



JANUARY 16 – 18
BMO CENTRE, CALGARY, AB

2019 WRLA BUYING SHOW SPONSORSHIP OPPORTUNITIES



1 | Brand Visibility and Targeted Marketing

Sponsorship is an excellent way to put your brand visuals in front of your targeted audience! The WRLA Buying Show attracts highly interested retailers – they are at the show to buy and learn about your company and new product. Sponsorship can provide opportunities to engage with retailers looking for partnerships and relevant product solutions.

2 | Lead Generation and Sales

Think about the amount of time you normally spend hunting for 10 qualified leads. How about 20, 50, or 100? The WRLA Buying Show has a host of compatible retailers from across Western Canada. Sponsorship creates an emotional connection to building your brand loyalty. Along with leads, the WRLA Buying Show allows you to rack up sales on the spot. Many companies make the bulk of their purchases at the show, and you can quickly earn their respect as a sponsor.

3 | Sales to Leadership

Sponsorship at the 2019 WRLA Buying Show allows you to take a lead role in building and shaping our industry. Leaders like you demonstrate the economic impact our industry has.

4 | Content Strategy

Sponsorship provides fresh material to expand your content strategy. Connecting with the WRLA and WRLA Buying Show on social media, you can find relevant audiences to target. Exclusive Sponsorships have specialized social media content opportunities.

5 | Return on Investment

Whether you plan to sell or not, the WRLA Buying Show is about starting quality relationships. The goal is to leave with a list of leads to follow-up afterwards to leverage your investment.

FIVE GREAT REASONS TO SPONSOR THE 2019 WRLA BUYING SHOW

**INTERESTED IN LEARNING MORE?
READY TO SPONSOR? CONTACT:**

Jessica Cranmer | Trade Show & Event Manager
BuyingShow@wrla.org
1-800-661-0253 ext 3



**WRLA BUYING SHOW
2019 SPONSORSHIP
OPPORTUNITIES**

	Gold Partner	Silver Partner	Bronze Partner
Partnership Amount (\$)	\$5,000	\$2,500	\$1,000
# Available	Unlimited	Unlimited	Unlimited
Parking Passes for the BMO Calgary Stampede Centre	2	1	
Logo Recognition in the Buying Show Guide	✓	✓	
Logo and Link on the WRLA Website (Buying Show Page)	✓	✓	✓
Logo Recognition on General Buying Show Signage (with other sponsors)	✓	✓	✓
Twitter: Group tweet: Sponsor Spotlight (grouped logo image)	✓	✓	✓

Specialized recognition is customized based on the sponsorship chosen





**WRLA BUYING SHOW
2019 SPONSORSHIP
OPPORTUNITIES**

	Registration Sponsor	SOLD	Educational Breakout Session Sponsor	SOLD	Launch Pad Live Stage Sponsor	NexGEN Tour Sponsor	Tote Bag Sponsor	Charging Station Sponsor	Zen Lounge Sponsor
Partnership Amount (\$)	\$30,000	\$20,000	\$20,000	\$20,000	\$10,000	\$10,000	\$10,000	\$7,500	\$7,500
# Available	1	1	1	1	1	1	1	1	1
Facebook Live at Booth	✓	✓	✓						
Complimentary 10 x 10 Buying Show Booth (\$1,500 Value)	✓	✓	✓						
Priority Booth Takedown Service	✓	✓	✓						
Twitter: Dedicated tweet: Sponsor Spotlight	✓	✓	✓						
Recognition in the Dec/Jan WRLA News E-Newsletter: Exhibitor Focus	✓	✓	✓						
Issue 1: Post-Show Feb/March 2019 Yardstick Advertising Discount	50%	25%	25%	15%	15%	15%	15%		
Specialized Benefits Associated with Sponsorship	✓	✓	✓	✓	✓	✓	✓	✓	✓
Priority VIP Event Registration Check (VIP Sponsor Area)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Parking Passes for the BMO Calgary Stampede Centre	10	8	8	6	6	6	6	4	4
Logo and Link on the WRLA Website (Buying Show Page)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo Recognition in the Buying Show Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo Recognition on General Buying Show Signage (with other sponsors)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twitter: Group tweet: Sponsor Spotlight (grouped logo image)	✓	✓	✓	✓	✓	✓	✓	✓	✓

