



*Mid-Canada's Largest Exhibition & Trade Show of  
New Technologies, Innovations, Opportunities & Resources  
For Electrical Contractors, Suppliers & Professionals!*

# Manitoba **ELECTRICAL** EXPO

*Strength in Connection*

February 22 & 23, 2017 • RBC Convention Centre • Winnipeg, Manitoba

— | SPONSORSHIP PACKAGE | —

# Manitoba ELECTRICAL EXPO Event Summary

**WHAT:** The Manitoba ELECTRICAL EXPO is a bi-annual conference and trade show attended by over 2000 electrical contractors, wholesalers, distributors, manufacturers, agents and consultants.

**WHEN:** Wednesday, February 22<sup>nd</sup> & Thursday, February 23<sup>rd</sup>, 2017

**WHERE:** RBC Convention Centre, Winnipeg, Manitoba

**WHY:** This is your opportunity to see the latest innovations in electrical technology and applications, see new equipment and techniques on display, enhance your network and professional skills, and showcase your products and services to a motivated audience wanting to learn, buy, experience and grow!

## Who Is The Electrical Association of Manitoba?

Formerly the Manitoba Electrical League, the Electrical Association of Manitoba Inc. began as The Electrical Service League in 1957 (26 member companies), providing service to its members and promoting the Red Seal Wiring Program. In 1991/92 it amalgamated with the Manitoba Electrical Association (MEA) to form the Manitoba Electrical league Inc. In June 2014 the name was changed to Electrical Association of Manitoba with a tag line "Strength in Connection". The organization's new name is more representative of the broader range of services and benefits the Association now offers, including stability, strength and professionalism in the promotion and educational training of the electrical industry.

The EAM is a non-profit organization made up of electrical contractors, wholesalers, distributors, manufacturers, agents and consultants. The Association provides a variety of services to its members including educational and training programs to help member companies and their employees to be current with industry requirements and trends, up-to-date industry information, networking opportunities, representation to Governments, and group insurance.



**eam**  
ELECTRICAL ASSOCIATION  
OF MANITOBA  
*Strength in Connection*



## NETWORK

Connect with over 2000 Electrical industry professionals including contractors, agents, distributors, manufacturers and more – each key decision makers looking to buy, learn, share and grow!

## LEARN

A full curriculum of engaging, informative and compelling plenary sessions guarantee that attendees will maintain the inside track on Code standards, new technologies, best business practices and leading-edge innovation.

## PROSPER

Operating your business in today's fluid environment is challenging. EXPO registrants can tap into a wealth of valuable information about Marketing, Social Media, Human Resources, Business Law, Succession and Financial Planning, and more!

## ENJOY

The Manitoba Electrical EXPO is a great opportunity to catch up with old acquaintances, make important new connections and really sharpen your networking skills. Events like the Breakfast Keynote Presentation and venues like the Exhibitors' Lounge will ensure you're right in the middle of the action.

## BUILD

This is one of Canada's largest and most dynamic events for those working in and servicing the Electrical contracting industry. This is where professionals like you come to build their businesses, skills and knowledge through education, networking, professional accreditation and accessing new opportunities.

**Manitoba**  
**ELECTRICAL**  
**EXPO**  
*Strength in Connection*

**February 22 & 23, 2017**  
**RBC Convention Centre**  
**Winnipeg, Manitoba**

**P 204.977.4788**  
**F 204.289.2999**  
**E [electricalexpo@shaw.ca](mailto:electricalexpo@shaw.ca)**

# SPONSORSHIP PACKAGES

Being an ELECTRICAL EXPO sponsor is an excellent way to promote your company, its products and services to thousands of motivated, educated and committed Electrical contractors, manufacturers, agents, distributors, wholesalers and consultants.

As an EXPO sponsor you get added value by ensuring that your name and message is front and

## BREAKFAST KEYNOTE

The highlight of the conference, the Breakfast Keynote will see up to 400 attendees gather to hear a major high profile speaker address the audience and set the tone for the next two days.

- Introductory and Thank You remarks
- Signage inside the venue
- Logo on all paid print and electronic media
- Profile in EXPO Show Guide
- VIP table (seats 8) at Breakfast Keynote address
- Table Signage & Handouts
- Meet & Greet with Keynote speaker

### INVESTMENT

**\$5,000**

1 Sponsorship Available

## EXHIBITOR LOUNGE

This is where attendees gather, where deals are made, where people come to share ideas and review the day's events.

