



SEPTEMBER 17 - 19

WINNIPEG 🍀 CANADA

SPONSORSHIP PACKAGE



CANADIAN PULSE AND SPECIAL
CROPS TRADE ASSOCIATION





WINNIPEG, CANADA

THE GATEWAY TO **THE PRAIRIES**

AFTER AN UNFORGETTABLE EXPERIENCE IN 2023, THE PULSE & SPECIAL CROPS CONVENTION IS EXCITED TO BRING BACK DELEGATES FROM OVER 22 COUNTRIES TO WINNIPEG, CANADA FOR PSCC 2024.

Hosted by the Canadian Pulse & Special Crops Trade Association (CPSC), the Pulse & Special Crops Convention (PSCC) has been bringing together hundreds of industry leaders and buyers from around the globe for almost 40 years to network, discuss sector-wide challenges and grow their business.

This year, we invite delegates to Winnipeg - the vibrant heart of the Canadian Prairies. The convergence of the Red and Assiniboine Rivers has served as a meeting place for thousands of years. Today, Winnipeg has blossomed into an agricultural hub and the largest city on the Prairies. Experience the energy of thriving festivals and art scenes set against a backdrop of pristine green spaces.

This sponsorship package outlines unique opportunities to get in front of a highly engaged, industry-specific audience. CPSC staff will work closely with you to ensure your involvement in the convention meets your company's goals and provides you with an excellent return on investment. If you have any questions or require more information, email **Denise Hawryluk at dhawryluk@pulsecanada.com**



SALES PROCESS

2024 SPONSOR PRE-SALE

PSCC 2023 sponsors will have the first opportunity to purchase sponsorships for the 2024 convention before the sale opens to CPSC Members and Partners. CPSC staff will contact 2023 sponsors directly about 2024 sponsorships. The cut-off date for sponsorship pre-sales is 5:00 PM CST on February 19, 2024.

CPSC MEMBERS & PARTNERS

Tuesday, February 20 at 11:00 AM CST

Each CPSC member company will receive a link by email to an invitation-only website where they can purchase remaining sponsorships on a first-come, first-served basis.

Please note that emails will be sent from **hello@cpsctrade.ca**, please ensure this email is whitelisted by your IT company or email provider.

QUESTIONS?

CONTACT DENISE HAWRYLUK AT
DHAWRYLUK@PULSECANADA.COM



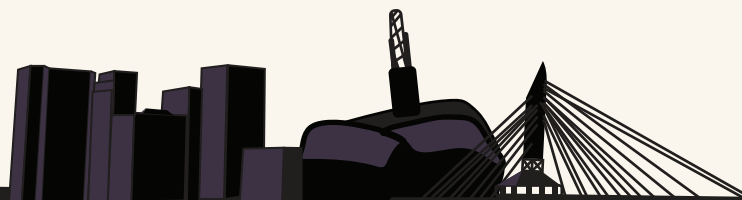
GENERAL PUBLIC

Tuesday, February 27 at 11:00 AM CST

Remaining sponsorships will be available for purchase on a first-come, first-served basis at **pulseandspecialcropsconvention.com**.

PURCHASING YOUR SPONSORSHIP

1. Once you have selected your sponsorship from the website, you will be asked to make a 10% deposit and provide payment details to confirm the purchase.
2. Once your payment has been approved, you will receive a confirmation email from the CPSC office.
3. The sponsorship will be removed from the website and will no longer be available for others to purchase.
4. A second payment of 15% is due by **April 15, 2024**.
5. A final payment of 75% is due no later than **June 30, 2024**.



TITLE SPONSOR

\$40,000

COMPLIMENTARY REGISTRATIONS

- 4 convention registrations
- 4 golf tournament registrations
- 4 welcome reception tickets
- 4 gala reception tickets
- Premium reserved seating at the gala reception
- Opportunity to provide brief welcome remarks to delegates

COMPLIMENTARY EXHIBIT BOOTH SPACE

- Trade show booth space with first choice for location selection

LOGO FEATURED ON

- Ballroom wall or floor, projected throughout the entire program to create a constant visual of your brand
- Front of delegate kits
- Convention podium
- All main signage displayed throughout the convention
- Hotel key cards
- Welcome letters provided to delegates upon hotel registration
- Front of desk on convention stage
- Event website, with link to your website
- All promotional emails, with a link to your website

PROMOTIONAL VIDEO

- Opportunity to supply a 60-second company video to be played twice on day 1 and once on day 2

MARKETING MATERIAL

- Include marketing material and a branded promotional item in all delegate kits

PUSH NOTIFICATION

- Dedicated push notification on the PSCC 2024 mobile app

PROMOTIONAL EMAIL

- Opportunity to send a promotional email to the full Pulse & Special Crops Convention email list.*

DEDICATED SOCIAL MEDIA POST

- Dedicated post on Pulse Canada social media channels, with a link to sponsor social profile (if applicable) and website



YOUR LOGO WILL BE SEEN!

