

WINNIPEG *Women's* SHOW



**SPONSORSHIP
OPPORTUNITIES**

2025

WINNIPEGWOMENSSHOW.COM

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Winnipeg Women's Show

March 8—9, 2025

RBC Convention Centre—Hall D

Speaker Sponsorship

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 "Main Stage" 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 Women's Show 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 / Entertainment Sponsorship

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

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

- Two 60 - minute seminar presentation sessions. (one per day)

Standard Inclusions:

- 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 Sponsor**" 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.
- 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 sponsorship for the next season.

National Speaker / Entertainment Sponsorship Investment - \$600 plus GST

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

Regional Speaker / Entertainment Sponsorship

The **30 minute Regional Sponsorship** 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 Sponsorship package includes:

- Two 30 - minute seminar presentation sessions. (one per day)

Standard Inclusions: (see above)

Regional Speaker / Entertainment Sponsorship Investment - \$400 plus GST

* 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 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.

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

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

Other Sponsorship Opportunities

This sponsorship does not require you to be an exhibitor. Our sponsorship opportunities are designed to give you the best possible exposure to our target audience while enhancing the value of the Women's Show.

- **Sponsor Gift Bags** - this requires a Sponsor to supply the show with a minimum of 1000 gift bags to be distributed at the front of the show as attendees walk in. These gift bags may include promotion items and materials from you and also from exhibiting companies already in the show. These bags must be dropped off on Friday, March 7, 2025 during set up of show.
- **Sponsor Lanyards**, where your logo will be prominently displayed for all to see through each exhibitor at the show. A minimum of 300 lanyards must be provided and dropped off on the Friday during set up.

READY TO START ... [CLICK HERE](#) to access application. Speaker applications will be accepted ONLY up to 30 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 application.*

