



ICE EXPO 26'

Innovative Construction
Equipment

Sponsorship Packages



**Punchestown
Racecourse**

**Friday 22nd May
&
Saturday 23rd May
2026**

**Ireland's Largest
Construction & Plant
Equipment Show**

Welcome Message

We are delighted to introduce you to ICE Expo 2026, Ireland's largest construction and plant equipment exhibition. Bringing together the country's leading contractors, sub-contractors, plant hire companies, equipment dealers, and quarry owners, ICE Expo is set to be our largest and most exciting show yet.

This year, we are offering exclusive sponsorship opportunities designed to provide your brand with maximum visibility, engagement, and return on investment. From prime stand locations to digital promotion, event branding, and unique experiential activations, there are countless ways to position your company at the forefront of Ireland's construction and plant industry.

We invite you to explore this booklet and discover how ICE Expo 2026 can help you connect with key decision-makers, strengthen your brand presence, and create meaningful business opportunities. Join us and be part of the industry's most dynamic event of the year!

ICE Expo Team



Main Show Sponsorship



“End-to-End Exposure – A powerful sponsorship package ensuring your brand stays in the spotlight from pre-event promotions through post-event highlights.”

- **Crushing & Screening Demo Area Sponsorship (Be the talk of the Demo Area)**
Signage displayed on all barriers surrounding the demo area
- **Website Footer Branding:** Your logo with a clickable URL featured at the bottom of every webpage on www.iceexpo.ie
- **Dedicated Email Campaign:** A tailored message sent to all registered visitors highlighting your brand, products, or services with direct links to your site.
- **Email Exposure:** Logo + URL displayed at the bottom of every ICE Expo visitor email.
- **Social Media Campaigns:** Dedicated pre-show and live event posts featuring your brand & Your brand on every post - Last year Social media reached over 5 million viewers.
- **Visitor Badges:** Company Logo Displayed on all Badges & Show App. (alongside main sponsor).
- **Entrance Flags:** Two high-impact flags with your branding at the main entrance.
- **Official Show Guide:** Logo and “special thanks” feature in the ICE Expo preview, show guide, and post-event review.
- **Branded Merchandise:** Your logo featured on hats and pens included in every attendee's entrance bag, ensuring high visibility and lasting brand exposure.

This package positions your brand as central to the ICE Expo visitor journey, ensuring maximum impact and recognition at every stage.

Sponsorship Opportunities



☀ Visitor Lanyard Sponsorship

Your brand worn by every visitor and exhibitor.

- 10,000 branded lanyards provided with ICE Expo logo.
- Eco-friendly return bins at exit with your logo.
- Digital exposure (website, emails, social posts).



☀ Visitor Bag Sponsorship

Essential and reusable visibility.

- 10,000 branded bags handed to visitors at entrance.
- Bag design includes ICE Expo + your logo.
- Carried throughout the event and beyond.

☀ Registration Café Sponsorship

Be at the centre of networking.

- Branded cups, napkins, table signage, and coasters.
- Option for creative branding (slogans on cushions, logos on cappuccinos, décor integration).
- Dedicated email campaign reminding visitors of catering, featuring your brand.



Sponsorship Opportunities



☀ Connect Four Excavator Challenge Competition

Flags & Barrier Signs Surrounding Area & Huge Publicity leading up to event & Competition winner prize giving.

☀ Excavator Challenges x 2 Competition

Flags & Barrier Signs Surrounding Area & Competition winner prize giving.

☀ Large Entrance Flags (1100mm x 4150mm) x 5 (1 Available)

Large Feather Flags to be displayed at Registration

☀ Large Avenue Flags (1100mm x 4150mm) (4 Available)

5 Large Feather Flags to be displayed along main avenue.

☀ Attachment Demo Area Sponsorship x 4

Flags & Barrier Signs Surrounding Area.

☀ Ice Expo Show Directory Sponsorship

Guide every visitor.

- Logo on all printed show ground maps
- Logo on online maps and navigation boards.
- Prominent branding at key junctions.

SOLD OUT



Sponsorship Opportunities



☀ Social Media Campaign Sponsor

Your logo will be prominently featured alongside the main sponsor across all social media campaigns. Weekly dedicated posts working alongside Marketing partner DMC Consultancy. In 2025, our combined social platforms engaged over 5 million users, providing exceptional visibility for your brand.

☀ Exhibitor BBQ Sponsorship

Your logo will be prominently displayed on all signage in the bar and outdoor dining areas, as well as on the band backdrop. Flyers will be placed on every table, and your logo will also be featured on all napkins, ensuring maximum visibility throughout the event.

☀ Podcast Sponsorship (10 Episodes)

Sponsoring our new ICE podcast puts your brand in front of the industry's key decision-makers before, during, and after the event. With logo placement, brand mentions, and integration into expert conversations, you'll gain lasting visibility, reinforce credibility, and stay connected with your target audience long after the expo ends.

**All Sponsors will have
an allocation of 20
Free event tickets and
access to the
Exhibitors and
Sponsors Lounge**

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www.iceexpo.ie

