

SPONSORSHIP PROPOSAL



SIGN EXPERIENCE
CANADA 2025

OCTOBER 2-3, 2025

NIAGARA FALLS

ONTARIO

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OAKES BALLROOM LAYOUT AND
TABLETOP PRICING



ABOUT US

Since its establishment in 1955, the Sign Association of Canada (SAC-ACE) has been a driving force in championing the interests of the sign industry, elevating the standing of its members within the community, and delivering positive outcomes for sign users. For the last seventy years, the sign industry has undergone significant transformations propelled by rapid technological advancements and shifts in the commercial landscape. SAC-ACE has not only adapted but is proactively forging partnerships with allied industries and sectors involved in the creation, design, and manufacture of commercial images.

VISION

Driving sustainable standards for our industry.

COMMITMENT

Advocating through education, policy and labour development.





**SIGN EXPERIENCE
CANADA**

A SHARED FOUNDATION

SUPPLIER MEMBERS

As a supplier member, you are a key partner in helping us deliver the vision of driving sustainable standards for our industry through education, policy and labour development.

YOUR ROLE IN THE INDUSTRY

Your products and services are integral to our members' businesses. The materials and equipment that your businesses supply, are used to create stunning signage. The innovative technologies you develop, help shape the future of the sign industry. At the same time, your businesses rely on the relationships built with our members to thrive and grow.

A SHARED FOUNDATION

In 2025, the Sign Association of Canada is introducing Sign Experience Canada, a reimagined event designed to strengthen the connections that drive our industry forward. This event will focus on four key pillars—Business, Networking, Education, and Fun—providing a platform for meaningful interactions between supplier members, exhibitors, sponsors, and their target audiences.





**SIGN EXPERIENCE
CANADA**

THE ASSOCIATION

The Sign Association of Canada unites the Canadian sign industry ecosystem. Our association depends on the financial support of both membership and sponsorships to sustain our operations, allowing us to provide the resources, advocacy, and events that keep our industry strong and connected.

A NEW APPROACH TAILORED TO YOUR NEEDS

We've listened to your feedback, our Supplier member companies, and are responding with an event that minimizes your overhead while maximizing your impact.

Sign Experience Canada is designed to reduce the costs and challenges of traditional trade shows:

- No excessive extras: Say goodbye to high costs for carpet, WiFi, freight, drayage, hanging banners.
- Streamlined participation: Eliminate the need to send large teams to man elaborate booths.

Sign Experience Canada will offer a curated networking experience, ensuring you connect directly with the people who matter most to your business.



WHAT YOU CAN EXPECT



Tabletops



2025 YPN Conference



BOCSles Awards Gala



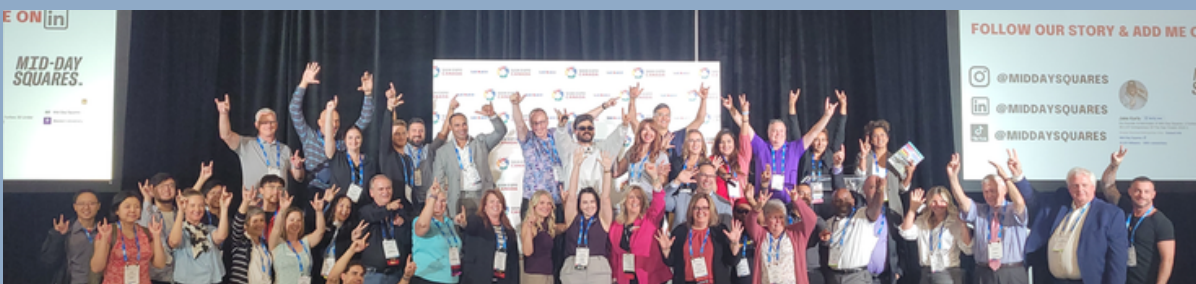
Don Morgan Memorial Golf Tournament



Curated Networking Events



Panel Discussions with Industry Leaders



Thought-provoking Keynote Speakers





**SIGN EXPERIENCE
CANADA**

BUNDLED SPONSORSHIPS

In 2025, we are bundling exhibiting and sponsorship opportunities to create a dynamic, mutually beneficial environment where you can maximize your company's exposure and engagement with your target audience. Visionary and Innovator Sponsorship levels combine both exhibiting space and sponsorship benefits for the entire year.

