



MAY 20-21, 2020
Pre-event Courses May 19

Scotiabank Convention Centre
Niagara Falls, Ontario, Canada

SPONSORSHIP PROSPECTUS

The Centre for the Advancement of Trenchless Technology (CATT) at the University of Waterloo and Benjamin Media are pleased to announce the Trenchless Roadshow (TRS Roadshow) May 19 to 21, 2020 to be held at the Scotiabank Convention Centre, located in Niagara Falls, Ontario, Canada.

CATT and Benjamin have been organizing this event since CATT's formation back in 1996 and have grown it to be CANADA's largest and premier trenchless technology focused show with over 60 exhibitors and 600 attendees.

Did you know that the City of Toronto annually replaces 35 to 50 km of watermain and renovates more than 130 km using cathodic protection and CIPP pressure pipe liners? This makes Toronto's Watermain rehabilitation program one of the largest in North America and the world. Canada has been and continues to be a hotbed, bringing new and innovative technologies to the North America market. Many of these new technologies have been first showcased and presented at the TRS Roadshow.

As a leader in the trenchless industry, this show offers some unique opportunities for you to connect with industry-leading municipalities, customers and industry experts from across Ontario and Canada, as well as from the northern United States.

Your sponsorship also helps CATT train the next generation of trenchless engineers and researchers, perform world class research and helps grow the trenchless market. More importantly, your sponsorship helps CATT continue to provide world class education programs for industry professionals at this show and through our world class education program that consists of specialized workshops, seminars and short courses. Did you know that CATT is also a leader in developing industry specifications through the Ontario Provincial Standard Specifications (OPSS), AWWA, ASTM and recently ISO Standards with the recent formation of a mirror ISO/TC138/SC8 committee that develops pipeline rehabilitation standards?

The following sponsorship brochure describes in detail the sponsorship opportunities available that can help you become or continue to be an industry leader. This year we have added two new opportunities: 1) Notebook with your Company logo that will be distributed to all attendees, and 2) Wi-Fi Sponsor which will allow attendees to log onto the Convention centre if using your Company name and will direct them to your website.

Platinum and Gold show sponsorships also get you extended acknowledgment as a show sponsor in all conference marketing and promotional material that includes social media, print media, emails to all attendees and advertisements in Trenchless Technology magazines. To maximize this opportunity, we suggest you contact us immediately before the limited number of sponsorships are gone.

Please feel free to contact us by email admin@catt.ca or calling us at 519 888 4770 should you have any questions about the TRS 2020 and/or sponsorship opportunities.

CattTrenchlessRoadShow.ca

PRESENTED BY:





2020 Sponsorship Opportunities

BENEFITS PACKAGE	EXCLUSIVE			
	BRONZE (\$1,000)	SILVER (\$2,000)	GOLD (\$4,000)	PLATINUM (\$8,000)
Complimentary full conference registration	-	1	2	4
Exhibitor booth	-	20% Discount	1 Preferred	1 Choice
Delegates exhibit hall passes	1	3	6	12
Corporate profile in the program brochure	Logo	¼ Page	½ Page	Full Page
Promotional item to be included in all delegate registration package	-	-	-	✓
Three slides presenting the company featured projects on all screens during breaks in two days	-	-	-	✓
Logo and sponsorship recognition on the reception desk	-	-	-	✓
Welcome and thanks the keynote speaker on behalf of the company	-	-	✓	✓
Logo, name and sponsorship recognition on the program newsletter mailed out to all attendees	-	-	✓	✓
Logo and sponsorship recognition on the first page (sponsor section) of the program brochure	-	✓	✓	✓
Logo, name and sponsorship recognition on digital marketing material send by emails to all attendees	-	✓	✓	✓
Sponsorship recognition on badges of the attendees from the sponsored company	-	✓	✓	✓
Acknowledgement on the conference registration forms	✓	✓	✓	✓
Logo & name on sponsors page of conference website + link to website	✓	✓	✓	✓
Logo on banner display at the conference main hall	✓	✓	✓	✓
Receiving the conference attendee list	✓	✓	✓	✓



2020 Sponsorship Opportunities



TECHNICAL SESSIONS SPONSORSHIP (\$1000)

Benefits include:

- Recognition as Session Sponsor
- Chair workshop session
- Program recognition as Session Sponsor
- Acknowledgement on website as Session Sponsor

CONTINENTAL BREAKFAST SPONSORSHIP (\$2000 CAD/day)

Benefits include:

- Acknowledgement during breakfast as sponsor
- Program recognition as Breakfast Sponsor
- Acknowledgement on Conference website as Breakfast Sponsor

LUNCH SPONSORSHIP (\$2500 CAD/day)

Benefits include:

- Recognition as Session Sponsor
- Chair workshop session
- Program recognition as Session Sponsor
- Acknowledgement on website as Session Sponsor

REFRESHMENT BREAK SPONSORSHIP (\$750 CAD/break)

