Manitoba Ag Days
January 21, 22, 23 – 2020

Become a Sponsor & Stand Out From Your Competition!

Set your company apart from the rest of the field and enjoy amazing benefits with one of the best values in the industry. Our job is to help your company realize an extraordinary opportunity to connect with 45,000 attendees before, during and after the show.

Manitoba Ag Days is ‘Where the Ag Year Begins!’ Sponsorship levels start at just $500, making it affordable for your company to participate every year.

**How do you get started?** Sponsorship is easy as 1, 2, 3
1. Contact the Manitoba Ag Days Sponsorship Coordinators (see below).
2. Select your sponsorship level.
3. Together we will build your customized sponsorship package with the features and options that you value the most for your company!

An added benefit to becoming a show sponsor, your company will have access to the following ‘sponsor only’ exclusive opportunities!
- Executive Boardrooms for all three days of the show!
- Premium outdoor exhibit space – make sure they see your company first!
- Exclusive sponsorship of numerous Manitoba Ag Days features.

**To become a sponsor please contact:**
Marilynn or Roy Arnott – Manitoba Ag Days Sponsorship Coordinators
Phone / Fax: (204) 523-4577
Email: sponsor.agdays@mymts.net
Box 1748 Killarney, MB R0K1G0

**Sponsorship Summary:** (detailed descriptions on the following pages)

- Ag Days Supporter $500
- Bronze Sponsor starting at $750
- Silver Sponsor starting at $1,850
- Gold Sponsor starting at $2,950
- Platinum Patron of the Day Sponsor $5,700
- Platinum Seminar Sponsor $8,450
- Presenting Sponsor $13,950
# 2020 Sponsorship Prices & Packages:

<table>
<thead>
<tr>
<th>Sponsorship Level Price</th>
<th>Non-Sponsor</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Includes Digital Advertising on Twitter!!</strong></td>
<td>$750 (Available!)</td>
<td>$1,850 (3 Available!)</td>
<td>$2,950 (SOLD!)</td>
<td>$5,700 (SOLD!)</td>
<td></td>
</tr>
</tbody>
</table>

**Packages** (subject to availability)

- **Promotion Package:**
  - (sponsor level, display banner & premium meeting room)
  - n/a $1,525 $2,475 $3,425 n/a

- **Promotion Plus Package:**
  - (sponsor level, display banner & outdoor exhibit space)
  - n/a $1,525 $2,475 $3,425 n/a

- **Promotion Premium Package:**
  - (sponsor level, display banner, outdoor exhibit space & premium meeting room)
  - n/a $1,625 $2,575 $3,525 n/a

**Build Your Own Package:**

**BOGO – Buy One Get One FREE**

<table>
<thead>
<tr>
<th>Build Your Own Package</th>
<th>BOGO – Buy One Get One FREE (lower price item only, subject to availability, minimum Bronze level req'd)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Meeting Rooms</td>
<td>$375 $325 $275 $225 $225</td>
</tr>
<tr>
<td>Pioneer Lounge Meeting Room</td>
<td>$2,500 (all 3 days) or $1,000 (per day)</td>
</tr>
<tr>
<td>Display Banner Installation</td>
<td>$875 $775 $625 $475 $475</td>
</tr>
<tr>
<td>Regular Outdoor Exhibit Space</td>
<td>$875 $775 $625 $475 $475</td>
</tr>
<tr>
<td>Promotional Display Location</td>
<td>$375 $325 $275 $225 $225</td>
</tr>
<tr>
<td>Washroom Sponsor</td>
<td>n/a n/a $1,600 $1,450 $1,450</td>
</tr>
<tr>
<td>Coffee Cup Sponsor</td>
<td>n/a n/a $1,600 $1,450 $1,450</td>
</tr>
<tr>
<td>Napkin Sponsor</td>
<td>n/a n/a $1,600 $1,450 $1,450</td>
</tr>
<tr>
<td>Coat Check Sponsor</td>
<td>n/a n/a $1,600 $1,450 $1,450</td>
</tr>
<tr>
<td>Information Booth Sponsor</td>
<td>n/a n/a $1,750 $1,600 $1,250</td>
</tr>
<tr>
<td>Keystone Café/Lounge Sponsor</td>
<td>n/a n/a $1,850 $1,700 $1,700</td>
</tr>
<tr>
<td>Exhibitor Lounge Sponsor</td>
<td>$2,000 $1,750 $1,500 $1,000 $1,000</td>
</tr>
<tr>
<td>Inventors Showcase Sponsor</td>
<td>n/a n/a $1,750 $1,600 $1,000</td>
</tr>
<tr>
<td>Bull Congress Sponsor</td>
<td>n/a n/a $1,400 $1,000 $1,000</td>
</tr>
<tr>
<td>Water Bowl &amp; Feed Trough Sponsor</td>
<td>n/a n/a $1,850 $1,700 $1,000</td>
</tr>
<tr>
<td>UCT Executive Boardroom</td>
<td>$2,500 (non-exhibitor only) $2,250 $1,750 $1,250 $1,250</td>
</tr>
<tr>
<td>Main Concourse Executive Boardroom</td>
<td>$2,500 (non-exhibitor only) $2,250 $1,750 $1,250 $1,250</td>
</tr>
<tr>
<td>Exhibitor Reception Sponsor</td>
<td>n/a n/a $2,800 $2,000 $2,000</td>
</tr>
</tbody>
</table>

