCE	SCW	SCC	National
Enhanced Branding & Digital Advertising Package *	**$5,000**	**$5,000**	**$7,500**	**$10,000**
Roll-Up Banners at the Entrance (Sponsor provides)	**$2,500**	**$2,500**	**$4,000**	**$7,500**
Bag Stands at the Entrance (Sponsor provides)	National Only			**$7,500**
Lanyards (Sponsor provides)	National Only			**$5,000**
Name Badges	National Only			**$5,000**
Show Guide Floor Plan	National Only			**$5,000**
Registration Kiosk	N/A	N/A	**$5,000**	N/A
Sponsorship of Keynote Session	N/A	N/A	**$5,000**	N/A
Floor Mats	N/A	N/A	**$2,500**	N/A

Please note that priority is given to the previous year's Sponsors and national Sponsors.
To be a national Sponsor, you must exhibit at two of the three Security Canada Trade Shows.

The following benefits are included for ALL Sponsors*:

- Logo on the Security Canada website - sized to sponsorship level
- Logo in show guide - sized to sponsorship level
- Logo inclusion in all marketing communications where sponsor logos are featured

Applicable to the show being sponsored

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Enhanced branding & digital advertising package includes:

(See investment levels above)

- Logo on email communications to prospective and registered attendees
- Logo on all direct mail communications
- Logo with Exhibitor listing in show guide
- Banner ad on Security Canada event website page
- Banner ad on 1 Security Canada promotional email to registered attendees
- Banner ad on 4 Security Canada promotional emails to prospective attendees
- Social media promotion of sponsorship at each trade show

NOTE: for new communications and from the date of sponsorship

Your brand's visibility is tied directly to your investment. The more you invest, the greater your recognition.

Sponsorship level	Minimum Investment not including booth purchase	Sponsorships Available
Platinum	**$15,000**	**2**
Diamond	**$10,000**	**3**
Gold	**$7,500**	**3**
Silver	**$5,000**	**3**

For example:

Investing in Flag Banners at a cost of $7,500 gets you to Gold Level recognition, however, adding Floor Mats at $2,500 brings your total to Diamond level recognition.

Brand (logo) recognition on the Security Canada website, show guide, and in all marketing communications where Sponsor logos are featured, prioritized based on investment level. Please see graphic below for reference.



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