



TWO DAYS OF UNLIMITED POSSIBILITIES SPONSORSHIP OPPORTUNITIES TORONTO 2010

CONNECTYOUR BRAND... sponsorships are an effective way to enhance your presence at Toronto 2010. It presents an excellent opportunity to reach the targeted audience expected to attend. There are many opportunities to choose from to meet your specific marketing needs and budget. To begin this process, review the options listed below, select the sponsorships that best fit with your visibility plans, and contact the CFTA office to secure your spot. To customize a sponsorship or explore new options, please contact our office at (905) 407-1065 or send an email to info@thecfta.org. We would be more than happy to discuss options that would best suit your company's needs.

ELITE SPONSORSHIP

\$20,000 (Exclusive) Toronto 2010 National Trade Show, September 28-29

- Recognition as "Elite" sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Signage in selected areas of Hall "C"
- One full-page colour Ad in Canadian Funeral Trade Show Exhibitor Program of your company (Ad to be approved by the CFTA)
- Complimentary 10' x 10' booth
- MC acknowledgements throughout trade show
- Logo on screen (presentation stage) shown intermittently throughout the show
- 2 Nights at the Hyatt Regency (host hotel) deluxe room, double occupancy

ENTERTAINMENT SPONSORSHIP – ALAN FREW...the voice of GLASS TIGER

\$15,000 (Exclusive) "Event of the Year" Wednesday, September 29

- Recognition as "Entertainment" sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- One full-page, colour ad in the Canadian Funeral Trade Show Exhibitor Program, Ad to reflect entertainment sponsorship, showing company logo
- MC acknowledgement before entertainment
- Signage with logo in selected area of venue
- Opportunity to introduce entertainment group
- Exclusive introduction to Alan Frew preceding the show

KEYNOTE SPONSORSHIP

\$10,000 (Exclusive) Keynote Presentation, Wednesday, September 29

Isadore Sharp, Founder, Chairman and CEO, Four Seasons Hotels and Resorts

- Recognition as "Keynote" sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Three-quarter page, colour ad in the Canadian Funeral Trade Show Exhibitor Program. Ad to reflect keynote sponsorship, showing company logo
- MC acknowledgement before and after keynote
- Logo on screen (presentation stage)
- Signage on presentation stage showing keynote sponsor
- Presentation to Isadore Sharp, from sponsoring company representative





TWO DAYS OF UNLIMITED POSSIBILITIES SPONSORSHIP OPPORTUNITIES TORONTO 2010

KEYNOTE SPONSORSHIP

\$10,000 (Exclusive) Keynote Presentation, Tuesday, September 28

Donald Cooper, MBA, HoF

- Recognition as “Keynote” sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Three-quarter page, colour ad in the Canadian Funeral Trade Show Exhibitor Program. Ad to reflect keynote sponsorship, showing company logo
- MC acknowledgement before and after keynote
- Logo on screen (presentation stage)
- Signage on presentation stage showing keynote sponsor
- One-on-one with Donald Cooper (1 hour business coaching)
- Presentation to Donald Cooper, from sponsoring company representative

“A NIGHT WITH THE TIGER” COCKTAIL RECEPTION SPONSORSHIP

\$8,000 (Exclusive) Gala Event, Wednesday, September 29

- Recognition as “A Night With The Tiger” Cocktail Reception sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Three-quarter page, colour ad in the Canadian Funeral Trade Show Exhibitor Program, Ad to reflect “A Night With The Tiger” cocktail reception sponsorship, showing company logo
- Cocktail napkins with company name or logo in the hands of each attendee (artwork to be approved by the CFTA)

SEMINAR/WORKSHOP SPONSORSHIP

\$5,000 (Exclusive) Workshop Presentation, Wednesday, September 29

Donald Cooper, MBA, HoF

- Recognition as “Workshop” sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Half-page, colour ad in the Canadian Funeral Trade Show Exhibitor Program
- MC acknowledgement before and after seminar
- Logo on screen (presentation stage)
- Presentation to Donald Cooper, from sponsoring company representative

“A NIGHT WITH THE TIGER” – September 29 – “Event of the Year”

