



Canadian Waste
to **resource conference**

SPONSORSHIP and EXHIBITOR OPPORTUNITIES

PRESENTED BY



WASTE TO
RESOURCE
ONTARIO

WELCOME RECEPTION

Monday, June 22, 2026 – 7:30pm - 9:30pm

CONFERENCE

Tuesday, June 23, 2026 & Wednesday, June 24, 2026

Fallsview Casino Resort
Niagara Falls, ON



PRESENTING

Sponsorship

\$15,000

As the Presenting Sponsor, you will receive unparalleled exposure and access to influential decision-makers at one of the year's most important industry events. This premium sponsorship package is designed to showcase your brand to a highly engaged audience, while providing direct access to key industry leaders and senior-level professionals.

PREMIER VISIBILITY AND RECOGNITION

- **Exclusive 10-Minute Speaking Opportunity:** Position your brand as a thought leader with a dedicated speaking slot on Day 1 of the conference. This is your chance to present/showcase your expertise, products, and vision to an audience of industry professionals and decision-makers.

EXHIBIT, ENGAGE & DINE WITH LEADERS

- **Complimentary Premium Exhibit Space:** A **10x10** booth in a Prime Location, providing maximum foot traffic and visibility. The space is fully equipped with pipe, draping, electrical outlets, 1 table, and chairs.
- **Three (3) Complimentary Full Event Package Tickets, which include:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Reserved VIP Dinner Table:** Enjoy a front-and-center table at the Awards Dinner, with premium service.

TOP-TIER LOGO PLACEMENT AND PROMINENT RECOGNITION

- Event Website (pre & post event)
- Social Media Campaigns (including newsletters and member bulletins)
- Giant Screens throughout the two-day conference
- **Top-tier logo placement on event Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**
- **Your logo as Presenting Sponsor will be projected on-screen throughout the 2 day Conference**

POST CONFERENCE OPPORTUNITY

- **Webinar Session:** A customized webinar session developed in collaboration with W2RO, featuring a topic of your choice, and promoted via W2RO's channels.





DIAMOND AWARDS DINNER

Sponsorship

\$10,000

EXHIBIT, ENGAGE & DINE WITH LEADERS

- **Exclusive 3 minute Speaking Opportunity:** Gain premium visibility in front of industry leaders and award recipients with this exclusive 3-minute speaking spot during the Awards Dinner.
- **Two (2) Complimentary Full Event Package Tickets, which include:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Reserved VIP Dinner Table:**
Enjoy a front-and-center table at the Awards Dinner, with premium service.

POST CONFERENCE OPPORTUNITY

- **1 Dedicated Webinar Session**
 - Topic to be developed in collaboration with W2RO
 - Promoted and administered by W2RO to our network

TOP-TIER LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Top-Tier Diamond Sponsor Recognition with prominent logo placement across all pre- and post-event marketing materials, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Recognition as Diamond Awards Dinner Sponsor**
- **Company logo projected on-screen during Awards Dinner**
- **Exclusive Tabletop Signage during Dinner Custom 8"x10" tabletop display featuring your company logo and optional promotional content.** (Sponsor to provide file - optional)
- **On Conference Entrance Archway & Sponsor banners**
- **Inclusion on all official sponsor banners displayed at the venue**
- **Top-tier logo placement on event Entrance Archway**
- **Your logo as Diamond Sponsor will be projected on-screen throughout the 2 day Conference**





