

SPONSORSHIP OPPORTUNITIES

1. On-Site Registration Area

The registration area is the first stop for everyone attending Bakery Showcase. Reach out to your potential and current customers before they even step onto the exhibit floor.

Key sponsor benefits:

- ▶ Gold Event Sponsor Benefits
- ▶ Prominent signage recognizing your company as the sponsor of the area
- ▶ Authorization to place company literature or samples on registration counters
- ▶ Authorization to have up to 2 company representatives "meet & greet" people in the registration area and/or distribute promotional materials

Investment: ~~\$8,000~~ ~~exclusive~~ **SOLD**

2. Lanyards

Have your company name around the neck of every attendee at the event! Either you can provide the lanyards or we can handle the production.

Key sponsor benefits:

- ▶ Gold Event Sponsor Benefits if we produce lanyards or Silver Event Sponsor Benefits if you provide them
- ▶ Company Name, Booth Number and web-site address on Lanyards

Investment: **\$8,000** exclusive (if we produce lanyards)
 \$5,000 exclusive (if you provide lanyards)

3. On-Line Registration

Get your company in front of every person who registers on-line for the event. For the last event over 75% of the pre-registrations received were done via the on-line system. Each time someone registers they go through multiple screens (approx. 4 screens) to fill out their on-line registration form resulting in repeated impressions for your company.

Key sponsor benefits:

- ▶ Silver Sponsor Benefits
- ▶ Company Logo on every screen of the on-line registration system

Investment: **\$5,000** exclusive

4. Welcome Reception

Right after the trade show closes on Sunday, May 4 a Welcome Reception will be held. Admission is free to all and will include music, finger foods and complimentary soft drinks.

Key Sponsor Benefits:

- ▶ Bronze Event Sponsor Benefits
- ▶ Verbal recognition during event
- ▶ Recognition on signage

Investment: **\$1,500** Disc Jockey
 ~~\$1,500~~ ~~Finger Food~~ **SOLD**
 \$1,500 Soft Drinks/Water Station

or ~~\$4,000~~ ~~Exclusive~~ Not Available

SPONSORSHIP OPPORTUNITIES

5. Educational Seminars

The educational seminars profile relevant and timely industry topics featuring renowned industry experts. These seminars attract senior management and key decision makers in the industry. Show this influential group of people that your company is a leader by sponsoring one of the educational seminars. *Note: Four educational seminars are scheduled, two on Monday and two on Tuesday – see below for an overview of each seminar.*

Key sponsor benefits:

- ▶ Silver Event Sponsor Benefits
- ▶ Signage recognizing your company as the sponsor of the seminar
- ▶ Authorization to place company literature or samples in seminar room for your sponsored seminar
- ▶ Opportunity to have a company representative introduce speaker
- ▶ Recognition on opening title screen
- ▶ Verbal recognition during opening and closing remarks

Investment: \$4,000 + 3 opportunities (May 5 or May 6)

