



Call us for more info  
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# YALDA EXHIBITION 2024

WHERE BUSINESS MEETS CELEBRATION

ORGANIZED BY  
**ONTARIO SME CONNECT**  
PROMOTING EXCELLENCE



***Sponsors and partnerships***

**DECEMBER 2024**



## ONTARIO SME CONNECT'S SPONSORSHIP OPPORTUNITIES!

Ontario SME Connect was founded with a clear mission: to empower Ontario's small and medium-sized enterprises by providing them with exceptional platforms to showcase their innovations, connect with industry leaders, and elevate their market presence. Our commitment is to create impactful events that support the growth and success of SMEs, fostering a vibrant business community across Ontario.

We are set to host a series of high-profile trade shows and expos, including the YALDA EXHIBITION 2024 at THE TERRACE BANQUET CENTRE in Vaughan.

This event will feature over 50 exhibitors, live interviews, and brand showcases across 20,000 sq. ft. of premier space, drawing hundreds of attendees.

By partnering with Ontario SME Connect, sponsors gain unique opportunities to connect with a thriving community of Ontario's SMEs, engage directly with decision-makers, and showcase their brand to a targeted audience eager for collaboration and growth. Our sponsorship packages are designed to maximize visibility, facilitate meaningful interactions, and position your brand as a champion of Ontario's entrepreneurial spirit.

Thank you for considering Ontario SME Connect as your partner in this journey. Together, we can create events that not only drive economic success but also build lasting relationships within Ontario's dynamic SME community.

### **Yalda Exhibition 2024: Where Business Meets Celebration**

Yalda Exhibition 2024, set for December 16-18, brings the essence of Yalda Night into a vibrant business environment. This unique event blends cultural celebration with business networking, offering companies a platform to connect and showcase their products during a prime time for holiday shopping and year-end promotions. It's an exciting opportunity to foster both personal and professional relationships in an atmosphere rich with tradition and commerce.

### **What is Yalda?**

Yalda Night, or Shab-e Yalda, is an ancient Persian celebration of the winter solstice, marking the longest night of the year. It symbolizes the triumph of light over darkness and brings families together to enjoy poetry, fruits, nuts, and sweets. With themes of rebirth, hope, and joy, Yalda is a beloved tradition, celebrating the warmth of human connection during the coldest season.

**Ontario SME Connect drives SMEs' growth through impactful events.  
Partner with us to align your brand with a mission-focused  
organization dedicated to SMEs' success.**

## **WHY PARTNER WITH ONTARIO SME CONNECT?**



## **OUR VISION AND POTENTIAL**

### **Strategic Event Planning:**

We host major annual events, including Trade, Public, and Hybrid events, offering sponsors targeted exposure and engagement opportunities.

### **Experienced Team:**

Our experienced team ensures well-organized, impactful events through a dedication to excellence and a strategic approach.

### **Growing Audience Engagement:**

Our events attract business owners, entrepreneurs, industry professionals, and consumers, offering sponsors valuable access to key market segments as we continue to grow.

### **Developing Media and Audience Reach:**

We are building strong media partnerships and leveraging digital marketing strategies to expand our reach. Our focus is on increasing visibility and engagement for our events and sponsors.



### **Commitment to Impact:**

At Yalda Exhibition 2024, we are dedicated to blending cultural celebration with meaningful business opportunities. By sponsoring this event, you'll connect with the dynamic Ontario SME community, including the Persian business sector, positioning your brand as a key contributor to building lasting relationships and boosting visibility.

### **Target Demographics:**

The Yalda Exhibition 2024 provides sponsors the chance to engage two key groups: business professionals and SMEs during VIP B2B hours, and a culturally engaged public during holiday shopping. This event is an ideal opportunity for brands to connect with decision-makers and a diverse audience in a festive, high-exposure setting.

### **Industries Represented:**

Yalda Exhibition 2024 unites diverse industries across the Greater Toronto Area, offering sponsors the chance to engage with business consultants, independent manufacturers, cultural brands, and Persian-owned enterprises, alongside sectors like technology, real estate, retail, construction, and health.



## **A U D I E N C E S N A P S H O T**

# MEDIA AND MARKETING EXPOSURE

## DIGITAL CAMPAIGNS

**Website Features:** Gain prominent placement on our website, including dedicated sponsor pages and event-specific announcements. This provides continuous visibility to our audience of SMEs, entrepreneurs, and professionals across Ontario.

**Social Media Amplification:**

Leverage our active presence on social media platforms such as LinkedIn, Facebook, and Instagram. Your brand will benefit from pre-event promotions, live event coverage, and post-event highlights, reaching relevant audiences with content tailored to resonate with our audience.

Partnering with Ontario SME Connect provides extensive media and marketing exposure, connecting your brand with SMEs, industry leaders, and decision-makers. Our multi-channel approach maximizes visibility and engagement throughout our events.





# Sponsor Recognition

**Prominent Logo Placement:** Enjoy premium logo visibility on key event materials, including event magazine, event banners, stage backdrop, attendee badges, and digital displays. This ensures that your brand stands out at every touchpoint throughout the event. (Conditions may apply.)

**Program Inclusions:** Your company will be featured in the official event guide distributed to all attendees, providing exposure and reinforcing your role as a sponsor.

**On-Site Branding:** Take advantage of opportunities for booth branding, product placements, and sponsored areas within the event venue. Your brand will be integrated into the event experience, creating lasting impressions with attendees.

**Recognition at Key Moments:** Receive verbal acknowledgments during key moments of the event, such as opening remarks, keynote sessions, and panel discussions. This reinforces your brand's association with the event's success and highlights your commitment to supporting SMEs.



