

GIC **LIVE!**
@HOME

OCT 26, 27, & 28, 2021
GROCERYINNOVATIONS.COM

A WORLD OF OPPORTUNITIES

MORE TRADE. MORE TASTES. MORE TRENDS.

A.I. POWERED MATCHMAKING

SPONSORSHIP OPPORTUNITIES

GIC PROMOTIONAL ADD-ONS



SHOW BAG INSERT

Add a PDF, image, video or audio file to all guest show bags from the start of the event.

EVENT ONSCREEN POP-UP NOTIFICATION

Have an announcement or give-away at your booth during the show? Schedule a message that pop-ups at a specific time and day to notify visitors of your announcement.



GAMIFICATION PARTICIPANT

Have your booth added to the list of places to visit to have guests accumulate points within the virtual environment. This is a great lead generating opportunity.

FLOOR DECAL – TRADE SHOW FLOOR

Add your company logo/branding to the trade show floor where your booth is located to add traffic to your booth and increase visibility.

GIC PROMOTIONAL ADD-ONS

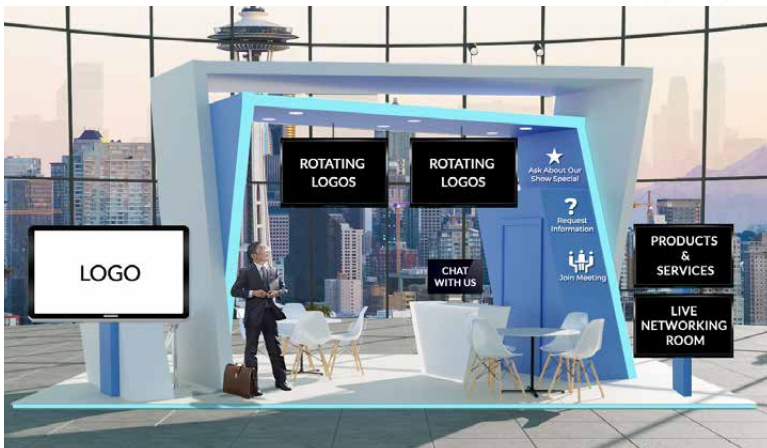


BILLBOARD AD (ROTATING)

Have your company logo rotate on the billboard slot in the main lobby of the virtual event. The ad is click-able and can direct traffic from the main lobby to your virtual booth. Another great opportunity to increase traffic to your booth and generate leads.

PRE-SHOW PRODUCT BOX (1000 participating Retailers)

This program gets your product in the hands of 1000 retailers across Canada. Send your products to our warehouse and we will pack and ship all boxes before the event starts. This is a great opportunity to allow retailers to try, see and feel your product before the show. Another great opportunity to generate leads at your booth.



MAIN LOBBY FLOOR DECAL

Have your company logo static on the lobby main page. This is a high traffic location and will generate traffic to your virtual booth.

SPONSORSHIP OPPORTUNITIES

SPEAKER SESSION SPONSOR

Sponsor can provide a speaker for a Thought Leadership session at GIC Live@Home. Content must be approved by our events committee before the session will be scheduled.

WORKSHOP SPEAKER SPONSOR

Sponsor can sponsor or provide a speaker for a non-sales workshop. Content must be approved by our events committee before the workshop is scheduled.

NAVIGATION VIDEO SPONSOR

Frame around main video screen in virtual lobby will include the sponsor logo.

HELP DESK SPONSOR

Full colour sponsor logo or kick plate on Help Desk - Click-able to your website or video.

SHOW BAG SPONSOR

Name of company will be listed in the navigation bar below the show bag icon. Sponsor will also have the option to include up to 3 items in the show bag at no additional cost.



Please contact **JOE SAWAGED** – JSawaged@cfg.ca (416) 587-0537 for further information and updated quantities.

SPONSORSHIP OPPORTUNITIES

MIX & MINGLE SPONSOR

Using our interactive networking platform enabling attendees to mingle by hovering over a person's video box. This opportunity offers you the option to say a few words before the event starts. This can also be a short, recorded message instead.

SURVEY SPONSOR

GIC Live@Home will send a post show survey at the end of the live event. The sponsor will have the opportunity to ask one (1) question and receive the results of that one (1) question when the answers are tabulated. Up to 10 sponsors can each place 1 question in the survey and get their specific question results.

GAMIFICATION SPONSOR

This sponsor will be sponsoring the prizes that are given away to our top users of the event. Points are accumulated when visitors complete specific tasks. When viewing the leaderboard the sponsor will be visible at the top of the leaderboard every time it's viewed. There is an option for the sponsor to provide their own prize (please ask for details).



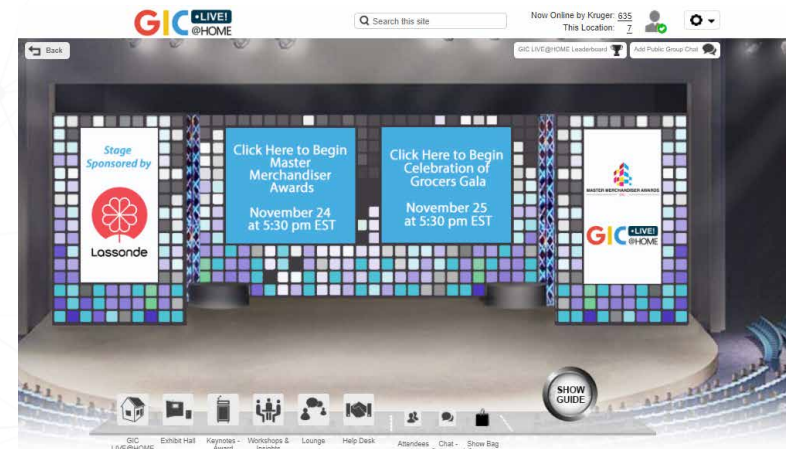
SPONSORSHIP OPPORTUNITIES

LOGIN PAGE SPONSOR

This sponsor will have their branding on the main login page for the event and will be visible to all visitors as they join the event for 30 days.

COUNTDOWN GRAND OPENING SPONSOR

1 sponsor logo appears on billboard prior to event opening along side a countdown clock to when the event goes live.



GIC SPONSORSHIP ELEMENTS

QUANTITY

PRICE

Speaker Session Sponsor	1	6000
Workshop Sponsor	4	4000
Navigation Video Sponsor	1	7500
Help Desk Sponsor	2	5000
Show Bag Sponsor	1	2500
Mix & Mingle Co-Sponsor	2	3500
Survey Sponsor	2	4000
Gamification Program Sponsor	3	\$4000 or \$2500 if providing a prize
Login Page Sponsor	2	3500
Countdown Grand Opening Sponsor	1	1250

GIC PROMOTIONAL ELEMENTS

QUANTITY

PRICE

Show Bag Insert

15

800

Event onscreen Pop-Up Notification

max 5/day

\$250/popup or
\$400 for 2 popups

Gamification Participant

no limit

750

Floor Decal - Trade show floor

3

2500

Billboard Ad (rotating)

5

1500

Pre-show Product Box (1000 participating Retailers)

no limit

Call for Details

Main Lobby Floor Decal

1

3000