



**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 over 450 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](mailto: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	✓	✓	✓	✓

# OTHER 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:

- Acknowledgement during lunch as sponsor
- Program recognition as Lunch Sponsor
- Acknowledgement on Conference website as Lunch 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

## HOTEL KEY CARD SPONSOR (\$2000 CAD)

### Benefits include:

- Your logo will go on the key card
- You provide the key card and we take care of producing the card

## LANYARD SPONSORSHIP (\$1500 CAD)

### Benefits include:

- Supply lanyards for conference badges at sponsor cost

## 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

## CONFERENCE BAG STUFFER (\$1000 CAD)

### Benefits include:

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

## 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

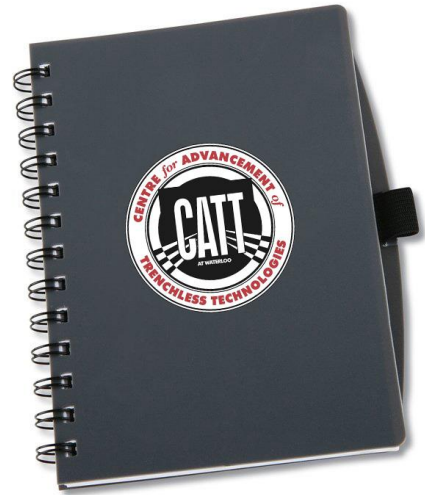
NEW  
IN  
2020



# NEW SPONSORSHIP OPPORTUNITIES

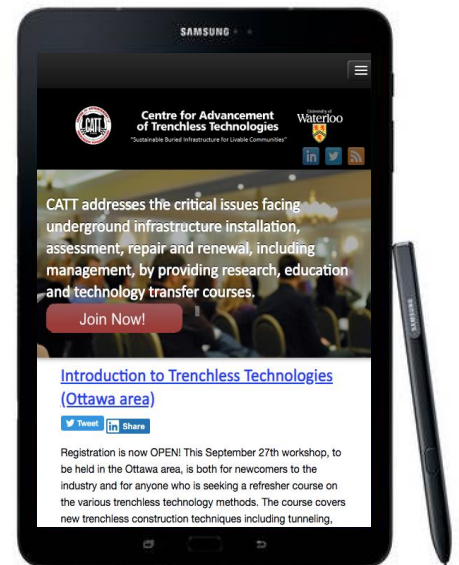
## Conference Notebook Sponsor

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:

<input type="checkbox"/> Platinum Sponsor	CAD \$8000	<input type="checkbox"/> Networking Reception Sponsor	CAD \$2000
<input type="checkbox"/> Gold Sponsor	CAD \$4000	<input type="checkbox"/> Lanyard Sponsor	CAD \$1500
<input type="checkbox"/> Silver Sponsor	CAD \$2000	<input type="checkbox"/> Workshop Session Sponsor	CAD \$500
<input type="checkbox"/> Bronze Sponsor	CAD \$1000	<input type="checkbox"/> Networking Reception Sponsor	CAD \$2000
<input type="checkbox"/> Hotel Key Card Sponsor	CAD \$2000	<input type="checkbox"/> Refreshment Break Sponsor	CAD \$750
<input type="checkbox"/> Lunch Sponsor	CAD \$2500	<input type="checkbox"/> Promotional Material in Conference Bag	CAD \$1000
<input type="checkbox"/> Continental Breakfast Sponsor	CAD \$2000	<input type="checkbox"/> Wi-Fi Sponsor	CAD \$5500
<input type="checkbox"/> Notebook Sponsor	CAD \$3000	<input type="checkbox"/> Technical Sessions Sponsor	CAD \$1000

## 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:

Make checks 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](mailto:catt@uwaterloo.ca)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_