WHAT'S IN IT FOR YOU?

- **Premium Placement:** Visionary and Innovator sponsors will receive priority tabletop placement in high-traffic areas like entrances, and lounges.
- **Increased Branding Exposure:** Your logo will be included in digital and printed conference materials, signage, and session slides.
- **Pre-Event Marketing:** Your presence to attendees will be known long before the conference begins. Your company will be featured in pre-event promotional emails, social media posts, and on the event website, creating more opportunities for attendees to seek you out at the conference.
- **Multiple Interactions:** You will have an opportunity to interact with attendees in pre-sessions leading up to Sign Experience Canada – Canada Night at ISA, YPN, and certain education sessions.
- **Post-Event Marketing:** Will we continue to promote your brand in post-event emails and social media posts.

Our Visionary and Innovator Sponsorship Bundles are designed to save our supplier members money. Depending on the bundle, they include the tabletop fee, select event tickets and so much more.



Visionary



2025 Presenting Sponsor



Our Visionary Presenting Sponsorship tier will provide unparalleled visibility and exclusive engagement opportunities throughout the year, culminating in the Sign Experience Canada (SEC) conference. Here's why this investment will position your brand as a Visionary industry leader:

- **Unmatched Year-Round Visibility:** Your brand will enjoy top billing on SAC-ACE and SEC websites, ensuring consistent exposure to our audience before, during, and after the event.
- **Prestigious Opening Remarks:** Begin the SEC conference by delivering the opening address, accompanied by your brand's sizzle reel, to set the tone for the event as the premier industry authority.
- **Prime Real Estate:** You will receive a premium tabletop location with early selection, plus two complimentary prime tabletops—a combined **\$5,000 value**.
- **Prominent Branding:** Your logo will feature prominently on SEC attendee badges, all signage and promotion materials, a continuous touchpoint throughout the conference.
- **VIP Access to Premium Events Throughout 2025:**
 - Table of 8 at the prestigious BOCSI Gala (**\$1400 value**)
 - Foursome at the Don Morgan Golf Tournament (**\$900 value**)
 - 10 Canada Night tickets at ISA Sign Expo in Vegas (**\$500 value**)
 - 3 Sign Experience Canada Conference Tickets (**\$750 value**)
- **Young Professional Development:** Guaranteed spot in YPN Conference (**\$300 value**)
- **Amplified Networking:** Engage directly with your customers by getting a foursome at your preferred regional/chapter golf tournament (**\$900 value**)

\$40,000

**\$10,000
in Benefits!**



Innovator

SOLD!



Canada Night/ SEC Closing Reception Sponsor

This exclusive sponsorship offers unmatched exposure at two of the most high-profile events in the industry calendar: Canada Night at 2025 ISA Sign Expo in Las Vegas and the SEC Closing Reception. It positions your brand at the forefront of networking, celebration, and connection, making a lasting impression on attendees as the year kicks off and concludes.

- **Dual Event Impact:** You will be featured at Canada Night at the 2025 ISA Sign Expo on April 23, our first major gathering of the year—and the SEC Closing Reception, the grand finale of Sign Experience Canada.
- **Prominent Branding:** Enjoy logo placement on badges, prime positioning in select materials, and acknowledgment on event homepages and sponsor pages.
- **Featured Engagement Opportunities:** You will have the opportunity to deliver remarks at both events, reinforcing your brand's leadership and commitment to the industry.
- **Valuable Access and Visibility:** Secure a preferred prime tabletop location with one (1) complimentary tabletop (\$2,500 value), and two SEC conference passes (\$500 value), offering ample opportunities to engage with attendees.
- **Premium Networking Benefits:**
 - Ten tickets to Canada Night (\$500 value).
 - Five tickets to the SEC Closing Reception (\$250 value).
 - Two tickets to the prestigious BOCSI Gala (\$350 value).

