

# SPONSORSHIP OPPORTUNITIES



For More Information:

Contact Arnie Gess

Call 1.877.534.7285

Email [arnie.gess@cwre.ca](mailto:arnie.gess@cwre.ca)

Join more than 200 exhibiting companies  
and 3,500 attendees

from across Canada and the Northern United States  
this November in Toronto.

Enhance your profile at the 2006 Canadian Waste & Recycling / Canadian Public Works Expo by participating as one of our sponsors.

Designed to fit any budget, these high-impact, high visibility programs allow you to reach and influence thousands of qualified buyers before, during and after the show.

**Become a sponsor  
today, as these  
opportunities are sold  
on a first-come,  
first-served basis.**



## BADGE LANYARDS

Imagine your company name around the neck of every expo attendee.

Sponsor will provide 3500 double-clip, pre-printed lanyards that we will distribute at registration to each expo attendee with your compliments.

**Sponsorship Fee: C\$3,500**  
**Exclusive Opportunity! (Rights Only)**

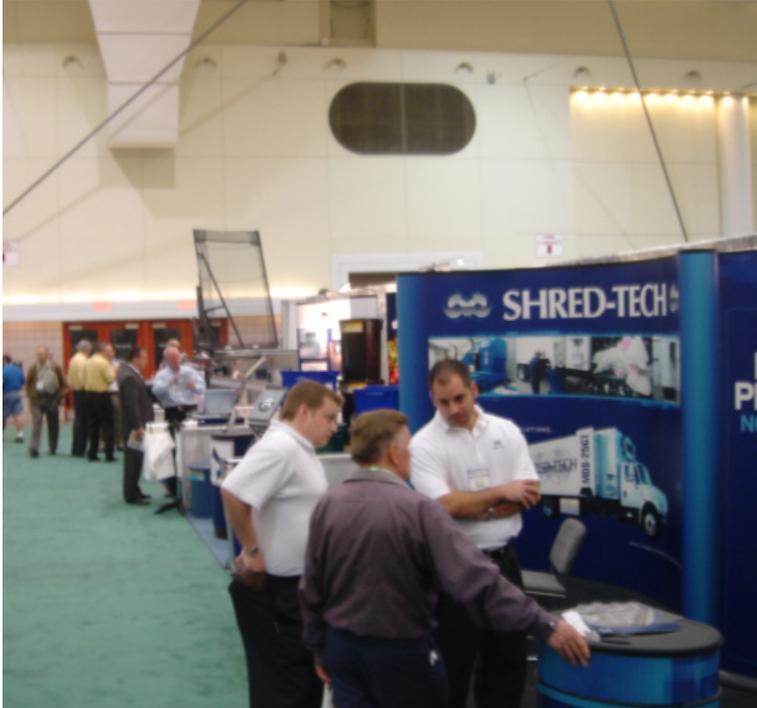
## PENS AT REGISTRATION

Provide a convenience to visitors as they register for the show, take notes throughout the day in seminars and on the show floor. Your promotional pens will be a big hit and constant reminder of your products and how to contact your company.

**Sponsorship Fee: C\$1,000 Exclusive Opportunity! (Rights Only)**



*“increase your visibility”*



## OFFICIAL SHOW BAGS

Provide a convenient way for visitors to store the information they collect at the show, high visibility for your company and a lasting reminder for them to take home.

Sponsor will provide 2500 pre-printed bags that we will distribute at registration to expo attendees with your compliments. Your company literature insert is also included in each bag. Print your company logo on one side and the Canadian Waste & Recycling and the Canadian Public Works Expo logos on the other.

**Sponsorship Fee: C\$2,500**  
**Exclusive Opportunity! (Rights Only)**

## OFFICIAL SHOW BAG INSERTS

Draw special attention to your products and your booth. We will insert your promotional gift or materials into the Official Show Bag. This is an excellent opportunity to ensure each and every attendee receives information about your company.

**Sponsorship Fee: C\$500 per insert**  
**Limited Opportunities! (Rights Only)**



*“...get more coverage”*

## BILLBOARD AD PANELS

Your company name/logo and booth number will be brilliantly displayed and placed strategically throughout the show (near entrances, registration, seminar rooms, etc.) on a single-sided 37" x 87" panel.

A variety of key and high visibility locations are available. Sponsor provides artwork. Production costs are included.