Benefits include:

- Acknowledgement during Break as sponsor
- Program recognition as Break Sponsor
- Acknowledgement on Conference website as Break Sponsor

NETWORKING RECEPTION SPONSORSHIP (\$2000 CAD)

Benefits include:

- Acknowledgement during reception as sponsor
- Program recognition as Reception Sponsor
- Acknowledgement on Conference

LANYARD SPONSORSHIP (\$1500 CAD)

Benefits include:

- Supply lanyards for conference badges at sponsor cost

CONFERENCE BAG STUFFER (\$1000 CAD)

Benefits include:

- Supply written promotional material to be included in the attendee bag

WORKSHOP SESSION SPONSORSHIP (\$500 CAD)

Benefits include:

- The name and logo of your company will be displayed at the entrance of one of the conference rooms

HOTEL KEY CARD SPONSOR (\$2000 CAD)

Benefits include:

- Your logo will go on the key card
- You provide the key card and cover all cost of producing the card

NEW IN 2020

CONFERENCE NOTEBOOKS SPONSOR (\$3000 CAD)

Benefits include:

- Information such as your company name, logo, and contact information will be printed on the front page or pages' footer

WI-FI SPONSORSHIP (\$5500 CAD)

Benefits include:

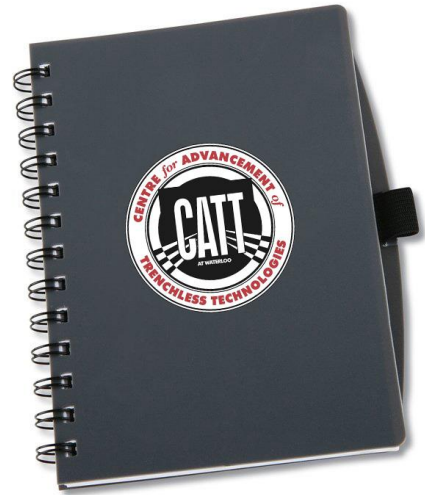
- Your company name and logo will appear as the wi-fi name
- For 200 connections at a time, your company webpage will be the wi-fi sign-in page



NEW SPONSORSHIP OPPORTUNITIES

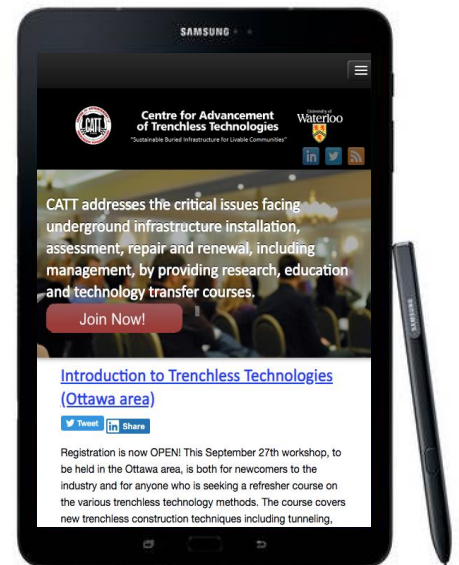
Conference Notebook Sponsor

This unique sponsorship opportunity will have information such as your company name, logo, and contact information printed on the front page and/or the footer of every page in the notebooks. These books are anticipated to be use during the conference and well after by attendees for note taking.



Wi-Fi Sponsor

Your company name and logo will appear as the Wi-Fi name for up to 200 connections at a given time. Also your company webpage will be the Wi-Fi sign-in page. This is a great opportunity to make everyone at the conference aware of your company over the two day event.





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2020 Sponsorship Application Form

SELECT SPONSORSHIP OPPORTUNITIES:

____ Platinum Sponsor	\$8000	____ Networking Reception Sponsor	\$2000
____ Gold Sponsor	\$4000	____ Lanyard Sponsor	\$1500
____ Silver Sponsor	\$2000	____ Session Sponsor	\$500
____ Bronze Sponsor	\$1000	____ Networking Reception Sponsor	\$2000
____ Hotel Key Card Sponsor	\$2000	____ Refreshment Break Sponsor	\$750
____ Lunch Sponsor	\$2500	____ Promotional Material in Conference Bag	\$1000
____ Continental Breakfast Sponsor	\$2500	____ Wi-Fi Sponsor	\$5500
____ Notebook Sponsor	\$3000		

COMPANY INFORMATION:

Company Name (*Exactly as it should be listed*): _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

PAYMENT INFORMATION:

Invoice Company

OR

Send a cheque:

____ Enclosed is my cheque Make cheques payable to:

University of Waterloo, Attn: Centre for Advancement of Trenchless Technologies (CATT). Mail to: CATT/ Civil & Environmental Engineering, University of Waterloo. 200 University Avenue West, Waterloo, ON N2L 3G1 Canada Phone: 519.888.4770, Fax: 519-746-6556 Email: catt@uwaterloo.ca

Signature: _____ Date: _____