

2019 SPONSORSHIP OPPORTUNITIES

The Westin Calgary

June 23 - 25, 2019



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT
acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS



Dear CAEM Members,

CAEM's Sponsorship Program is pleased to announce the exciting opportunities available at the 2019 CAEM Annual Conference & ExpoCAN at The Westin Calgary in Calgary Alberta.

The Annual Conference will be held from **June 23rd – June 25th, 2019**. Your 2019 Conference Committee is organizing an exceptional program worthy of your investment, with options designed to accommodate attendees and sponsors. The exposure your company will receive through sponsorship has proven to be the most direct method of expanding and generating new relationships within our industry. Following are the sponsorship opportunities for **CAEM's 2019 Annual Conference**. The value-packed selection provides innovative ways to enhance your company's profile and get your message to the people who matter most... your current and potential customers! The Sponsorship Program has something for every budget.

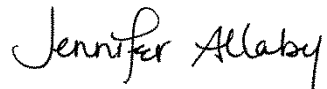
CAEM offers five sponsorship levels. Our value-added Sponsorship Program gives you many opportunities to promote your products and services, while keeping you in the forefront of the exposition industry. Continue to receive an impressive return on your investment by supporting your association.

We would like to extend our gratitude to the members that have already confirmed their support and sponsorship through their generous contributions, as noted in the sponsorship program. This year, we are pleased to welcome **Brittany LaBrosse, CEM** of Power Sport Services to the CAEM Conference Committee where she will be acting as the 2019 Sponsorship Chair. Brittany can be reached at brittany@powersportservices.ca for all any of your sponsorship inquiries.

If it's important to you to maintain a healthy business portfolio, be a part of the **2019 Annual Conference**. We look forward to having you **Meet in the Rockies!**

Sincerely,

Jennifer Allaby



Laurie Paetz



Education Sessions

Co-Sponsorships and partial sponsorships are available. For more information contact Sponsorship Chair, Brittany LaBrosse. For more information on session descriptions, please visit <https://caem.ca/conference-program/>

Monday, June 24

Sponsorship	Cost to Sponsor
Annual General Meeting	\$750 - SOLD (Informa)
Opening Keynote <i>Strategy in a World of Disruption with Shawn Kanungo</i>	\$3,000 - SOLD (Quebec Business Destination)
Concurrent Session #1	\$700
Concurrent Session #2 <i>How to Effectively Promote Events & Network on LinkedIn with David Hurley</i>	\$700

Education Sessions

Co-Sponsorships and partial sponsorships are available. For more information contact Sponsorship Chair, Brittany LaBrosse. For more information on session descriptions, please visit <https://caem.ca/conference-program/>

Tuesday, June 25

Sponsorship	Cost to Sponsor
Associates Breakfast Meeting	\$1900 - SOLD (Landscape Ontario)
Show Managers Breakfast	\$2,500 – SOLD (Enercare Centre)
Panel Discussion <i>Moderator: : Carly Silberstein, CEO Redstone Agency</i>	\$2,000
Morning Concurrent Session #1 <i>Persuasion & Negotiation with Fotini Iconomopoulos</i>	\$700
Morning Concurrent Session #2 <i>AI & The Future of Sales & Marketing with Shane Gibson</i>	\$700
Afternoon Concurrent Session #1 <i>The Power of Pause to Get What You Want with Fotini Iconomopoulos</i>	\$700
Afternoon Concurrent Session #2 <i>Leveraging Technology for Sales Growth with Shane Gibson</i>	\$700
Closing Keynote Presentation <i>The Power of Mindfulness with Tessa & Jeff Evason</i>	\$3,000 - SOLD (Conexsys and BBW)

Meal Functions - Evening

Co-Sponsorships and partial sponsorships are available. For more information contact Sponsorship Chair, Brittany LaBrosse.

Sunday, June 23

Sponsorship	Cost to Sponsor
Welcome Reception	\$7,000 – SOLD (Calgary Stampede)

Monday, June 24

Sponsorship	Cost to Sponsor
Opening Dinner and Entertainment	\$7,000 – SOLD (The International Centre)

Tuesday, June 25

Sponsorship	Cost to Sponsor
Closing Dinner and Entertainment	\$10,000 – SOLD (Metro Toronto Convention Centre)

Meal Functions - Conference

Co-Sponsorships and partial sponsorships are available. For more information contact Sponsorship Chair, Brittany LaBrosse.