- High profile promotion in all event media and materials
- Highly visible signage in the Convention Centre as well as throughout the Exhibitor Lounge
- Table signage and handouts
- Logo on directional signage in Convention Centre.

### INVESTMENT

**\$2,500** for one day **\$4,500** for both days

1 or 2 Sponsorships Available

## HOURLY PRIZE SPONSOR

Each hour throughout the EXPO a draw will be made for a prize valued at at least \$300. Names will be drawn from the registered attendee list but only those in attendance can win! This promises to be a hugely popular event with major promotional exposure for our sponsors.

- Logo and name mention in EXPO Show Guide
- Prominent mention in prize award announcement
- Sponsor name and branding on EAM website and media

### INVESTMENT

**\$500 per Prize Sponsorship**  
or **\$300 value prize + \$200**

18 Sponsorships Available

## GRAND STAIRWAY RISERS

**Available for the first time ever!**

Your company's image or message prominently displayed on the risers of the Grand Staircase as visitors enter the RBC Convention Centre.

Never before offered this will create a truly impressive and memorable first impression for all EXPO attendees for your company and its brand.

### INVESTMENT

**\$4,000**

1 Sponsorship Available

centre where registrants gather to learn, network, relax, exchange ideas and enhance their professional skills and connections.

For more information on how your company can take advantage of these sponsorship opportunities, phone **204.977.4788** or email **electricalexpo@shaw.ca**.

## DEMO STAGE

At 20' x 40', the Demo Stage is a major attraction located right at the centre of the EXPO exhibition hall. Each day will see 4-5 exhibitors demonstrating new tools & techniques. Your company can sponsor the entire Demo Stage and enjoy visibility by hundreds of visitors, each of whom will see your logo and message – front & centre!

- Large, prominent banner sign suspended from Convention Centre ceiling
- Prominent logo display in all electronic & print media
- High profile promotion in EXPO Show Guide

### INVESTMENT

**\$2,500**

1 Sponsorship Available

## VALUE BAG SPONSORSHIP

One of the most visible promotional opportunities of all! Your corporate brand and message on high quality, high impact bags that attendees use to carry promotional items gathered at the EXPO.

- Only 200 bags given out per day
- Highly prized EXPO premium
- Sponsor can include your own promotional materials

### INVESTMENT

**\$1,500** (sponsor responsible for bag production)

1 Sponsorship Available

## EDUCATION WORKSHOPS

This year's education and training workshop line-up is more comprehensive than ever, featuring expert presenters on a range of topics of interest to electrical contractors and suppliers.

Sponsorship includes:

- Introductory and Thank You remarks
- In room signage
- Promotion on EXPO website and Show Guide
- Inclusion in all paid advertising

### INVESTMENT

**\$1,200**

20 Sponsorships Available

## FLOOR GRAPHICS

Innovative, high profile Floor graphics are a powerful way to promote your brand and name to attendees. Use them to support your other sponsorships, direct visitors to your booth, demo or other event.

Note: Sponsor must supply their own artwork.

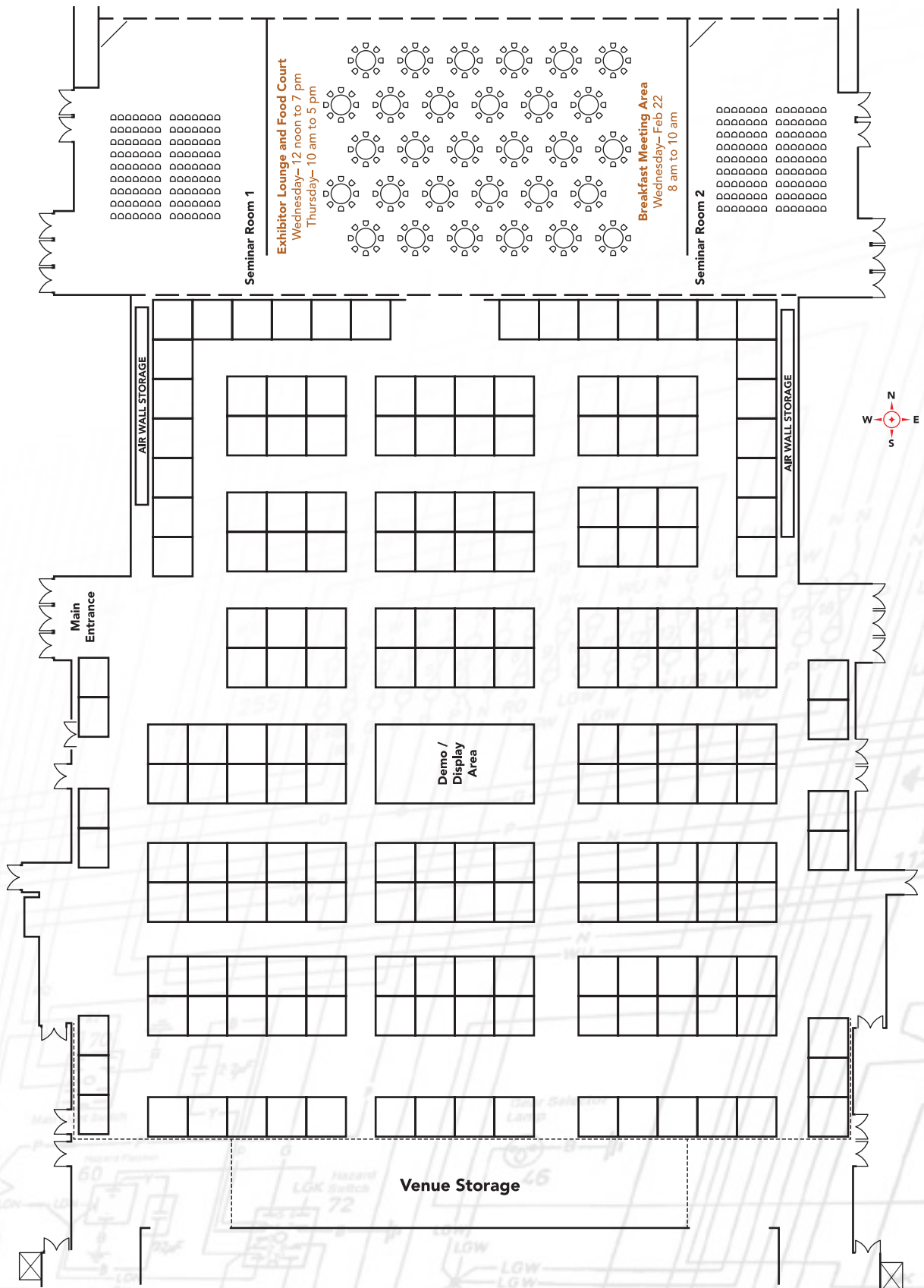
**YOUR  
COMPANY  
HERE**

### INVESTMENT

**\$400.00**

6 Sponsorships Available

# RBC Convention Centre Winnipeg – Third Floor Exhibition Halls A.B





# Education Workshop Topics

The Manitoba ELECTRICAL EXPO will present a full curriculum of inspiring, informative and entertaining educational workshops, each designed to provide participants with the tools they need to enhance their skills and knowledge. Suggested topics may include, but are not limited to:

- *Canadian Electrical Code Update*
- *ARC Flash Training*
- *Using Social Media To Build Your Business*
- *Electrical Maintenance Essentials – CSA Z463*
- *CSA Z462 (Third Edition Changes)*
- *Energy Lighting Controls*
- *Overview of DALI Controls*
- *Manitoba Energy Code For Buildings*
- *Succession Planning For Your Business*
- *CRA and Your Small Business*
- *Power Management & Energy Efficiency*
- *Advertising & Marketing 101*
- *Hiring & Retaining Indigenous Workers*
- *Your Small Business and The Law*
- *Working With Architects & Engineers*
- *Financial Planning & Insurance*





As an Attendee, a Presenter, an Exhibitor or a Sponsor, the Manitoba ELECTRICAL EXPO is your chance to network, grow and learn with over 2000 other professionals in the Electrical contracting industry.

Complete this form and submit it by fax to **204-289-2999** or complete it online at [www.eamanitoba.ca](http://www.eamanitoba.ca) to reserve your place at Mid-Canada's largest and most well attended Electrical conference and trade show.

### Please contact me. I want to:

Reserve one or more of the great Sponsorship opportunities below:

- Keynote Breakfast    Exhibitor Lounge    Demo Stage    Value Bag
- Hourly Prize    Grand Stairway Risers    Education Workshop    Floor Graphics
- Be an Education Workshop Presenter
- Be a Trade Show Exhibitor

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Best Time To Contact Me: Morning: \_\_\_\_\_ Afternoon: \_\_\_\_\_ Evening: \_\_\_\_\_

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

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal/Zip: \_\_\_\_\_

Type of Business (i.e . Manufacturing, Agent, etc.): \_\_\_\_\_

*A representative will contact you to follow up and process your request.*

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