

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

ABOUT THE RUBBER RECYCLING SYMPOSIUM

Rubber Recycling Symposium is one of the world's largest events focused on sustainability and end-of-life tire management. The Symposium offers you a unique opportunity to promote your brand as the industry experts explore a variety of topics pertinent to the end of life tire management, markets, technologies, and successes and opportunities in meeting industry's sustainability goals.

Rubber Recycling Symposium is one of the world's largest events focused on sustainability and end-of-life tire management.

Whether a returning sponsor or a new sponsor you can rest assured that your organization will receive the best marketing value and exposure for your organization. A full list of the sponsor benefit packages can be found below.

The Symposium has a track record of attracting top decision-makers and creating an interactive setting where innovative ideas are formed, and partnerships are built. The event brings together international experts and professionals from the tire and rubber manufacturing sectors, government, academic organizations, and the rubber recycling industry including processors, transporters, equipment manufacturers and stewardship organizations.

The Symposium draws an international audience of hundreds of key industry players.

This year's symposium will present a number of nationally and internationally distinguished guest speakers who will address the salient innovations and emerging trends in tire recycling and sustainability initiatives. The event will once again draw an international audience of hundreds of key industry players and create a meeting place where industry leaders can participate in thought-provoking panels and ample networking opportunities, interact, build relationships, and work towards the cooperative development of an environmentally sustainable industry.

Tire and Rubber Association of Canada (TRAC), the U.S. Tire Manufacturers Association (USTMA) together with our Host Sponsor Divert NS, a not-for-profit corporation championing recycling in Nova Scotia, we are pleased to be hosting the 2023 Rubber Recycling Symposium on **October 4-5, 2023**, at the **Lord Nelson Hotel, Halifax, Canada**.

THE BENEFITS OF SPONSORSHIP

The Rubber Recycling Symposium is the ideal setting for targeted industry product and service marketing. Our event will enable your brand to take advantage of this prime marketing opportunity. We are providing a range of comprehensive sponsorship packages that you can easily align with your marketing strategy. Each Sponsorship package includes the following benefits:

- ✓ Provides the opportunity to network and connect directly with industry leaders and other members of the target industry audience.
- ✓ Provides you with the opportunity to demonstrate your industry leadership.
- ✓ Creates positive publicity and heightens your company visibility to showcase your products and services and raise your corporate profile.
- ✓ Enhances your brand portfolio through event partnership with the Tire and Rubber Association of Canada, an established and prestigious association.
- ✓ Establishes a tailored platform to maximize your marketing and news business strategy.

SPONSORSHIP PACKAGE BREAKDOWN

HOST SPONSOR

- ✓ Title Sponsor of Opening Ceremonies: invited to address Plenary for ten minutes,
- ✓ Full conference registration for up to **four employees/guests**,
- ✓ One **exhibit booth**,
- ✓ A reserved table for **four guests** at the Wednesday Luncheon,
- ✓ Recognition as **exclusive Host Sponsor** in all official promotional materials of the 2023 Rubber Recycling Symposium,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ A **featured article** and brand presence in one TRAC News weekly newsletter (within two months prior to the Symposium),
- ✓ A **¼ page ad** in the final conference brochure,
- ✓ Attendee list of participating 2023 Registrants,
- ✓ **On-site sponsor signage** in the Plenary Hall,
- ✓ **Personal thank you** during opening and closing address.

GOLD SPONSOR—\$8,000

- ✓ Full conference registration for up to **three employees/guests**,
- ✓ One **exhibit booth**,
- ✓ A reserved table for **three guests** at the Wednesday Luncheon,
- ✓ Recognition as **Gold Sponsor** in all official promotional materials of the 2023 Rubber Recycling Symposium,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ **A featured article** and brand presence in one TRAC News weekly newsletter (within two months prior to the Symposium),
- ✓ A **¼ page ad** in the final conference brochure,
- ✓ Attendee list of participating 2023 Registrants,
- ✓ **On-site sponsor signage** in the Plenary Hall,
- ✓ **Personal thank you** during opening and closing address.

SILVER SPONSOR—\$6,000

- ✓ Full conference registration for up to **two employees/guests**,
- ✓ Recognition as **Silver Sponsor** in all official promotional materials of the 2023 Rubber Recycling Symposium,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ A **¼ page ad** in the final conference brochure,
- ✓ Attendee list of participating 2023 Registrants,
- ✓ **On-site sponsor signage** in the Plenary Hall,
- ✓ **Personal thank you** during opening and closing address.

BRONZE SPONSOR—\$3,000

- ✓ Full conference registration for **one employee/guest**,
- ✓ Recognition as **Bronze Sponsor** in all official promotional materials of the 2023 Rubber Recycling Symposium,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ **Recognition of sponsorship** in the final conference brochure,
- ✓ **On-site sponsor signage** in the Plenary Hall.

RECEPTION SPONSOR—\$2,000

- ✓ Promotional table signage,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ **On-site signage** at the Reception,
- ✓ **Recognition of sponsorship** in the final conference brochure.