This sponsorship package amplifies your brand's presence but also delivers tangible value with over \$4,100 in included benefits, maximizing your return on investment while positioning your company as an industry leader. Your presence will be felt at the year's first and last event.

\$20,000



Innovator

SOLD!



Awards Gala Sponsor

The Awards Gala sponsorship provides unparalleled exposure at one of the most prestigious events in the sign industry calendar. As the exclusive sponsor of this celebrated evening, your brand will take center stage while connecting with key industry leaders in an elegant and memorable setting.

- **Superior Event Branding:** Your company will have prominent logo placement on event materials, badges, and online platforms, ensuring continuous visibility.
- **Leadership Presence:** An opportunity to deliver opening remarks at the Gala, will reinforce your brand as a champion of excellence in the industry.
- **Prime Conference Placement:** You will receive one complimentary tabletop (**\$2,500 value**) with a preferred location to maximize your engagement opportunities.
- **Exclusive Access and Networking:**
 - Your table of 8 at the BOCSI Awards Gala (\$1,400 value), provides the perfect opportunity to connect with industry decision-makers.
 - Receive two conference passes (\$500 value) for greater exposure throughout Sign Experience Canada.
 - Enjoy two tickets to the SEC Closing Reception (\$100 value) to round out your networking experience.

This sponsorship delivers over \$4,500 in tangible benefits while aligning your brand with the celebration of innovation and success in the sign industry. The Awards Gala sponsorship ensures your company is recognized as a leader and advocate of excellence within the industry.

\$15,000



Innovator



YPN Conference Sponsorship



Champion the next generation of leaders in the signage and graphic communications industry with this sponsorship. Taking place concurrently with the Sign Experience Canada (SEC) conference, this sponsorship aligns your organization with innovation, inspiration, and leadership.

- **Prominent Event Branding:** Your logo will be featured in select event materials, badges, and online platforms, ensuring visibility among emerging and established industry professionals.
- **Leadership Opportunities:** An opportunity to deliver remarks at the YPN Leadership Conference, showcases your commitment to nurturing young talent and driving the industry forward.
- **Prime Conference Placement:** You will receive one complimentary tabletop (\$2,500 value) with a preferred location to maximize your engagement opportunities.
- **Exclusive Access and Networking:**
 - Gain two guaranteed spots at the YPN Leadership Conference (\$600 value), providing your team with direct access to the industry's most passionate young professionals.
 - Receive two conference passes (\$500 value) for broader exposure at SEC.
- Enjoy two tickets to the prestigious BOCSI Awards Gala (\$350 value), where participants will meet industry leaders.

With \$3,950 in tangible benefits, this sponsorship offers a unique opportunity to connect with and inspire the future leaders of Canada's sign industry. By supporting the YPN Leadership Conference, your company demonstrates its commitment to the industry's growth, innovation, and next generation of talent.

\$15,000



Innovator



Keynote Speaker Sponsorships

Two sponsorships available

As one of two Keynote Speaker Sponsors, your brand will set the tone for impactful conversations and ideas at our inaugural SEC conference. Your organization will be thought of as a leader in driving innovation and thought leadership in this unique platform of connecting with the industry's most engaged professionals.

- **Elevated Event Branding:** Showcase your brand prominently on event materials, badges, and digital platforms, solidifying your presence as a thought leader in the industry.
- **Command the Stage:** Partner with an inspiring keynote speaker to charge the day with thought-provoking discussions and leave a lasting impression on attendees.
- **Prime Conference Placement:** Secure a preferred prime tabletop location with one complimentary tabletop (\$2,500 value) to maximize your visibility and connections throughout the event.
- **Exclusive Access and Networking:**
 - You will receive two conference passes (\$500 value) ensuring your team can engage fully at SEC.
 - You will receive two tickets to the prestigious BOCSI Awards Gala (\$350 value) provide a unique opportunity to network with industry leaders.
 - You will receive two tickets to the SEC Closing Reception (\$100 value) offer additional opportunities for meaningful connections.

