

## Exclusive Car Expo Area

### **EXCLUSIVE CAR EXPO AREA SPONSORSHIP:**

- \*The Opportunity To Showcase Two (2) Vehicles (Subject To Size) For All John Labatt Centre Events In The Designated Car Expo Area Which Is Located On The Level 100 Concourse Beside The London Knights Retail Store.
- \*The Opportunity To Include A Company/Dealership Representative On-Site At The Car Expo Location To Assist With The Display And Interact With Patrons.
- \*The Opportunity To Include A Permanent Kiosk To Display Company/Dealership Information, Brochures, Etc.
- \*Three (3) Non-Backlit Signage Locations Within The Car Expo Area:
  1. Above The Car Expo Entrance
  2. Above The Vehicles
  3. Beside The Entrance/Exit Door To The Gate #6 Lobby
- \*The Opportunity To Include Other TBD Decorations Within The Car Expo Area Subject To Approval By The John Labatt Centre.
- \*All Production And Installation Costs Associated With The Above Signage Pieces Are To Be Paid By The Sponsor.
- \*At The End Of This Agreement, The Advertiser Is Responsible For Covering All The Costs Involved In Returning The Car Expo Space To Its Original State Prior To Occupancy.
  
- \*The Approximate Artwork Creation And Installation Fee Is \$600.00 + Taxes (Soap Dispensers)
- \*The Approximate Artwork Creation And Installation Fee Is \$300.00 + Taxes (Frames)

**1 Year Term: \$20,000.00 Net + GST/Year + All Initial Artwork Costs**  
**2-5 Year Term: \$19,500.00 Net + GST/Year + All Initial Artwork Costs**