Specialized recognition is customized based on the sponsorship chosen



\$30,000

**2019 WRLA Buying Show
Registration Sponsor**

- Recognition as the Registration Show Sponsor on the online registration portal
- Special Spotlight Article Feature in the Dec/Jan WRLA News E-Newsletter: Exhibitor Focus
- Logo recognition on all Registration Staff t-shirts (with WRLA logo) as registration sponsor
- Logo recognition on registration signage as the Registration Sponsor

\$20,000

**2019 WRLA Buying Show
Luncheon Sponsor**

SOLD

- Opportunity to provide a lunch attendee gift give away
- Opportunity to provide your organizational signage at all luncheons
- Logo recognition at all luncheon tables (provided by the WRLA)
- Reserved seating for your Organization at luncheons—Maximum 2 tables (20 guests)

\$20,000

**2019 WRLA Buying Show Educational
Breakout Session Sponsor**

- Verbal recognition prior to every educational session (done by a WRLA Staff or Board Member)
- Opportunity to introduce each Educational Speaker to attendees (approx. 8 sessions)
- Opportunity to provide your organizational signage in all Educational Speaker rooms signage
- Logo recognition on AV projections in each Educational Breakout Session
- Opportunity to engage Education Session attendees by distributing a promotional item before or after each session

\$10,000

New Product Feature Area

SOLD

- Logo recognition (with WRLA) as the New Product Feature Area Sponsor
- Logo recognition on all floor stickers identifying booths with new product featured in area
- Opportunity to present *Best New Product 2019* award on stage at the conclusion of Buying Show

\$10,000

**2019 WRLA Buying Show Launch Pad
Live Stage Sponsor**

- Opportunity to introduce the new product speakers to attendees at the start of the show
- Reserved 30 minute speakers spot for your organization
- Logo recognition on all Speakers Stage signage
- Logo recognition on AV projections from Speakers Stage

\$10,000

NexGEN Tour Sponsor

- Opportunity to speak to the WRLA NexGEN student attendees before tour and accompany on tour (Friday)
- Logo recognition on event signage as the NexGen Student Tour Sponsor
- Opportunity to provide gift or promotional item to NexGEN Tour Group
- Access to the WRLA NexGEN Student Contact List

\$10,000

**2019 WRLA Buying Show Tote Bag
Sponsor (Available to WRLA Associate
Members Only)**

- Opportunity to provide your organizational tote bags to 2,700+ retailers and exhibitors in attendance
- Opportunity to provide gift or promotional item inside tote bag
- Opportunity to provide your organizational staff as greeters to personally hand out the tote bags

\$7,500

**2019 WRLA Buying Show Zen
Lounge Sponsor**

- Logo recognition on the 2019 WRLA Buying Show Zen Lounge Area signage
- Opportunity to provide gift or promotional item at the Zen Lounge Area

\$7,500

**2019 WRLA Buying Show Charging
Station Sponsor**

- Logo recognition on the charging stations
- Logo recognition (with the WRLA) on the Buying Show Lounge Area "Selfie" Station Wall



2019 WRLA BUYING
SHOW PARTNERSHIP
OPPORTUNITIES

SPONSORSHIP ORDER FORM

Contact Name

Billing Address

Province/State

Postal/ZIP Code

Phone

Email

Contact Name

I WOULD LIKE TO SELECT:

Gold Sponsorship \$5,000

Silver Sponsorship \$2,500

Bronze Sponsorship \$1,000

I AM INTERESTED IN LEARNING MORE ABOUT A CUSTOM SPONSORSHIP OPPORTUNITY:

Registration Sponsor \$30,000

Educational Breakout Session Sponsor \$20,000

Launch Pad Live Stage Sponsor \$10,000

NexGen Tour Sponsor \$10,000

Buying Show Tote Bag Sponsor
(WRLA Associate Members Only) \$10,000

Zen Lounge Sponsor \$7,500

Charging Station Sponsor \$7,500

I want to explore other ideas with the
WRLA Buying Show

PLEASE CALL OR EMAIL AT THE ABOVE DETAILS

PLEASE RETURN THIS FORM TO BUYINGSHOW@WRLA.ORG OR BY FAX AT 204-947-5195