DIAMOND WELCOME RECEPTION

Sponsorship

\$10,000

EXHIBIT, ENGAGE & DINE WITH LEADERS

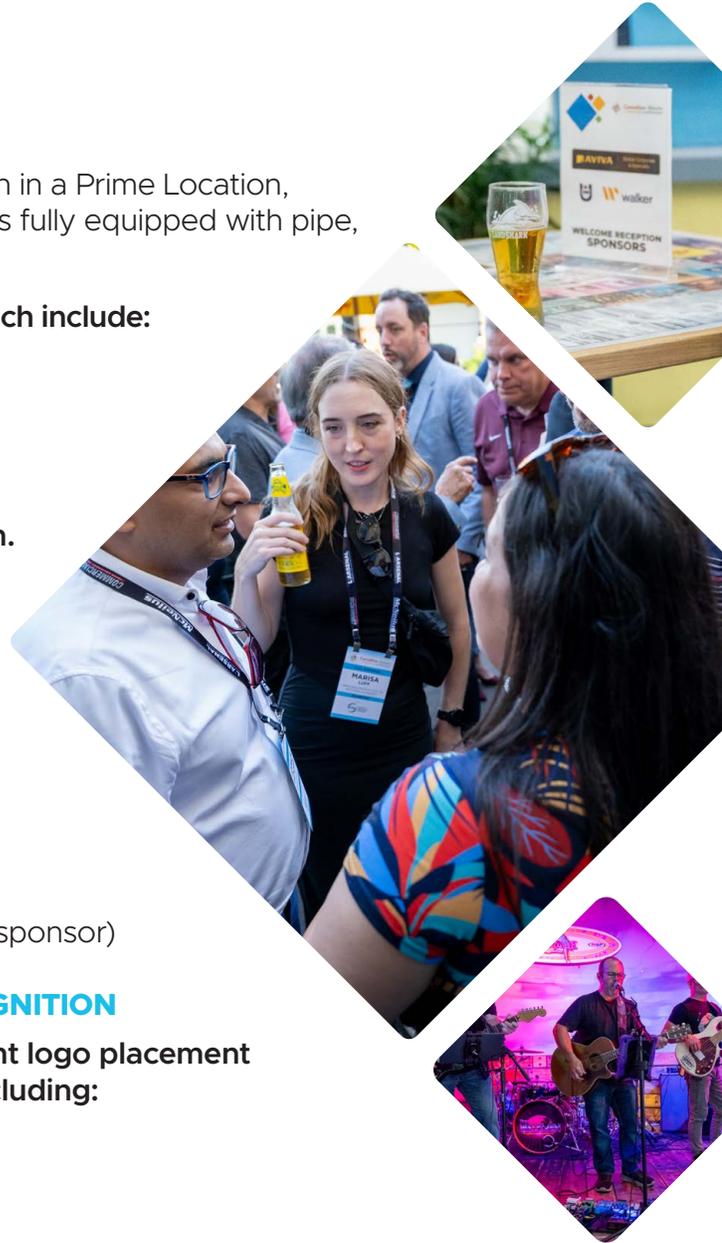
- **Complimentary Premium Exhibit Space:** A **10x10** booth in a Prime Location, providing maximum foot traffic and visibility. The space is fully equipped with pipe, draping, electrical outlets, 2 tables, and chairs.
- **Two (2) Complimentary Full Event Package Tickets, which include:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Exclusive Tabletop Signage at the Welcome Reception.** Custom 8"x10" tabletop display featuring your company logo and optional promotional content. (Sponsor to provide file - optional)
- **Reserved VIP Dinner Table:** Enjoy a front-and-center table at the Awards Dinner, with premium service.

POST CONFERENCE OPPORTUNITY

- **One (1) Sponsored Webinar Session organized and promoted by W2RO** (topic to be coordinated with sponsor)

TOP-TIER LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Top-Tier Diamond Sponsor Recognition with prominent logo placement across all pre- and post-event marketing materials, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Top-tier logo placement on event Entrance Archway**
- **Exclusive Branding at the Welcome Reception**
 - Dedicated Sponsorship Banner prominently displayed in the area
- **Your logo as Diamond Sponsor will be projected on-screen throughout the 2 day Conference**





RUBY BREAKFAST

Sponsorship

\$7,000

ENGAGE & DINE WITH LEADERS

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Opportunity to introduce speakers or panel during breakfast sessions**
- **Reserved VIP Dinner Table:**
Enjoy a front-and-center table at the Awards Dinner, with premium service.

LOGO PLACEMENT AND PROMINENT RECONGNITION

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Your logo as Ruby Sponsor will be projected on-screen throughout the 2 day Conference**
- **Logo placement on event Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**
- **Exclusive Sponsorship Banner**
- **Exclusive Tabletop Signage during both breakfasts**
Custom 8"x10" tabletop display featuring your company logo and optional promotional content. (Sponsor to provide file - optional)
- **Dedicated Sponsorship Banner prominently displayed in the breakfast area**
- **Recognition as the Official Breakfast Sponsor**





RUBY LUNCH

Sponsorship

\$7,000

ENGAGE & DINE WITH LEADERS

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Opportunity to introduce speakers or panel during lunch sessions**
- **Reserved VIP Dinner Table:**
Enjoy a front-and-center table at the Awards Dinner, with premium service.

LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Your logo as Ruby Sponsor will be projected on-screen throughout the 2 day Conference**
- **Logo placement on event Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**
- **Exclusive Sponsorship Banner**
- **Exclusive Tabletop Signage during both lunches.**
Custom 8"x10" tabletop display featuring your company logo and optional promotional content. (Sponsor to provide file - optional)
- **Dedicated Sponsorship Banner prominently displayed in the lunch area**
- **Recognition as the Official Lunch Sponsor**





GOLD PLENARY

Sponsorship

\$5,000

ENGAGE & DINE WITH LEADERS

- **Three (3) minute introduction of a Keynote Plenary at the CWRC Conference** (To be assigned by W2RO)

PREMIER VISIBILITY AND RECOGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events

LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Your logo as Gold Sponsor will be projected on-screen throughout the 2 day Conference**
- **Logo recognition on Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**





GOLD LATE NIGHT CHEERS CHASERS

Sponsorship

\$5,000

Keep the energy going! This exclusive sponsorship takes place immediately following the Awards Dinner in a private lounge, music, and a relaxed, social atmosphere perfect for networking.

ENGAGE & DINE WITH LEADERS

- **Exclusive Sponsorship of the 2-Hour After-Hours Networking Event**

PREMIER VISIBILITY AND RECOGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events

LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Recognition as the Official “Late-Night Cheers Chasers” Sponsor**
- **Exclusive Tabletop Signage**
Custom 8”x10” tabletop display featuring your company logo and optional promotional content. (Sponsor to provide file - optional)
- **Cocktail napkins**
- **Sponsor logo displayed on the event Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**
- **Your logo as Gold Sponsor will be projected on-screen throughout the 2 day Conference**





SILVER LANYARDS

Sponsorship

\$3,500

PREMIER VISIBILITY AND RECOGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **This exclusive sponsorship ensures your brand is front and center—literally around the neck of every attendee for the entire event.**
- **Exclusive Distribution of Sponsor-Branded Lanyards**

Please note: The sponsor is responsible for providing 500 double-clip branded lanyards for event use. All lanyards must be delivered to the W2RO office no later than May 23, 2026 (30 days prior to the event on June 22, 2026).

LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Logo featured on the event Entrance Archway**
- **Your logo as Silver Sponsor will be projected on-screen throughout the 2 day Conference**
- **Inclusion on official sponsor banners displayed throughout the venue**





SILVER HOTEL KEY CARD BRANDING

Sponsorship

\$3,500

PREMIER VISIBILITY AND RECOGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all conference networking events
- **Your brand in every attendee's hand. With exclusive hotel key card branding, your logo will be seen multiple times each day as guests access their rooms offering visibility throughout the entire conference.**
- **Exclusive Distribution of Sponsor-Branded Hotel Key Cards**

LOGO PLACEMENT & PROMINENT ACKNOWLEDGMENT

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Logo featured prominently on the Event Entrance Archway**
- **Your Silver Sponsor logo projected on-screen throughout the two-day conference**
- **Inclusion on all official sponsor banners displayed across the venue**





BRONZE TRACK

Sponsorship

\$2,500

PREMIER VISIBILITY AND RECOGNITION

- **Three (3) minute introduction and thank you of the assigned Track at the CWRC Conference**
(To be assigned by W2RO)
- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Company individual visible as Track Session Chair to MC the session**

LOGO PLACEMENT AND PROMINENT RECOGNITION

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Your logo as Bronze Sponsor will be projected on-screen throughout the 2 day Conference**
- **Logo recognition on Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**





BRONZE NETWORKING BREAKS

Sponsorship

\$2,500

LOGO PLACEMENT AND PROMINENT RECONGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Tabletop Signage during Networking Breaks**
Custom 8"x10" tabletop display featuring your company logo
- **Your logo as Bronze Sponsor will be projected on-screen throughout the 2 day conference**
- **Logo recognition on Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**





BRONZE HAPPY HOUR Sponsorship

\$2,500

LOGO PLACEMENT AND PROMINENT RECONGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Tabletop Signage during the Happy Hour Event**
Custom 8"x10" tabletop display featuring your company logo
- **Your logo as Bronze Sponsor will be projected on-screen throughout the 2 day conference**
- **Logo recognition on Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**





BRONZE WIFI

Sponsorship

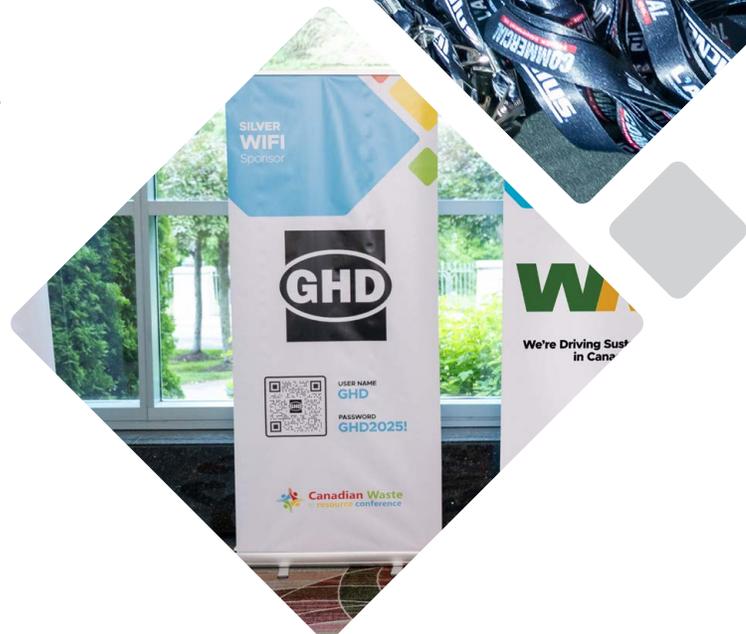
\$2,500

PREMIER VISIBILITY AND RECOGNITION

- Wifi Network can only be accessed by a password protected code (using your company name i.e., **W2RO2025!**)

LOGO PLACEMENT AND PROMINENT RECOGNITION

- One (1) Complimentary Full Event Package Ticket, which includes:
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- Logo inclusion in all CWRC pre- and post-event promotions, including:
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- Your logo as Bronze Sponsor will be projected on-screen throughout the 2 day Conference
- Logo recognition on Entrance Archway
- Inclusion on all official sponsor banners displayed at the venue





BRONZE WAY-FINDER Sponsorship

\$2,500

LOGO PLACEMENT AND PROMINENT RECONGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**
 - All breakfasts and lunches
 - Welcome Reception
 - Awards Dinner
 - Access to all general and additional events
- **Logo inclusion in all CWRC pre- and post-event promotions, including:**
 - W2RO newsletters and member bulletins
 - All official CWRC social media campaigns
 - CWRC event website
- **Logo recognition on the Way-Finder Signage**
- **Your logo as Bronze Sponsor will be projected on-screen throughout the 2 day conference**
- **Logo recognition on Entrance Archway**
- **Inclusion on all official sponsor banners displayed at the venue**





BRONZE AGENDA BRANDING/BADGE QR BRANDING

Sponsorship

\$2,500

LOGO PLACEMENT AND PROMINENT RECONGNITION

- **One (1) Complimentary Full Event Package Ticket, which includes:**

- All breakfasts and lunches
- Welcome Reception
- Awards Dinner
- Access to all conference networking events

- **Logo Featured on the Digital Conference Agenda**

Your logo will appear on the live online agenda, ensuring continuous visibility as attendees check schedules, sessions, and event updates throughout the conference.

- **Sponsor Logo on Agenda QR Code**

Your brand will be displayed directly on the QR code signage used by attendees to access the digital agenda creating high-frequency impressions each time the agenda is viewed.

- **Logo Displayed in the Website Agenda Area**

Your company logo will be prominently placed on the Agenda section of the conference website, accessible to all attendees before, during, and after the event.

- **Logo inclusion in all CWRC pre- and post-event promotions, including:**

- W2RO newsletters and member bulletins
- All official CWRC social media campaigns
- CWRC event website

- **On-Screen Recognition**

Your Bronze Sponsor logo will be projected on-screen throughout the two-day conference.

- **Entrance Archway Visibility**

Your logo will appear on the main event entrance archway for maximum exposure.

- **Inclusion on Official Sponsor Banners**

Your brand will be featured on all sponsor banners displayed throughout the venue.



Branding

SPONSOR

Event

Support

Communic

SPONSORSHIP REQUEST FORM

Sponsorship Levels (CDN\$)

<input type="radio"/> PRESENTING – Sponsor	\$15,000.00
<input type="radio"/> DIAMOND – Awards Dinner Sponsor	\$10,000.00
<input type="radio"/> DIAMOND – Welcome Reception Sponsor	\$10,000.00
<input type="radio"/> RUBY – Breakfast Sponsor	\$7,000.00
<input type="radio"/> RUBY – Lunch Sponsor	\$7,000.00
<input type="radio"/> GOLD – Plenary Sponsor	\$5,000.00
<input type="radio"/> GOLD – Late Night Cheers Chasers Sponsor	\$5,000.00
<input type="radio"/> SILVER – Lanyards Sponsor	\$3,500.00
<input type="radio"/> SILVER – Hotel Key Card Branding	\$3,500.00
<input type="radio"/> BRONZE – Track Sponsor	\$2,500.00
<input type="radio"/> BRONZE – Networking Break Sponsor	\$2,500.00
<input type="radio"/> BRONZE – Happy Hour Sponsor	\$2,500.00
<input type="radio"/> BRONZE – Wifi Sponsor	\$2,500.00
<input type="radio"/> BRONZE – Way-Finder Sponsor	\$2,500.00
<input type="radio"/> BRONZE – Agenda Branding/Badge QR Branding	\$2,500.00

NAME _____ COMPANY _____

ADDRESS _____ POSTAL CODE _____

PHONE _____ EMAIL _____

Payment Method (HST# 10400 2530)

- Cheque \$ _____
- Credit Card # _____
- EFT *Contact W2RO for additional information.* _____

Expiry Date / / CVC _____

Cardholder Name _____

Signature _____

Please enclose cheque payable to:

Waste To Resource Ontario
170 Attwell Drive, Suite 580, Etobicoke, ON M9W 5Z5



Sponsoring Regulations: No refunds. Sponsorship Application forms must be accompanied by payment information and will be processed upon receipt within 30 day of booking. It is the Sponsors responsibility to provide W2RO with a high resolution company logo for print, web & social media platforms.



EXHIBITOR DISPLAY OPPORTUNITIES

A limited number of exhibitor display spaces are available for this year's Canadian Waste to Resource Conference.

Display spaces are available and located in a prime location to allow your organization to engage and meet with conference attendees. Please complete the registration form below to take advantage of this great opportunity.

Customized exhibitor space is also available!

For more information about the Canadian Waste to Resource Conference, please visit www.cw2rc.ca or email fcudini@w2ro.org

10x10 Exhibitor Display **\$1,500.00** plus HST
Member Rate

10x10 Exhibitor Display **\$2,500.00** plus HST
Non Member Rate

- One (1) Complimentary Passes. Includes Breakfast, Lunch & Awards Dinner
- Includes pipe & draping
- Electrical
- Table & Chairs or the ability to bring in Company Custom Displays
- Logo recognition as Exhibitor within all our social media campaigns including Newsletters, Member Bulletins, pre and post event
- Logo recognition as Exhibitor on our CWRC website platform, pre and post event
- Logo recognition on Exhibitor Banners
- To combine multiple booths side-by-side i.e. 10x20, 10x30 etc. please contact Franca at fcudini@w2ro.org

Pavilion 20x30 **\$10,000.00** plus HST

- 6 Complimentary Passes
- Includes electrical, tables, chairs & fully carpeted.
- Ability to bring in Company Custom Displays
- Logo recognition as Exhibitor within all our social media campaigns including Newsletters, Member Bulletins, pre and post event
- Logo recognition as Exhibitor on our CWRC & W2RO website platform, pre and post event
- Top Tier Logo recognition on Exhibitor Banners
- Breakfasts, Lunches, Awards Dinner, Welcome Reception & conference activities throughout the two (2) days.
- Industry Tour (Transportation not included)

Exhibitor Move-In: Monday, June 22 (12pm – 5pm).
Information will be updated on the event page: www.cw2rc.ca

NAME _____ COMPANY _____

ADDRESS _____ POSTAL CODE _____

PHONE _____ EMAIL _____

Payment Method (HST# 10400 2530)

Cheque \$ _____

Credit Card # _____

EFT *Contact W2RO for additional information.* _____

Expiry Date / / CVC _____

Cardholder Name _____

Signature _____

Please enclose cheque payable to:

Waste To Resource Ontario
170 Attwell Drive, Suite 580, Etobicoke, ON M9W 5Z5

Exhibitor Regulations: No refunds. Exhibitor Application forms must be accompanied by payment information and will be processed upon receipt. Payment must be within 15 days of booking the exhibiting space. W2RO reserves the right to cancel if payment is not received.

Dietary Restrictions & Food Intolerances: We are committed to providing an inclusive dining experience for all attendees. If you have any food allergies, dietary restrictions, or intolerances, please let us know in advance so we can accommodate your needs. Kindly email details to Franca Cudini at fcudini@w2ro.org

Please email your completed form to **Franca Cudini at fcudini@w2ro.org or fax to 416.674.1559.**

Questions? Franca can be reached at 416-674-1542 ext. 20.