*Updated November 1, 2019*
Platinum Level Sponsor Packages:

Presenting Sponsor Package: Cost - $13,950. Package may include the following items:

(Limit of 1 – SOLD!)
- The Company will be identified as the presenting Manitoba Ag Days Sponsor.
- Recognize The Company as presenting sponsor on the cover of the 2019 Show Guide as well as other locations in the guide.
- Provide the opportunity for The Company to place promotional material in the Exhibitor Package mailed out on or near December 1st and/or distributed to exhibitors at move-in. Material not to exceed one page.
- Provide the opportunity for The Company to hang three double sided banners during the show. Size to be no larger than 3’x 15’. Banners to be supplied by The Company on or before the Friday prior to the show.
- Company name and logo placement at each entrance area.
- The Company will be identified as the presenting sponsor in various Manitoba Ag Days print advertising prior to the show.
- The opportunity to use one premium meeting room to host a client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.

Seminar Sponsor Package: Cost - $8,450. Package may include the following items:

(Limit of 2 – SOLD!)
- Main seminar rooms - This will include the opportunity to be the primary sponsor in one seminar room and place banners and signage in the room. (banners to be supplied by The Company on or before the Friday prior to the show and company reps must be in attendance during seminar room setup) The opportunity to greet visitors prior to the start each morning and afternoon seminar session. The Company will also have the opportunity to make a presentation at 1:00 pm each day in the seminar room scheduled in conjunction with the Ag Days Program Committee.
- Recognize The Company as a major sponsor on the cover of the 2019 Show Guide, on the program pages, the sponsor page and other locations in the guide.
- Provide the opportunity for The Company to hang one double sided banner during the show (in addition to seminar room banners). Size to be no larger than 3’x 15’. Banners to be supplied by The Company on or before the Friday prior to the show.
- The Company will be identified as the major sponsor in various Manitoba Ag Days print advertising prior to the show.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.
- The opportunity to use one premium meeting room to host a client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.

Patron of the Day Sponsor Packages: Cost - $5,700. Package may include the following items:

(Limit of 3 – SOLD!)
- Identify The Company as Patron of the Day on the cover of the 2019 Show Guide as well as other locations in the guide.
- Allow the distribution of Company promotional material at the main entrances to the building on the Patron’s day at the Show.
- Provide the opportunity for The Company to hang two double sided banners during the show. Size to be no larger than 3’x 15’. Banners to be supplied by The Company on or before the Friday prior to the show.
- Identify the Company name and logo as Patron of the Day on signs at entrances to the Keystone Centre on Patron’s day at the Show.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show.
- Provide a premium meeting room to The Company for client reception on Patron’s day at the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors.
Build Your Own Package Items Information:

Premium Meeting Rooms: *(Due to high demand, priority will be given in 2020 to show sponsors followed by prior year’s bookings. Until all sponsors have confirmed their meeting room requirements, non-sponsors will be placed on a waiting list in the order received.)*

- Host your company or association event in style a few steps from the exhibit floor.

