






CAN-AM

ALL BREEDS
EQUINE EXPO

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CLINICIANS • SHOPPING • EDUCATION • FAMILY FUN • EVENING SHOW

NEW VENUE! March 31-April 2 (ANCASTER)

   CANAMEQUINE.COM

PARTNERSHIP PACKAGE

CAN-AM ALL BREEDS EQUINE EXPO

ABOUT CAN-AM

The Can-Am All Breeds Equine Expo is Canada's premier equine event that brings together thousands of horse lovers and industry partners all under one roof for a great weekend for everyone from the seasoned horse person to the weekend rider and everything in between.

Can-Am features three exciting days of international clinicians, family-fun entertainment and performances, equine breed showcases, all indoor shopping and kid friendly interactive attractions. Can-Am's mandate is to create awareness of the equine industry, making horses a vital part of the community.

2019 SINGLE SHOW ATTENDANCE: Close to 10,000 attendees

2019 WEBSITE VISITS: 125,000

2019 SOCIAL MEDIA REACH: 1.5 million

YEARS IN EXISTENCE: 19

Now excited to bring 2 great shows across Canada!

NEW! Venue: (March 31-April 2) Ancaster, Ontario



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OUR OBJECTIVES

- Stage numerous equine-related lectures and presentations, as well as provide far-reaching opportunities, that directly focus on the equine industry's bringing more involvement from both equine enthusiasts and the general public. We strive to enhance the value and significance of the equine industry in Canada through education, awareness, and trade.
- Create marketing opportunities by working with agencies and associations.
- Publicize Canadian goods and services within the industry's principal members, including horse breeders, product manufacturers, distributors, educational facilities, etc.
- Promote the improvement of equine breeds and increase their quality and variety.
- Encourage employment within the large and lucrative equine industry in Canada.
- Create an annual Provincial conference setting for the purpose of addressing pertinent issues affecting the horse industry.
- Facilitate the expression of the views and goals of Canadian equine associations to a multi-breed event.
- Brand the Canadian horse industry as united and strong, and give it a greater visibility in other countries and jurisdictions.
- Can-Am Equine Marketing Inc. is committed to promoting the horse industry to its fullest potential. We are a privately owned company that works with many profit and non-profit groups.



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The Can-Am Equine All Breeds Expo offers a variety of vendor opportunities for those who would like to receive extra exposure and target the rural and equine demographics. With record-breaking attendance in 2019 and many exciting clinicians soon to be announced, we feel confident that Can-Am 2023 will be our most successful show to date!

2023 PROJECTIONS

Attendance: Close to 20,000

Website Hits: 200,000

Social Media Reach: 2 Million

Year in Existence: 19

*Based on actual 2019 single show

GET IN TOUCH WITH YOUR CUSTOMERS

Vendors, take advantage of the Can-Am All Breed Equine Expo. Get in touch with your customers while showcasing your new products, services or businesses related to the equine and agricultural industry.

VENDORS TELL IT LIKE IT IS

“Can- Am is a great opportunity to meet with your customer, look at designs and look at real products.”

– Dwayne Job, President of System Equine

“I have attended the Can-Am Equine Expo with a vendor booth since its inception 17 years ago. Each year I look forward to seeing my customers and meeting new customers. It is very good for the industry, bringing horse lovers together under one roof.”

– Roy lonson, Former owner of lonson Saddlery



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2023 CAN-AM PARTNERSHIP PACKAGES

Partnership Packages

Can-Am offers opportunities for you and your company to support the industry while touching, feeling and talking to your customers to fit your company budget level.

BRONZE PARTNERSHIP - \$750

- Recognition as a presenting sponsor of a daily clinic in Seminar Room each day.
- 5 Three-Day Passes
- Sponsor Logo on Can-Am Website

SILVER PARTNERSHIP - \$1500

- Recognition as a presenting sponsor of a daily clinic in a Seminar Room each day
- Sponsor banner in the Main Arena
- 2 Announcements per day on trade show floor
- 10 Three-Day Passes Sponsor
- Logo on Can-Am Website

GOLD PARTNERSHIP- \$3000

- Recognition as a presenting sponsor of a daily clinic in Seminar Room each day
- Sponsor of clinician in Main Arena
- Banner in Main Arena
- 2 Announcements per day on trade show floor
- 10 Three-Day Passes
- Sponsor Logo on Can-Am Website
- 1 Social Media Campaign

PLATINUM PARTNERSHIP - \$5000

- Exclusive naming rights to the Seminar Room
- Recognition as presenting sponsor of a clinic in the Main Arena each day
- Sponsor banner in the Main Arena
- Sponsor banner at Front Entrance
- 4 Announcements per day on trade show floor
- Opportunity to have item distributed at entry (1000 bags)
- 15 Three-Day Passes
- Sponsor Logo on Can-Am Website and Print materials
- 2 Social Media Campaigns
- 10x10' booth space



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CORPORATE PARTNERSHIP - \$10,000

- Naming rights to a feature attraction in Main Arena
- 2 sponsor banners in the Main Arena
- 25 Three-Day passes
- 2 sponsor banners at Front Entrance
- Opportunity to have item distributed at entry (1000 bags)
- 6 Announcements per day on trade show floor
- 25 Three-Day passes
- Sponsor logo on all print and digital promotional materials
- Sponsor mention in radio ads and multiple social media campaigns
- 10x20' booth space

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SPONSORSHIP INQUIRIES

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