Monday, May 5	Tuesday, May 6
<p>Harold Lloyd, one of North America's top retail specialist will present two informative topics this morning.</p> <p>Your Employee's First 30 Days 9:00am – 10:30am</p> <p>Ever wonder how your newest employees are really treated during their first 30 days on the job? Sure, you have an idea, but do you really know? Harold will provide real life examples of the good, the bad and the very ugly way we introduce new employees to our world and you'll see that we are more of the culprit than the victim when it comes to new associate turnover. This session will show you the importance of evaluating your new employee orientation program and how to make the early phase of their relationship with your company infinitely more positive.</p> <p>Fishin' For Sales?...Better Bait The Hook 10:45am – 12:00noon</p> <p>Minimal inflation, myriad new competitors and merchandisers preoccupied with ECR, ABC and category management...or worse, downsizing or merger-mania...no wonder sales are flat with few encouraging trends in sight. Meanwhile, your customers are being subjected to a shopping environment more and more devoid of sizzle. This tendency to move towards "plain vanilla" merchandising plays right into the hands of your competitors; the category killers, niche marketers and on-line operators. In this session you will:</p> <ul style="list-style-type: none"> • get in-store merchandising techniques that stimulate more consumer spending and maximize sales • discover merchandising ideas that can be effectively implemented in 1, 10 or 100 days • learn ways to invigorate employees with new and exciting ways to sell 	<p>Enhancing Your Attributes – Making Your Products Healthier! 9:00am – 10:30am <i>Presenters: Phillip Lee Wing, The Food Development Group Laura Pasut, BAC's Consumer Ed Spokesperson</i></p> <p>Trans Fat Free, reduced saturated fat, sodium and/or sugar, prebiotic, high fibre, whole grains are some of the buzz words used to sell products to today's informed consumer. Removing components or adding ingredients can improve the healthfulness of your baked goods. As well, including healthy attributes can help you stand out from the competition. In this seminar you will learn about:</p> <ul style="list-style-type: none"> • which components can be removed and/or replaced to make your product both conform to government requirements as well as be on the cutting edge of healthy, while not affecting on taste, texture and operational attributes • immediate product "fixes" to address government and consumer requirements/concerns while creating a platform for further health enhancement • ingredients – prebiotics, omega-3, fax, fibre, mineral...that can be added to enhance your products. Why they're beneficial for your customers and how can you get these ingredients in your products? Can you ever be too healthy? At what stage is your product healthy enough? • the challenges in making these changes to your product. Can these changes be accomplished in your product category? Are consumers willing and ready to pay for these enhancements? Can we get these products to market? <p>Communicating Changing & Complex Nutritional Messages to Consumers 10:45am – 12:00noon <i>Presenter: Leslie Beck</i></p> <p>It's impossible for consumers to ignore the almost daily reports about diet and health – including conflicting headlines that leave many wondering if scientists are capable of making up their minds. Recent controversies over fish, dietary fat, carbohydrates, even Vitamin E, have raised questions and left many people wondering what to eat. At the same time, consumer interest in nutrition is at an all time high with whole grains, fibre and omega-3 fatty acids top of mind. In this session, Leslie Beck will share her insight into communicating complex nutrition messages. She will discuss consumer nutrition attitudes, knowledge and behaviours, current hot topics in nutrition and factors that shape our eating trends.</p>

SPONSORSHIP OPPORTUNITIES**6. Email Pre-Registration Confirmation**

Communicate with every pre-registered attendee before they even get to the event. Make sure your company is at the top of their must-see list.

Key Sponsor Benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Company name, 30 word message and web-site link included

Investment: ~~\$2,500~~ ~~1 opportunity~~ **SOLD**

7. Parking Lot Shuttle Bus

Give attendees a "lift" as they walk from their car to the main entrance. A small courtesy shuttle bus will continuously move people to and from the main entrance to the back parking lots on Sunday, Monday and Tuesday between the hours of 11:00am to 5:30pm.

Key sponsor benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Sign on side of shuttle bus will read Shuttle Bus *courtesy of [Sponsor Name]. Visit us in Booth XXX*

Investment: **\$1,500** **3 opportunities** (May 4, May 5 or May 6)

8. Aisle Sign Banner

Draw extra attention and visibility to your booth by sponsoring an aisle sign. Your company name and booth number will be hung on a banner below the aisle sign you are assigned.

Note: Only one banner per aisle and only one company can sponsor a given aisle. Limited availability and on a first come, first served basis.

Key Sponsor Benefits:

- ▶ Bronze Event Sponsor Benefits
- ▶ Production & hanging of banner included in package

Investment: **\$1,500** ~~40~~ **9 opportunities**

9. Seminar Coffee Break

Give attendees a cup of java during the mid-morning seminar break on Monday & Tuesday.

Key sponsor benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Tent card on serving table will read *Coffee courtesy of [Sponsor Name]. Visit us in Booth XXX*

Investment: ~~\$1,000~~ ~~2 opportunities~~ (May 5 **SOLD** or May 6 **SOLD**)

10. Email & Fax Promotion Sponsorship

This is a great way to communicate important show features and details to prospective attendees as they gear up for the event. *Note: Limited availability - only one sponsor per promotion (not including Platinum sponsors). Email and Fax promotions planned for Mar 25/08, Apr 17/08 and Apr 29/08.*

Key Sponsor Benefits:

- ▶ Contributing Sponsor Benefits
- ▶ Company name, 30 word message and web-site link included

Investment: **\$800** **6 opportunities**

SPONSORSHIP OPPORTUNITIES

11. Team Bake Canada Demonstrations – Show Floor Feature Area

Team Bake Canada will be demonstrating the products they created for the April 2007 Louis Lesaffre Cup qualifier in Mexico each day of the event. Your sponsor dollars will be used for decor and attendee seating in this area.