Our sponsorship opportunities provide you with access to a targeted audience of Ontario's SMEs, entrepreneurs, and business professionals. Connect with a dynamic and engaged community through our diverse channels:



**Event Website Traffic:** Your brand will be featured on our event website, a key resource for event attendees seeking information and updates. This ensures consistent visibility before, during, and after the event.

**On-Site Branding and Recognition:**

Your brand will be prominently displayed across key areas of the venue, including signage, banners, and digital screens. Whether it's the main entrance, lounge areas, or event stages, attendees will engage with your brand throughout the entire Expo experience.

**Social Media Presence:** Leverage our growing social media platforms, including LinkedIn, Twitter, and Instagram, where we foster active engagement among followers interested in business development, industry insights, and networking opportunities.

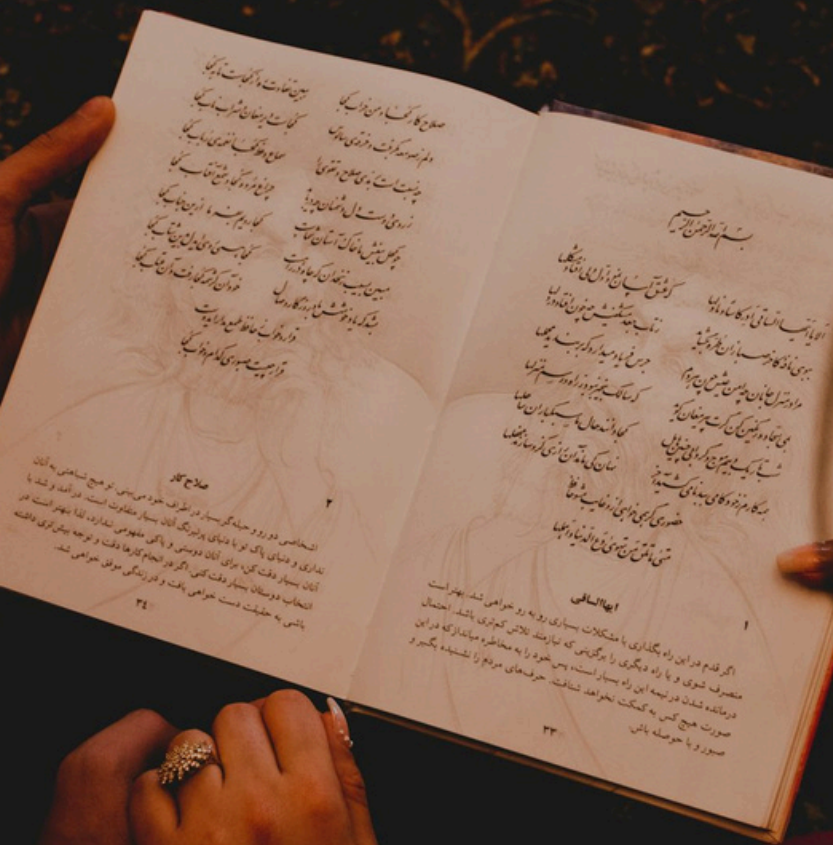


# Audience Reach





معاشران بی معنویتش با سبقت ازین صفا این کینه از زلف بار باز  
 معاشران با کبره از زلف بار با سبقت ازین صفا این کینه از زلف بار باز  
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 معاشران با کبره از زلف بار با سبقت ازین صفا این کینه از زلف بار باز

**CONNECT  
 .SME**  
 YOUR ENTERPRISE ALLY



**YALDA  
 EXHIBITION  
 2024;  
 WHERE BUSINESS  
 MEETS  
 CELEBRATION**



 [www.Ontariosmeconnect.com](http://www.Ontariosmeconnect.com)  
 [ontariosmeconnect@gmail.com](mailto:ontariosmeconnect@gmail.com)





**Early Bird**

**Standard Price**

**Booth Size**

**Social Media Story** (Instagram, Facebook)

**One Exclusive Social Media Post**

**VIP ticket for networking and mixer**

**Logo on OSMEC Website +  
Link to the Sponsors' Website**

**OSMEC Acknowledgment plaque**

**Sponsors' Logo on Repeat Banner**

**Sponsors' Logo on Media Room Backdrop**

**Co-Branding on Social Media Posts**

**Logo on Exhibitors' Badge**

**Option to Submit Promotional  
Video on OSMEC Website**

**Sponsors' Exclusive Banners Across the Venue**

**Prize Contribution (Optional)**



**PRESTIGE**

12,000 CAD

15,000 CAD

**300 sqft**

Five times per week

Instagram, Facebook,  
LinkedIn

Ten

Yes

Yes

XL

Yes

Yes

Yes

Yes

Two

Up To 5000 CAD  
(5 Blocks of 1000 CAD)



**LUXE**

10,000 CAD

12,500 CAD

**250 sqft**

Four times per Week

Instagram, Facebook

Eight

Yes

Yes

L

No

No

No

No

One

Up To 4000 CAD  
(4 Blocks of 1000 CAD)



**OPULENCE**

8,000 CAD

10,000 CAD

**200 sqft**

Three times per week

Instagram

Six

Yes

Yes

M

No

No

No

No

One

Up To 3000 CAD  
(3 Blocks of 1000 CAD)



**ELITE**

6,000 CAD

7,500 CAD

**150 sqft**

Twice per week

Instagram

Four

Yes

Yes

S

No

No

No

No

One

Up To 2000 CAD  
(2 Blocks of 1000 CAD)



**BOUTIQUE**

4,000 CAD

5,000 CAD

**100 sqft**

Once per week

Instagram

Two

Yes

Yes

XS

No

No

No

No

One

1000 CAD  
(1 Block of 1000 CAD)

(Conditions Apply)