YOUR BRAND WILL BE EXPERIENCED!

**Email must be approved in advance by the CPSC.*



PLATINUM SPONSOR

\$30,000



DON'T MISS THE VIBRANT CITY OF WINNIPEG!

COMPLIMENTARY REGISTRATIONS

- 3 convention registrations
- 3 golf tournament registrations
- 3 gala reception tickets
- Premium reserved seating at the gala reception

COMPLIMENTARY EXHIBIT BOOTH SPACE

- Trade show booth space with priority access for location selection

LOGO FEATURED ON

- Ballroom wall or floor, projected throughout the entire program to create a constant visual of your brand
- Front of delegate kits
- All main signage displayed throughout the convention
- Welcome letters provided to delegates upon hotel registration
- Event website, with link to your website
- All promotional emails, with a link to your website

PROMOTIONAL VIDEO

- Opportunity to supply a 30-second company video to be played once each day during the program

MARKETING MATERIAL

- Include marketing material and a branded promotional item in all delegate kits

PUSH NOTIFICATION

- Dedicated push notification on the PSCC 2024 mobile app

DEDICATED EMAIL FEATURE

- Dedicated company highlight section with a link to your website in a promotional email to potential delegates

DEDICATED SOCIAL MEDIA POST

- Dedicated post on Pulse Canada social media channels, with a link to sponsor social profile (if applicable) and website





PALLADIUM SPONSORS

\$30,000

NEW!

2 AVAILABLE

COMPLIMENTARY REGISTRATIONS

- 3 convention registrations
- 3 golf tournament registrations
- 3 welcome reception tickets
- 3 gala reception tickets
- 1 trade show booth space

PUSH NOTIFICATION

- Dedicated push notification on the PSCC 2024 mobile app

LOGO FEATURED ON

- Signage at the golf tournament, welcome, and gala receptions
- Wine drip tags at receptions
- Signage on every other hole at golf tournament
- All main signage displayed throughout the convention
- PSCC website and all promotional emails with a link to your website
- Logo featured on golfer gift bags with the opportunity to supply marketing material in the bag
- Company logo featured at an interactive golf-themed game at the convention registration desk
- Premium reserved seating at the receptions

ADDITIONAL OPPORTUNITIES

- Opportunity to provide your own signage or small display at the events
- Opportunity to provide a company branded gift for each golfer
- Opportunity to provide your own signage or small display at the golf course

MARKETING MATERIAL

- Opportunity to provide marketing material and a branded promotional item in the delegate kits

DEDICATED EMAIL FEATURE

- Dedicated company highlight section with a link to your website in a promotional email to potential delegates

BE A PART OF THE ACTION!



GOOD TIMES WILL BE HAD BY ALL!





GOLD SPONSORS

\$15,000

LANYARDS

- 2 convention registrations
- Company logo displayed on the lanyards worn by all delegates throughout the entire convention
- Opportunity to provide marketing material and a branded promotional item in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website

NAME BADGES

- 2 convention registrations
- Company logo displayed on the name badges worn by all delegates throughout the entire convention
- Opportunity to provide marketing material and a branded promotional item in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website





EMERALD SPONSORS

\$12,500

MOBILE APP

- 1 convention registration
- Company logo featured on event app loading page, seen every time the app is opened
- Company logo and a link to your website featured on the app homepage
- Company logo promoted on all marketing material featuring the app:
 - Emails
 - Flyer on each table of the ballroom
 - Video played during convention opening
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website



LUNCH (2 AVAILABLE)

- 1 convention registration
- Company logo featured on signage
- Opportunity to provide pop up banner near the serving area during your lunch
- Company logo featured on napkins during lunch
- Opportunity to provide marketing material and a branded promotion item in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website

PSCC WEBSITE

- 1 convention registration
- Company logo featured above the fold on every website page of the convention website, **pulseandspecialcropsconvention.com**
- All prospective delegates are directed to the website throughout the year leading up to PSCC
- Opportunity to provide a company video featured on the homepage of the convention website
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website

5,643 UNIQUE
VISITS TO THE PSCC
WEBSITE IN APRIL
TO SEPTEMBER
2023!





