



## Thank you for your interest in the first annual Canadian Pawn Exposition!

It's hard to believe that in the 150+ year history of Canada we've *never* had a national pawn convention. It's time to fix that! With nearly 700 pawn shops across Canada there are thousands of employees who could benefit from training, technology upgrades, and educational content.

The US pawn industry has robust industry partnerships, ongoing training and national representation. This tradeshow is our first step in bringing those advantages to Canadian pawn shops.

As an industry partner you'll have access to a new and untapped market: Canadians.

It sounds ridiculous, but most Canadian pawnbrokers have not travelled to US pawn conventions.

And since there hasn't been a tradeshow in Canada that means it's an entirely new and untapped market.

All of these stores need gold refiners, diamond buyers, insurance providers, testing equipment, training, and more. Most of them don't even know what they're missing!

So please, come join us in Toronto at the Pantages Hotel on the weekend of October 3<sup>rd</sup> and 4<sup>th</sup>. Let's do something new together!

### Why Sponsorships Matter:

We are learning the hard way that hotel and event costs are prohibitive. The included meals cost **MORE** than the attendance pass. Renting the audio is over \$2000. The hall rental is over \$3000.

Simply put, we do not recoup enough admission to sustain the convention. We have chosen to keep admission costs low to encourage attendance: something that benefits our vendors. In turn, we request that vendors consider sponsorship to help the event succeed.

To make this convention a success we need the support of our industry partners. Please consider the following sponsorship opportunities as a way for us to offset operating costs.

## GENERAL SPONSORSHIPS:

### Industry Partner Booth Registration - \$1,000 CAD (~\$750 USD)

- Includes one event pass for Friday/Saturday
  - Additional event passes are available at \$300 CAD per person.
- Includes a 6' draped table with 2 chairs
- Company listing as a vendor on event advertising and promotions
- 5-minute introduction and podium time to discuss your company and service.
- Post-Attendees Contact List
- If you have special requirements for your booth, please advise Convention planners and we'll do our best to accommodate.

### Event Tote - \$300CAD (~\$250 USD) – available to all vendors

- Your brochures and marketing materials will be distributed with the event totes.
- Available to all vendors.

## MEAL SPONSORSHIPS:

Meals play an important role for tradeshow attendees. Onsite food allows them to focus on the vendors and panels instead of needing to leave. Likewise, for vendors it keeps everyone central, accessible and able to conduct business.

The meals listed below are representative examples but may be subject to change based on availability.

Each meal sponsorship will include vendor thank-you signage as well as printed credits on the website, event advertising, and event schedules.

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### Friday Night Reception Sponsorship: Single Sponsor – \$1,000 CAD (~\$750 USD)

Our Friday night social is our first gathering and is designed to break the ice.

Attendees will be arriving throughout the day so a small, informal gathering to break the ice is a nice beginning to the event. The evening will include small snacks like dips, breads, charcuterie, etc.

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### Saturday Breakfast Sponsorship: Single Sponsor – \$1,500 CAD (~\$1,100 USD)

Breakfast will feature:

- Buffet-Style Assortment of Muffins, Croissants, and Fresh Fruit and Berry Jars
- Farm-Fresh Scrambled Eggs with Smoked Center-Cut Bacon

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### Morning Break Sponsorship: Single Sponsor – \$750 CAD (~\$550 USD)

Morning break will feature:

- Coffee, Tea, and Juices
- Baked Goods Including Croissants, Danishes, Muffins, and Assorted Preserves

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### Saturday Lunch Sponsorship: Single Sponsor – \$2,500 CAD (~\$1,850 USD)

Lunch will feature:

- Starter: Daily Soup and Assorted Salads
- Entrée: Southern Fried Chicken with Herbed Garlic Potatoes Alongside Seasonal Vegetables
- Desserts: S'mores Tarts, Maple Pecan Bites, Cake Pops

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### Afternoon Break Sponsor: Single Sponsor – \$750 CAD (~\$550 USD)

Afternoon break will feature:

- Coffee, Tea, and Juices
- Soft Corn and Flour Tortilla Taco Bar with Ground Beef, Chicken, Pulled Pork, Falafel, and more

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### Saturday Dinner Sponsorship: Single Sponsor – \$2,500 CAD (~\$1,850 USD)

You will receive up to 2 minutes to address convention attendees during the meal.

Dinner will feature:

- Starter: Soup of the Day and Assorted Salads
- Entrée Served with Scalloped Potatoes and Vegetables with Your Choice Of:
  - Earl Grey-Cured Salmon in Maple Soy Glaze
  - Grilled Flat Iron Steak with Chimichurri
- Assorted Small Desserts

## REGISTRATION AND PAYMENT

Registration and payment details will be emailed to you upon requesting a vendor booth. Should you have additional questions please talk to our vendor liaison at:

[mstrasser@canadianpawnassociation.com](mailto:mstrasser@canadianpawnassociation.com).

**Please note:** the Canadian Pawn Expo has a limited number of vendor spots. Payment for booth reservations is expected on or before September 1st, 2025. Unpaid booth reservations will be returned to general availability after this date. Please complete registration and payment early to avoid missing out.

## SHIPPING & RECEIVING

Advanced delivery of materials, equipment, or packages will be accepted no more than two (2) days prior to the Function. All deliveries must be coordinated with the assigned sales or catering or conference services manager prior to the function date to ensure acceptance of the shipped items. A fee of \$3.00 per box, per day will be assessed to the Group Master Account for all deliveries received more than five (5) days prior to the Function. Such items are subject to maximum weight, number of articles and storage restrictions. Each box shipped must have the on-site contact's name, meeting name, company name and arrival date recorded on the outside of the box. All return items must be properly packed and labeled, and shipping paid for by the Group. The Hotel will not assume liability for loss or damage to items shipped to or from the Hotel by the Group.

### Shipping details:

Canadian Pawn Expo C/O Priscilla Bretz

Pantages Hotel Toronto

200 Victoria Street, Toronto, ON, M5B 1V8

Tel: 416-362-1777