<table>
<thead>
<tr>
<th>Meeting Room</th>
<th>Seating Capacity</th>
<th>7:00 to 10:00am Rate</th>
<th>Availability</th>
<th>11:00 to 3:00pm Availability</th>
<th>4:00 to 9:00pm Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewing Lounge</td>
<td>48</td>
<td>$375</td>
<td>Yes (Thurs)</td>
<td>Yes (Thurs)</td>
<td>Yes (Wed)</td>
</tr>
<tr>
<td>Assembly Hall</td>
<td>88</td>
<td>$375</td>
<td>Yes (Tue/Thu)</td>
<td>Yes (Tue/Thu)</td>
<td><strong>SOLD</strong></td>
</tr>
<tr>
<td>Curling Club Lounge</td>
<td>120-175</td>
<td>$375</td>
<td>Yes (Tue)</td>
<td>Yes (Tue)</td>
<td>Yes (Tue/Wed)</td>
</tr>
<tr>
<td>Salon B</td>
<td>50</td>
<td>$375</td>
<td>Yes (Tue/Thu)</td>
<td>Yes (Tue/Thu)</td>
<td>Yes (Tue)</td>
</tr>
<tr>
<td>Concourse Boardroom</td>
<td>20</td>
<td>$375</td>
<td><strong>SOLD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pioneer Lounge</td>
<td>78</td>
<td>$2,500 for all three days or $1,000 per day</td>
<td><strong>SOLD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prov. Ex Dome Boardroom</td>
<td>35</td>
<td>$375</td>
<td>Yes (T/W/T)</td>
<td><strong>SOLD</strong></td>
<td>Yes (Tue/Wed)</td>
</tr>
<tr>
<td>Prov. Ex Multi Purpose Hall</td>
<td>400</td>
<td>$375</td>
<td>Yes (Tue/Thu)</td>
<td>Yes (T/W/T)</td>
<td>Yes (Wed)</td>
</tr>
</tbody>
</table>

- Note: Hospitality Service (food, coffee & beverage) and audio/visual requirements will be the responsibility of The Company. Please contact Keystone Centre Sales Staff: Connie Lawrence-Siewert, 204-729-3752 email: connie@keystonecentre.com or for Dome Building Catering please contact the Victoria Inn: Barb Wilson barbw@vicinn.com All catering must be invoiced to a single invoice.

Promotional Display Locations: *(Available!)*

- Provide the opportunity for The Company to place promotional material free standing, on the wall, or on the floor in a premium location during the show. Sizes are all 3’x6’ unless otherwise noted below.

  - **Promotional Display locations are static displays only (non-staffed) and are not intended to appear as exhibit space.**
    - (A) – Westoba Place Concourse – NE ramp area **SOLD**
    - (B) – Westoba Place Concourse – NE ramp area **SOLD**
    - (C) – Westoba Place Concourse – NW ramp area **SOLD**
    - (D) – Westoba Place Concourse – NW ramp area **SOLD**
    - (E) – Lower East Ramp – located at bottom of ramp along south wall **SOLD**
    - (F) – Lower East Ramp – located at bottom of ramp along south wall **SOLD**
    - (G) – Hitching Ring Hallway – located along windows (1’x6’ wall/window posters or pop up banners only)
    - (H) – Hitching Ring Hallway – located along windows (1’x6’ wall/window posters or pop up banners only)
    - (I) – City Square Exhibition Hall – located in SW corner
    - (J) – City Square Exhibition Hall – located in SE corner (n/a)
    - (K) – Main Street South – west wall across from west UCT doors (1’x6’ poster or pop up banner only) **SOLD**
    - (L) – Main Street South – west wall across from west UCT doors (1’x6’ poster or pop up banner only) **SOLD**
    - (M) – UCT – located along southwest wall
    - (N) – UCT – located along southwest wall
    - (O) – UCT – located along southwest wall
    - (P) – UCT – located along southwest wall
    - (Q) – Main Street – north wall across from north UCT doors (1’x6’ poster or pop up banner only) **SOLD**
    - (R) – Main Street – north wall across from north UCT doors (1’x6’ poster or pop up banner only) **SOLD**
    - (S) – Westoba Ag Centre North Concourse - Barns 1 angle wall (south), 6’x6x8’ located on angle wall. **SOLD**
    - (T) – Westoba Ag Centre North Concourse - Barns 1 angle wall (north), 6’x6x8’ located on angle wall. **SOLD**
    - (U) – Westoba Ag Centre North Concourse - Barns 2 angle wall (south), 6’x6x8’ located on angle wall. **SOLD**
    - (V) – Westoba Ag Centre North Concourse - Barns 2 angle wall (north), 6’x6x8’ located on angle wall. **SOLD**
    - (W) – Westoba Ag Centre North Concourse - Barns 3 angle wall (south), 6’x6x8’ located on angle wall. **SOLD**
    - (X) – Westoba Ag Centre North Concourse - Barns 3 angle wall (north), 6’x6x8’ located on angle wall. **SOLD**
    - (Y) – Westoba Ag Centre North Concourse - Barns 4 angle wall, 6’x6x8’ located on angle wall.

Display Banner Installation: *(Limited Availability!)*

- Manitoba Ag Days Sponsorship staff will hang your Company’s double sided banner in a highly visible location for the entire duration of the show. Size to be no larger than 3’ high x 15’ wide. Banners to be supplied by The Company on or before the Friday prior to the show.