SPEAKER GIFT SPONSOR—\$750

- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ **On-site sponsor signage** in the Plenary Hall,
- ✓ **Recognition of sponsorship** in the final conference brochure.

REFRESHMENT BREAK SPONSOR—\$500

- ✓ Promotional table signage,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ **On-site signage** at the break area,
- ✓ **Recognition of sponsorship** in the final conference brochure.

EXHIBITORS

EXHIBITOR TABLE—\$1,100

- ✓ Skirted six-foot exhibit table located in Symposium Exhibitor Area,
- ✓ Full conference registration for **one employee/guest**,
- ✓ Recognition as **Event Exhibitor** in all official promotion materials of the 2023 Rubber Recycling Symposium,
- ✓ Invitation to use the official 2023 Rubber Recycling Symposium logo in promotions leading up to the event,
- ✓ **Exhibitor recognition** in the final conference brochure.

DEADLINES

Sponsorship Deadline	ASAP
Company Logos Required	ASAP
Event Date and Place	October 4-5, 2023; Lord Nelson Hotel, Halifax

APPLICATION AND PAYMENT OPTIONS

Sponsor and Exhibitor application forms can be found at the end of this document.

Submit the forms via email to the Tire and Rubber Association of Canada. Payment must be received before sponsorship will be processed.

Cheques must be made payable to the Tire and Rubber Association of Canada and mailed to the address below.

Payment Options:

Sponsors will be issued an invoice. Exhibitors can register and pay by Credit Card through Ticket Tailor:

<https://buytickets.at/tireandrubberassociationofcanada/906506>.

Please note that the above sponsorship rates do not include HST (Ontario rate of 13%), which will be added on to the sponsorship subtotal to be paid to TRAC. **HST# 10794 0264.**

For any billing information details contact Teresa Gawel; tgawel@tracanada.ca.

The Tire and Rubber Association of Canada

A19-260 Holiday Inn Drive
Cambridge, ON, N3C 4E8
Canada

Phone Number: (519) 249-0366

SPONSORSHIP APPLICATION FORM

2023 RUBBER RECYCLING SYMPOSIUM

"Journey to Sustainability"

COMPANY NAME:

**As it should be displayed on all event materials.*

ADDRESS:

CITY:

PROVINCE/STATE:

PC/ZIP:

E-MAIL:

PHONE:

FAX:

MAIN CONTACT:

Contact Title:

Contact Email:

Contact Phone:

SPONSORSHIP OPTIONS

We wish to sponsor the 2023 Rubber Recycling Symposium as follows (please check the appropriate box):

- \$8,000 — GOLD SPONSOR
- \$6,000 — SILVER SPONSOR
- \$3,000 — BRONZE SPONSOR
- \$2,000 — RECEPTION SPONSOR
- \$750 — SPEAKER GIFT SPONSOR
- \$500 — REFRESHMENT BREAK SPONSOR

EXHIBITORS

- \$1,100 — EXHIBITOR TABLE (**Please register your Exhibitor Table online:** <https://buytickets.at/tireandrubberassociationofcanada/906506>)

**Please note that the above sponsorship and exhibitor rates DO NOT include the applicable taxes (13% HST). The taxes will be added to the sponsorship total.*

AGREEMENT

By signing below, I agree on behalf of my organization, to provide the above selected sponsorship.

Name: _____

Signature: _____

Date: _____

Payment terms:

Payment can be made by Visa, MasterCard, or company cheque. Please check the appropriate box below to indicate your preferred method of payment.

Please invoice me and I will provide payment via company cheque.

SPONSOR/EXHIBITOR GRAPHICS: SPECS & DEADLINES

Host Sponsor:

- 1) We require a **high-resolution version of your logo in .eps or .png** to be used for sponsorship recognition and event signage.
 - **Deadline: ASAP**
- 2) We require a quarter-page (square) advertisement for final conference brochure.
 - Dimensions in inches: 3.625 w x 4.55 h
 - **Deadline: latest August 15, 2023**

Gold Sponsor:

- 1) We require a **high-resolution version of your logo in .eps or .png** to be used for sponsorship recognition and event signage.
 - **Deadline: ASAP**
- 2) We require a quarter-page (square) advertisement for final conference brochure.
 - Dimensions in inches: 3.625 w x 4.55 h.
 - **Deadline: latest August 15, 2023**

Silver Sponsor:

- 1) We require a **high-resolution version of your logo in .eps or .png** to be used for sponsorship recognition and event signage.
 - **Deadline: ASAP**
- 2) We require a quarter-page (square) advertisement for final conference brochure.
 - Dimensions in inches: 3.625 w x 4.55 h.
 - **Deadline: latest August 15, 2023**

Bronze Sponsor:

- 1) We require a **high-resolution version of your logo in .eps or .png** to be used for sponsorship recognition and event signage.
 - **Deadline: ASAP**

Other Event Sponsors & Exhibitors:

We require a **high-resolution version of your logo in .eps or .png** to be used for sponsorship recognition and event signage.

- **Deadline: ASAP**