TITANIUM SPONSORS \$10,000

BUSINESS CONNECTIONS LOUNGE

- 1 convention registration
- Company logo featured on signage in common areas directing attendees to the lounge, and within the lounge
- Opportunity to provide pop up banner in the lounge area
- Company logo featured on napkins in lounge
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website



HOT BREAKFAST (2 AVAILABLE)

- 1 convention registration
- Logo featured on signage in hallways and meal area during breakfast
- Opportunity to provide pop up banner near the serving area during your breakfast
- Company logo featured on napkins during breakfast
- Opportunity to provide marketing material and a branded promotional item in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website





STERLING SPONSORS

\$7,500

COFFEE AND TEA BAR

- 1 convention registration
- Opportunity to name the coffee and tea bar, incorporating your company name and logo
- Logo featured on environmentally friendly coffee sleeves, cups
- Logo featured on signage at coffee and tea bar
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website

HAPPY HOUR WITH EXHIBITORS

- 1 convention registration
- Logo featured on signage during the cocktail hour
- Logo featured on wine tags on wine glasses during cocktail hour
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website



SILVER SPONSORS

\$6,000



NEW!

SESSION SPONSOR (7 AVAILABLE)

Bean, Chickpea, Lentil, Pea, Special Crops, Transportation, Market Access

- 1 convention registration
- Logo featured on signage in hallways and ballroom during your chosen session presentation and panel discussion
- Opportunity to provide a 30 second video before your session
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website

REGISTRATION DESK

- 1 convention registration
- Logo featured on signage in front of registration desk
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website



WI-FI

- 1 convention registration
- Logo featured on Wi-Fi information cards displayed on every table of the ballroom
- Opportunity to choose a branded Wi-Fi password
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website



WRITING MATERIALS

- 1 convention registration
- Logo featured on journals provided to all delegates
- Dedicated push notification on the PSCC 2024 mobile app
- Logo featured on event website and all promotional emails with a link to your website



BRONZE SPONSORS

\$5,000

PROMOTIONAL ITEM

- Logo featured on a promotional item provided in all delegate bags
- Logo featured on event website and all promotional emails with a link to your website

WELCOME RECEPTION TRANSPORTATION

- 1 welcome reception ticket
- Company logo featured throughout transportation to the welcome reception venue
- Logo featured on event website and all promotional emails with a link to your website

CHARGING STATION

- Logo featured on mobile device charging station
- Opportunity to provide additional graphics and messaging for digital display on charging station
- Logo featured on event website and all promotional emails with a link to your website

SNACK & HYDRATION STATION (3 AVAILABLE)

- Company logo featured on signage in the ballroom and next to the snack and hydration station during your chosen break time
- Logo featured on event website and all promotional emails with a link to your website

COPPER SPONSORS

\$3,000

DELEGATE KIT GIFT

- Opportunity to provide a branded promotional item in the delegate kit*
- Logo featured on event website and all promotional emails with a link to your website

RECEPTION PHOTOBOOTH

- Each photo taken at the photobooth will be branded with your company's logo
- Logo featured on event website and all promotional emails with a link to your website

CPSC ANNUAL GENERAL MEETING

- Logo featured on mobile device charging station
- Company logo featured on stage during CPSC AGM
- On-stage recognition during CPSC AGM
- Dedicated push notification on the PSCC 2024 mobile app

MASALA TEA STATION

- Company logo featured on signage at the masala tea station
- Logo featured on event website and all promotional emails with a link to your website

NEW!

BROCHURE BAG INSERT

\$1,000

- Provide a printed piece for each delegate kit and put your company in the hands of every attendee
- Logo featured on event website

* Gift must be approved by the CPSC.



THE CPSC WOULD LIKE TO SAY A HUGE THANK YOU TO OUR 2023 SPONSORS!



We look forward to working with you to create an exciting and memorable experience in 2024!

hello@cpsctrade.ca | cpsctrade.ca | pulseandspecialcropsconvention.com