**Sponsorship Fee: C\$995**  
**Multiple Sponsorships!**



*"...highlight your presence"*

## SPONSORSHIP AGREEMENT

- |  |                                 |
|--|---------------------------------|
| <input type="checkbox"/> Badge Lanyards            | \$ 3,500 (Rights Only)          |
| <input type="checkbox"/> Registration Counter Pens | \$ 1,000 (Rights Only)          |
| <input type="checkbox"/> Official Show Bags        | \$ 2,500 (Rights Only)          |
| <input type="checkbox"/> Official Show Bag Inserts | \$ 500                          |
| <input type="checkbox"/> Billboard Ad Panels       | \$ 995/ea Qty. _____ = \$ _____ |

ALL PRICES ARE IN CANADIAN DOLLARS + GST

Total C\$ \_\_\_\_\_

Please return this signed agreement with a 50% deposit to reserve your sponsorship opportunity:  
Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 515, Atlanta, GA 30339, Phone: 877.534.7285,  
Fax: 770.984.8023. Full balance due by October 20, 2006.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Payment Information:

Credit Card Type:  VISA  MASTERCARD  AMERICAN EXPRESS

Credit Card Number: \_\_\_\_\_ Expiration Date (month/year): \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Amount: C\$ \_\_\_\_\_

I hereby authorize Messe Frankfurt, Inc to charge my credit card for the above-mentioned amount.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Wire Transfer Information:

NOTE: Sponsor incurs all costs of wire transfer. Wire transfer settlement instructions should be marked so that "Foreign Bank Charges" are to be paid by the "Ordering Customer".  
Bank Name & Address: Wachovia N.A., Atlanta, GA USA  
Routing: 053000219 Swift: PNBPU33  
Account Name: Messe Frankfurt, Inc.  
Account Number: 2000187524630

Please make checks payable to:

Messe Frankfurt, Inc.  
1600 Parkwood Circle, Suite 515  
Atlanta, GA 30339

\*Please write CWRE Sponsoring on the check.

NOTE: U.S. check only.

Sponsoring Regulations:

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing Messe Frankfurt, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt, Inc.

We agree to abide by the conditions outlined above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

November 29 – 30, 2006  
International Centre  
Mississauga (Toronto), Ontario, Canada

## DIRECTORY ADVERTISING OPPORTUNITIES

Take advantage of the special advertising rates in the Official Show Directory published by Solid Waste & Recycling magazine. **Deadline for submissions is October 16, 2006.**

### RATE INFORMATION:

- Full Page - \$1495.00 CDN
- 1/2 Page - \$965.00 CDN
- 1/4 Page - \$595.00 CDN
- Company Logo - \$195.00 CDN

Save **20%** when you package your Directory Ad with an Advertisement in the October/November Show issue of Solid Waste & Recycling magazine.

Deadline for the October/November issue is September 22, 2006.



#### PUBLICATION INFORMATION:

- Trim 8 1/8" x 10 7/8"
- Bleed 8 3/8" x 11 1/8"
- Type Page 7" x 10"

#### AD SPECIFICATIONS:

- Full Page
- 1/2 Page Vertical 3 3/8" x 10"
- 1/2 Page Horizontal 7" x 4 7/8"
- 1/4 Page Vertical 3 3/8" x 4 7/8"
- 1/4 Page Horizontal 7" x 2 1/4"

### ACCEPTABLE FORMATS:

Adobe PageMaker 6.0 or lower - MAC; Adobe PageMaker 6.5 or lower - PC;  
Adobe Photoshop 6.0 or lower - MAC/PC; Quark Xpress 4.0 or lower - MAC/PC;  
Adobe Illustrator 8.0 or lower - MAC/PC; Macromedia Freehand 8.0 or lower MAC/PC

Please complete this section and fax to 416.510.5133

Company \_\_\_\_\_ Booth # \_\_\_\_\_

Contact \_\_\_\_\_ Phone# \_\_\_\_\_

Email \_\_\_\_\_ Fax# \_\_\_\_\_

#### Ad Size Requested:

- Full Page                       1/2 Page Vertical                       1/2 Page Horizontal  
 1/4 Page Vertical                       1/4 Page Horizontal                       Company Logo (jpeg, gif, tif)

**For more information:** Contact Brad O'Brien at 416.510.6798 or email [bobrien@solidwastemag.com](mailto:bobrien@solidwastemag.com)