Inventors Showcase Sponsor: *(SOLD!)*

- Provide The Company with the opportunity to be the Exclusive sponsor of the Inventors Showcase. The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show.
Washroom Sponsor: *(SOLD)*

- Provide the opportunity for The Company to place promotional material in multiple highly visible locations (for example - washroom stall doors) in, around or adjacent to all washroom locations during the show.

*Please Note:* All materials and signage must be removed by the Company within 1 day after the show by the sponsor. Manitoba Ag Days will invoice the company directly for any related removal expense incurred.

Coffee Cup Sponsor: *(SOLD)*

- Provide the opportunity for The Company to provide coffee cups (approximately 7,500 cups including lids) to the Keystone Centre for use at the concession stands during the show. The cups, lids or sleeves may exhibit Company logos and promotional messages.

Napkin Sponsor: *(SOLD)*

- Provide the opportunity for The Company to provide display inserts for all napkin holders located at the Keystone Centre concession stands; one display sign/poster located at each concession stand; and the option to provide logo napkins during the show. The display inserts, poster or napkins may exhibit Company logos and promotional messages.

Information Booth Sponsor: *(SOLD)*

- Provide the Company with the opportunity to be the Exclusive sponsor of the four full staffed Information Booths located throughout the Show. This also includes the opportunity to place company promotional bags and display signage at each information booth.

Bull Congress Sponsor: *(SOLD)*

- Provide the Company with the opportunity to be the Exclusive sponsor of the Bull Congress.

Water Bowl & Feed Trough Sponsor: *(SOLD)*

- Provide the Company with the opportunity to be the Exclusive sponsor of the food and bar service area known as the Water Bowl and Feed Trough located between the Kinsmen and Optimist Arena foyers and place signage, banners & promotional material in the room.

Keystone Cafe/Lounge Sponsor: *(SOLD)*

- Provide the Company with the opportunity to be the Exclusive sponsor of the food and bar service area known as the Keystone Cafe located in the Lower Brandon Curling Club Lounge and place signage, banners & promotional material in the room.

Coat Check Sponsor: *(SOLD)*

- Provide the Company with the opportunity to be the Exclusive sponsor of the FREE Coat Check at Manitoba Ag Days. The Coat Check will be located on Main Street near the Brandon Curling Club entrance. Signage consisting of (2) two pop up banners, indicating the Company’s sponsorship will be placed on either side of the coat check booth. Coat check tickets indicating the Company’s sponsorship of the ‘FREE’ coat check will be provided to show visitors.

UCT Executive Boardroom or Main Concourse Executive Boardroom Sponsor: *(SOLD)*

- Provide an Executive Boardroom to The Company for company events or client reception for Exclusive use during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company.

Exhibitor Reception Sponsor: *(SOLD)*

- Provide the Company with the opportunity to be the Exclusive sponsor for the Exhibitor Reception – held on Tuesday evening of the Show. This will include the opportunity to place banners and signage in the room and will also have the opportunity to greet exhibitors upon arrival at the event and during the brief formal reception program.

Exhibitor Lounge Sponsor:

- Provide the Company with the opportunity to be the Exclusive sponsor of the Exhibitor Lounge located in Salon A (Show Office) and place signage, banners, table centre pieces & promotional material in the room.
Outdoor Exhibit Space: *(Limited Availability – Choose from #10, 11, 13, 23, 25, 27, 28, C, D, E.)*

- The opportunity to display product/promotional items in a premium outdoor space located on the Keystone Centre grounds during the Show. For additional information, please refer to map on the last page for locations, sizes available and rates.
- **Please Note:** It will be the responsibility of the equipment / grain bin company to adequately secure access ladders with locked ladder guards. If any expense is incurred to secure equipment / bins, Manitoba Ag Days will invoice the company directly. NO EXCEPTIONS ALLOWED!!
- **Please Note:** Outside equipment / grain bins must be removed with 2 days after the show. Manitoba Ag Days will invoice the company directly for any related storage, towing, or impound expense incurred. NO EXCEPTIONS ALLOWED!!

Manitoba Ag Days – Outdoor Exhibit Map 2020

- Premium outdoor space (#’s 1 & 20 to 25) - $1,750 value
- Regular outdoor space - $875 value
- Small outdoor space (#’s 26 to 28) - $450 value
- Display sign space (A to F) - $450 value

Have another creative idea?
- Cannot find anything on the list that is exactly what you looking for? We will gladly work with you to develop your own creative ideas to promote your company at Manitoba Ag Days. Put it on the table and we'll see what we can do!
Keystone Centre Overview Map: