



**SPEAKER
SPONSORSHIP
OPPORTUNITIES**

2024

WINNIPEG *Women's* SHOW



Winnipeg Women's Show

March 23—24, 2024

RBC Convention Centre—Hall D

Who should sponsor a Speaker?

We have learned that an exhibiting company who provides a speaker that presents solutions or entertainment as they relate to their industry, can increase their perceived value in a show environment. Having the ability to remove one's "*sales hat*" and replace it with a "*teaching hat*" can create a situation where a greater rapport is created with the visitor and set them apart from other exhibitors. Whether your company has a professional speaker on staff or perhaps you are an aspiring public speaker or presenter, Winnipeg Women's Show has a presentation package to match your company's experience and budget.

Why sponsor a Speaker at the Winnipeg Women's Show?

The exclusive "**exhibitor marketing program**" helps to ensure that the majority of visitors are pre-qualified by targeting your audience. Companies who wish to present a speaker on their own outside of the show would face the costs of room rentals, displays, audio/visual rentals plus a technician, staffing, and of course advertising. Sponsoring a speaker at the show will provide a solution to all these concerns in one neat package. In addition, a Speaker Sponsorship provides you with tools to ensure the audience you anticipated, as well as allowing you the opportunity to invite your own special guests, is part of this unique package.

What can I expect if I sponsor a Speaker at the Show?

Participants in our Speaker Sponsorship program pay only for their share of the time used in the seminar theatre. **The programs are designed as a cost recovery system and do not generate profits for the show or unreasonable investments for the sponsor.** This type of programming makes the costs to each sponsoring company and the show management completely affordable.

All presenters, regardless of category, will receive complete access to the seminar theatre during their scheduled time slots. This includes a professional audio / video system, laptop and a room technician PLUS sponsor billing on all forms of event media such as the website, posters, onsite signage, social media and more. The biggest difference in the presentation packages is largely based on the amount of time you use the room. Whether you are a beginner or a national favourite, the Winnipeg Women's Show Speaker Program has a package suitable for your budget and speaking experience. Speaker packages include everything you need to create added value for your company and to boost your Wellness Expo exposure.

A well planned speaker presentation can help your company be assured of increased awareness, added business to your exhibits and, if it applies, added sales of your product lines. As well, you educate interested consumers with the message your company or products represent. A *BONUS* to all Winnipeg Women's Show Speaker Sponsors, we provide your company with the tools to assist you in making sure your seminars are packed with interested consumers.

National Speaker Sponsorship

The **60 minute National Speakers** are recognized as a major Winnipeg Women's Show feature. The National Speaker presentations are reserved for company representatives or individuals who have a proven ability to draw an audience and who can deliver an educational and entertaining presentation that has a broad appeal.

A National Speaker is represented as a **Show Sponsor** which includes the following:

- Two 60 - minute seminar presentation sessions. (one per day)
- One Premium Corner Booth prominently positioned on show floor. (*additional booths available at 10% discount with this package*)
- Audio/Visual equipment including:
 - PA, LCD Projector and screen, Laptop, cordless headset or hand held microphone
 - Room monitor and Audio / Video technician.
- Recognition as a **"Featured Speaker"** on all Winnipeg Women's Show paid advertisements, promotions and pre-Show materials.
- Sponsoring company or organization name and logo on all on-site Winnipeg Women's Show seminar theatre schedules.
- Opportunity for distribution of sponsor product / service information at the seminar theatre entrance during speaking times.
- Placement of corporate banner (supplied by speaker) in seminar theatre (*during allotted times*).
- Sponsor recognition, including logo displayed with an active link back to the sponsor's website or social media on wellnessexpo.com.
- Sponsor recognition on in-show seminar announcements (Minimum of 3 per day).
- Unlimited Complimentary Show Passes and Electronic Passes to distribute to your clients, prospects, suppliers and business associates to ensure your customers and business partners can attend your presentation.
- Access to Winnipeg Women's Show logos for cross-promotional use.
- First right of refusal for the "National Speaker" sponsorship for the next season.

National Speaker Sponsorship Investment - \$1800

* All Seminar Sponsors must comply with Exhibitor regulations and conditions as listed on application.

Regional Speaker Sponsorship

The **30 minute Regional Speakers** are generally considered to be local or regional presenters with experience level to attract and hold an audience for 30 minutes. Our regional presenters generally have some previous experience as a presenter and have presented in the region before with a recognizable program that could be marketed as one of the features to the event.

The Regional Speaker Sponsorship benefit package for each Wellness Expo includes:

- Two 30 - minute seminar presentation sessions. (one per day)
- One Premium In-line Booth prominently positioned on show floor. (*additional booths available at 10% discount with this package*)

Standard Inclusions:

- Audio/Visual equipment including:
 - PA, LCD Projector and screen, Laptop
 - Room monitor and Audio / Video technician
- Sponsoring company or organization name and logo on all on-site Winnipeg Women's Show seminar theatre schedules.
- Opportunity for distribution of sponsor information at the seminar theatre entrance (*during allotted times*).
- Placement of "Corporate" banner (*supplied by speaker*) in seminar theatre (*during allotted times*).
- Sponsor recognition, including logo displayed with an active link back to the sponsor's website, on winnipegwomensshow.com.
- Sponsor recognition on in-show seminar announcements.
- Unlimited Complimentary Show Passes and Electronic Passes to distribute to your clients, prospects, suppliers and business associates to ensure your customers and business partners can attend your presentation.
- Access to Winnipeg Women's Show logos for cross-promotional use.
- First right of refusal for the "Regional Speaker" sponsorship for the next season.

Regional Speaker Sponsorship Investment - \$1500

* All Seminar Sponsors must comply with Exhibitor regulations and conditions as listed on application.

Workshop / Demonstration Sponsorship

The Workshop/Demonstration Sponsorship package is designed to let companies and individuals speak directly to the highly qualified and motivated audiences at the Winnipeg Women's Show. Even a short presentation can highlight the true benefits of their products or services in a safe and learning environment and at an affordable budget. Short presentations also increase the perceived value of your product or service to the wellness audience. Do you have a workshop class e.g. painting, flower arrangement, etc.? This would be the perfect place for you to demonstrate a class right at the show.

The Workshop/ Demonstration Sponsorship package includes:

One 30-minute presentation session.

- All **Standard Inclusions** in Regional Sponsorship above.
- **Booth is NOT included.**

Local Workshop / Demonstration Sponsorship investment is \$100.00 for one spot or \$250.00 for 3 spots. *

*All Workshop/Demonstration Sponsors must comply with Exhibitor regulations and conditions as listed on application.

READY TO START ... [CLICK HERE](#) to access application. Speaker applications will be accepted ONLY up to 60 days prior to show time. Any applications after this date will be subject to availability and surcharge.

Please Note: Not all applications will be accepted. Be clear on your title and description on your app.