\$5,000 (7 available) Food/Beverage Station Sponsorships

Western Canada; Ontario; Quebec; Atlantic; Beer; Wine; Scotch & Cigars

- Recognition as food or beverage station sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Half-page, colour ad in the Canadian Funeral Trade Show Exhibitor Program, Ad to reflect food or beverage station sponsorship
- Signage with logo at sponsored food or beverage station

SHUTTLE SERVICE SPONSORSHIP

\$2,500 (Exclusive) Complimentary Shuttle Service September 27, 28 & 29

- Recognition as “Shuttle Service” sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- One-quarter-page, colour ad in the Canadian Funeral Trade Show Exhibitor Program. Ad to reflect shuttle service sponsorship, showing company logo
- Signage on Shuttles showing company name and logo
- Shuttle schedule to be displayed in lobby of host hotel, Galleria at the DEC and trade show website showing company name and logo



TWO DAYS OF UNLIMITED POSSIBILITIES SPONSORSHIP OPPORTUNITIES TORONTO 2010

REGISTRATION SPONSORSHIP

\$5,000 (Exclusive) Toronto 2010 National Trade Show, September 28-29

- Recognition as “Registration Sponsor” sponsor through media/advertising
- Name/logo in Exhibitor Program/CFTA website/direct link to company website
- Half-page, colour ad in the Canadian Funeral Trade Show Exhibitor Program. Ad to reflect registration sponsorship, showing company logo
- Signage shown at Registration area with company logo

ADDITIONAL SPONSORSHIP OPPORTUNITIES

TORONTO 2010 DELEGATE BAG SPONSORSHIP \$4,500

Advertising on the go... delegates will display your company's name at Toronto-2010!

- Recognition as “Delegate Bag” sponsor through media/advertising
- Company name or logo to be displayed on all Toronto-2010 delegate bags (CFTA reserves the right to approve the artwork – one colour)
- Opportunity to insert one item in Toronto-2010 delegate bag

LANYARD/BADGE HOLDER SPONSORSHIP

\$3,000 Great exposure at an affordable rate

- Recognition as “Lanyard/Badge Holder” sponsor through media/advertising
- Company name or logo displayed on all lanyards (CFTA reserves the right to approve the artwork – one colour)

BADGE INSERT SPONSORSHIP

\$2,500 - Walking ad on every delegate!

- Recognition as “Badge Insert” sponsor through media/advertising
- Badge insert will display your company name; logo; booth # and promotional message to be worn by all delegates (CFTA reserves the right to approve the artwork – one colour)

ROOM DROP SPONSORSHIP

\$2,500 - Exclusive opportunity to put your company's name in front of each Toronto 2010 guest at the host hotel, Hyatt Regency on King

- Recognition as “Room Drop” sponsor through media/advertising
- Opportunity to have one item or company brochure placed inside each Toronto-2010 attendee room at the Hyatt Regency on King Street (Host Hotel) (CFTA reserves the right to approve the artwork)
- Sponsoring company is responsible for production of promotional material and room delivery charges (if applicable)

NAPKIN SPONSORSHIP

\$2,000 (2 available) Your company's name will be in good hands!

- Recognition as “Napkin” sponsor through media/advertising
- Company name or logo to appear on all cocktail napkins to be used during day one CFTA luncheon; and day two CFTA luncheon (artwork to be approved by the CFTA – one colour)

PROMOTIONAL ADVERTISING BANNERS

\$1,200 (6 available) Flying high....highlight your company and gain excellent exposure to all attendees as they enter the Toronto 2010 trade show floor!

- Company name and logo shown at prime location, on a hanging banner in the Galleria (entrance to trade show/Registration Area) for the duration of the trade show (artwork to be approved by the CFTA – 80” high and 30” wide)

TRADE SHOW FLOOR GRAPHICS

\$350 each (limit 5 per company) Step outside the booth...this is one time you won't mind being walked on!

- Full-colour, 4' x 4' floor graphic, located in the aisles on the trade show floor, at the discretion of the CFTA (artwork to be approved by the CFTA)