With \$3,450 in included benefits, this sponsorship provides exceptional ROI while aligning your brand with excellence and innovation. Sponsoring a Keynote Speaker Session ensures your company is at the forefront of energizing and inspiring the sign industry's brightest minds.

\$10,000



Catalyst Sponsorships



Cross Canada Road show / SEC Lunch Sponsor

Position your brand as an education leader with year-round impact, gaining visibility in the spring through the Virtual Cross Canada Road Show and in the fall at the SEC Luncheon, connecting with engaged professionals across the nation

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 SEC Conference Pass

Opening Sizzle Reel prior to
virtual Cross Canada Road Show

1 ticket to SEC closing
reception

\$6,000

2 sponsorships
available



CONNECT
sacace

CONNECT Speed Networking Sponsor

Position your brand at the heart of meaningful industry connections. Sponsoring CONNECT gives your company access to a curated audience of sign manufacturers and installers and targeted engagement with professionals from across Canada

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 SEC Conference Pass

Opening Sizzle Reel prior to
CONNECT networking event

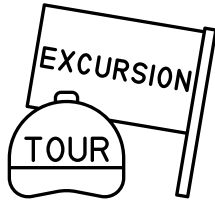
1 ticket to SEC closing
reception

\$5,000

2 sponsorships
available



Catalyst Sponsorships



Tour/Excursion Sponsor

Align your brand with the unforgettable charm of the Niagara Falls region. Tours/Excursions will be designed for attendees to relax, learn, and immerse themselves in the local scene. As a sponsor, you'll create lasting impressions by contributing to a memorable and engaging break from the conference, with a tour tailored in collaboration with your brand.

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 ticket to SEC closing
reception

\$6,000

4 sponsorships
available



Education Session/Workshop Sponsor

Position your brand as a trusted thought leader by sponsoring an education session or workshop at Sign Experience Canada. This sponsorship connects your company with attendees seeking valuable insights and actionable knowledge, aligning your brand with innovation, learning, and professional growth in the sign industry.

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 SEC Conference Pass

Opening Sizzle Reel prior to
workshop/education session

1 ticket to SEC closing
reception

\$3,500

8 sponsorships
available



Catalyst Sponsorships



Breaking Barriers Session Sponsor

Sponsoring a Breaking Barriers session highlights your organization's commitment to diversity, mentorship, and leadership development. By supporting this vital initiative, you help foster a stronger, more equitable sign industry and inspire the next generation of leaders.

Branding on Event Materials: Online, Social Media, Print

Home Page, lower page sponsor billing

Logo featured in invitation, reminder and thank you emails

Opening Sizzle Reel prior to Breaking Barriers Session

1 ticket to SEC closing reception

\$3,500

2 sponsorships available



Networking/Coffee Break Sponsor

As a Coffee Break Sponsor, you'll fuel the networking buzz while attendees recharge with their favorite brew. It's the perfect way to keep your company top of mind—because great ideas (and deals) often start over coffee!

Branding on Coffee Station plus Online, Social Media, Print

Home Page, lower page sponsor billing

Logo featured in invitation, reminder and thank you emails

1 ticket to SEC closing reception

\$2,000

4 sponsorships available



Catalyst Sponsorships

SOLD!



Lanyard Sponsor

Put your brand front and center—literally! As the Lanyard Sponsor, your company's logo will be worn by every attendee throughout the conference, ensuring continuous visibility and a lasting impression. It's a simple yet powerful way to keep your brand in every conversation.

Branding on Lanyards,
Event Materials: Online,
Social Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

1 ticket to SEC closing
reception

\$3,000

Exclusive



Association Fan Sponsor

Support the heart of our industry with an Association Fan Sponsorship! It's a small gesture with a big impact, helping to strengthen the work of the association while showcasing your brand at our most prominent event. Join us in driving the industry forward—your support makes all the difference!

Branding on Event
Materials: Online, Social
Media, Print

Home Page, lower page
sponsor billing

Logo featured in
invitation, reminder and
thank you emails

\$400

Unlimited





**SIGN EXPERIENCE
CANADA**

LET'S CONNECT!