Key Sponsor Benefits:

- ▶ Bronze Event Sponsor Benefits
- ▶ Recognition on signage in Feature Area
- ▶ Verbal recognition throughout the daily demo's

Investment: **\$1,000** € 5 opportunities

Note: Team Bake Canada is also looking for companies willing to donate ingredients and loan equipment so that they can do live demonstrations from start to finish.

Key Sponsor Benefits:

- ▶ Recognition on signage
- ▶ Acknowledgement on Recipe Flyer distributed in the demo area

Note: The Equipment & Ingredients listed below is an approximate list of what Team Bake Canada will require. They reserve the right to adjust this list as needed.

EQUIPMENT REQUIRED

- 1 Spiral Dough Mixer 12-15 liters maximum, with self-locking wheels
- 1 3 Bowl Beater-Mixer 40/20 liters, with self-locking wheels
- 1 Bakery Proving Box with grids 600 mm x 800 mm -16-20 racks
- 1 Stainless Top refrigerator, with 4 doors one of which for the motor
- 2 Standard Stainless Work Table 30 inch x 6 feet, with drawer for small equipment
- 1 Wooden Work Table 30 inch x 8 feet, with drawer for small equipment
- 1 deck oven, 4.80 m² -4 decks of 1.20 m².
- 1 Oven Loader
- 1 double convection Oven 5 racks each
- 1 Pastry sheeter reversable
- 1 Standard Shelf for Sheets (600 mm x 400 mm), with self-locking wheels
- 2 Standard Trolleys 610 L x 460 D x 990 H with self-locking wheels
- 60 aluminium Pastry Baking Sheets, 600 x 400

INGREDIENTS REQUIRED

- Light rye flour40 kg
- Dark rye flour.....20 kg
- Whole Buck wheat flour10 kg
- Light buckwheat flour20 kg
- ~~Whole wheat flour20 kg~~
- ~~White bread flour60 kg~~
- Fresh yeast1 lb
- Instant dry yeast2 lb
- Honey1 kg
- Salt2 kg
- Butter, plugra.....10 kg
- Butter unsalted.....5 kg
- ~~Olive oil4 lt~~
- Maple syrup real4 lt
- Eggs12 dz
- Milk powder2 kg
- Whole milk.....6 lt

Note: additional ingredients may be added at a later date

SPONSORSHIP OPPORTUNITIES

12. Pens

Put your company name in the hands of attendees by providing writing pens for them to use. Pens will be available in the registration area and seminar rooms. *Note: In addition to the sponsor dollars, the sponsor must provide 1,500 pens.*

Key sponsor benefits:

- ▶ Contributing Sponsor Benefits
- ▶ Tent card beside pens will read *Pens courtesy of [Sponsor Name]. Visit us in Booth XXX*
- ▶ Show Management will ensure that pens are distributed appropriately

Investment: ~~\$750~~ ~~exclusive~~ **SOLD**

13. Park Bench

This is a great inexpensive way to get attention as people use these benches throughout the event. *Note: Exact placement of park benches will be determined by Show Management. Limited availability.*

Key Sponsor Benefits:

- ▶ Contributing Sponsor Benefits
- ▶ Sign attached to park bench will read *Courtesy of [Sponsor Name]. Visit us in Booth XXX*
- ▶ Production and placement of sign included in package

Investment: **\$500** ~~40~~ 9 opportunities

Looking for something else?

If you don't see a sponsorship package that meets your marketing needs, please contact Christian Khouzam at ckhouzam@baking.ca or by phone 905-405-0288 x22, toll-free 888-674-2253 and he will work with you to create a package specifically for you!