We believe that being a sponsor is not just about financial support but about forging an active partnership focused on mutual growth.

As the association that unites the Canadian sign industry ecosystem, we rely on the financial support of memberships and sponsorships to sustain our operations. Your contribution helps us deliver the resources, advocacy, and events that keep our industry strong, innovative, and connected. Together, we can shape the future of the Canadian sign and graphics industry.

We'd love to discuss the sponsorship opportunities outlined here further and explore how we can tailor a partnership to meet your goals. SAC Executive Director Karin Eaton's contact information can be found below. Idea's for engaging with our members are always welcome. Let's work together to create something impactful.

Phone

647.580.5183

Email

sales@sac-ace.ca



**SIGN EXPERIENCE
CANADA**

Sponsorships at a Glance

Category	Visionary Sponsor	Innovator Sponsor	Catalyst Sponsor
	<p>•Presenting Sponsor (\$40,000) - Networking</p>	<p>Awards Gala Sponsor (\$15,000) - Networking Canada Night at ISA and SEC Closing Reception to celebrate 70th birthday (\$20,000 for exclusive) - Networking YPN Conference - (\$15,000) - Education Opening Keynote Session Sponsor for Each Morning (\$10,000 per session) - Education, Business Development</p>	<ul style="list-style-type: none"> • Cross Canada Road Show (virtual)/Lunch Sponsor (\$6000) x 2 - Education, Networking - 1 show floor pass • Local Tour or Excursion Sponsor (\$6,000 per tour) (Fun) - 1 show floor pass • CONNECT Speed Networking (\$5000) x 2 - Business, Networking • Sign Experience Canada Conference Registration App Sponsor - (\$6000) - Business, Networking • Education Sessions/ Workshops (\$3500) - Education • Networking Breaks Sponsor (\$2,000 per break) - Networking, Business • Lanyard Sponsor - (\$3000) - Business • Association Fan Sponsor - \$400
Branding	Top billing	Prominent branding, included in select materials	Standard branding on event materials
SignExperience.ca and sac-ace.ca advertising	Home Page – top sponsor billing, sponsor page top billing	Home page, lower page sponsor billing, sponsor page lower billing	Home page, lower page sponsor billing
Main Stage Welcome Remarks, Presence, Brand Sizzle Reel	Opening Conference Remarks, Brand Sizzle Reel	Podium branding (shared); Speaking opportunities (introducing speaker; Canada Night; YPN)	Session-specific branding (breakout or panel)
Exhibit Space	Premium location, early selection	Preferred location	
	2 prime booths complimentary (\$5000 value)	1 prime booth complimentary (\$2500 value)	
Badges	Your company logo on badges	Your company logo on badges	
Post-Event Branding	Top visibility in all post-event materials	Mention in post-event reports	Logo featured in thank-you emails
Complimentary Education Passes: includes breakfast keynote, lunch sessions & education seminars.	3 passes (\$750 value)	2 passes (\$500 value)	1 pass (250 value) for any sponsorship \$6000 and above
Ticket to BOCSI Gala	Table of 8 (\$1440 value)	2 tickets (\$350 value)	
Don Morgan Golf Tournament	Foursome (\$900 value)		
YPN Leadership Conference Participation	1 Guaranteed Spot at the Conference (\$300 value)	YPN Sponsor gets 2 seats (\$600 value)	
Canada Night tickets	10 tickets at \$50 each (\$500 value)	Canada Night Sponsor gets 10 tickets at \$50 each - \$500 value	
SEC Closing Reception ticket	5 tickets to SEC Closing Reception - \$250 value	Canada Night/SEC Closing Reception Sponsor gets 5 tickets to SEC Closing Reception - \$250 value; Other Innovator Sponsors get 2 tickets (\$100 value)	1 ticket to Closing Reception (\$50 value)
Chapter/Region Golf Tournament	Foursome at one Chapter/Region Golf Tournament of your choice (\$900 value)		
Cost	\$40,000	\$10,000 - \$20,000	\$400 - \$9,000

➔ Marriott on the Falls Oakes Ballroom Layout