Monday, June 24

Sponsorship	Cost to Sponsor
Buffet Breakfast	\$1,750 – SOLD (Edmonton Expo)
Coffee Break	\$750 – SOLD (Levy Show Services)
Buffet Lunch on Trade Show Floor	\$3,500
Trade Show Reception and Host Bar	\$2,000 – SOLD (Freeman)

Tuesday, June 25

Sponsorship	Cost to Sponsor
Coffee Break	\$750 – SOLD (EY Centre)
Sponsor and Volunteer Recognition Buffet Lunch	\$3,500 – SOLD (TWI Group)
Afternoon Refreshment Break	\$750 – SOLD (Market Place Events)

Additional Sponsorship Opportunities

Co-Sponsorships and partial sponsorships are available. For more information contact Sponsorship Chair, Brittany LaBrosse

Sponsorship	Cost to Sponsor
Facilities Meeting	\$750 – SOLD (EY Centre)
Welcome Orientation and First Timers Reception	\$1,000 – SOLD (GES)
Trade Show Grand Prize	\$1,000 – SOLD (Showtech)
Delegate Bag	\$1,000 per logo - x1 SOLD (ABF)
Design and Printing of Delegate Notepads	\$1,500
Hotel Key Cards	\$2,500
Shuttle Transportation	\$1,500
Conference Delegate List	\$1,000

Additional Sponsorship Opportunities

Co-Sponsorships and partial sponsorships are available. For more information contact Sponsorship Chair, Brittany LaBrosse

In-Kind Sponsorship (Diamond Level)
ExpoCAN Booths and Displays – SOLD (Superior Show Services)
Audio Visual
Conference Signage - SOLD (Stronco)
Shipping of Conference and ExpoCAN Materials SOLD (Lange)
Mobile Event Application – SOLD (PheedLoop)
Conference Registration, Badges and Platform – SOLD (PheedLoop)

Sponsorship Benefits

BRONZE SPONSOR (\$500 - \$999)

1. Listing of your company name in the Delegate Program.
2. Listing in a conference issue of CAEM News and conference communications.
3. Special signage (at your sponsored event, if applicable) with your company name and logo.
4. Special ribbons to identify your staff at the conference as sponsors.
5. Complimentary list of pre-registered conference delegates for pre-conference promotion.
6. Listing on the sponsor page of the CAEM web site.

SILVER SPONSOR (\$1,000 - \$1,999)

1. Listing of your company name in the Delegate Program.
2. Listing in a conference issue of CAEM News and Conference E News.
3. Special signage (at your sponsored event, if applicable) with your company name and logo.
4. Opportunity to disseminate company literature at your sponsored educational session (if applicable).
5. Opportunity to introduce speaker at your sponsored educational session (if applicable).
6. Special ribbons to identify your staff at the conference as sponsors.
7. Complimentary list of pre-registered conference delegates for pre-conference promotion.
8. Listing on the sponsor page of the CAEM web site.
9. Opportunity to include one piece of promotional literature in the delegate carry-all.

Sponsorship Benefits

GOLD SPONSOR (\$2,000 - \$2,999)

1. Listing of your company name in the Delegate Program.
2. Listing in a conference issue of CAEM News and Conference E News.
3. Special signage (at your sponsored event, if applicable) with your company name and logo.
4. Opportunity to disseminate company literature at your sponsored educational session (if applicable).
5. Opportunity to introduce speaker at your sponsored educational session (if applicable).
6. Special ribbons to identify your staff at the conference as sponsors.
7. Complimentary list of pre-registered conference delegates for pre-conference promotion.
8. Listing, on the sponsor page of the CAEM website.
9. Opportunity to include one piece of promotional literature in the delegate carry-all.
10. Your representative will have 2 minutes, at the beginning of your sponsored event or at the Sponsor and Volunteer Recognition Luncheon, to introduce the program, and promote your company. All audio visual presentations being used for this purpose must be submitted to the CAEM Office for approval 10 business days prior to the Conference.

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Sponsorship Benefits

PLATINUM SPONSOR (\$3,000 - \$6,999)

1. Listing of your company name in the Delegate Program.
2. Listing in a conference issue of CAEM News and Conference E News.
3. Special signage (at your sponsored event, if applicable) with your company name and logo.
4. Opportunity to disseminate company literature at your sponsored educational session (if applicable).
5. Opportunity to introduce speaker at your sponsored educational session (if applicable).
6. Special ribbons to identify your staff at the conference as sponsors.
7. Complimentary list of pre-registered conference delegates for pre-conference promotion.
8. Listing, on the sponsor page of the CAEM web site.
9. Opportunity to include one piece of promotional literature in the delegate carry-all.
10. Your representative will have 5 minutes, at the beginning of your sponsored event or at the Sponsor and Volunteer Recognition Luncheon, to introduce the program, and promote your company. All audio visual presentations being used for this purpose must be submitted to the CAEM Office for approval 10 business days prior to the Conference.
11. Receive 50% discount on your first delegate registration

Continued..

Sponsorship Benefits

DIAMOND SPONSOR (\$7,000 +)

1. Listing of your company name in the Delegate Program.
2. Listing in a conference issue of CAEM News and Conference E News.
3. Special signage (at your sponsored event, if applicable) with your company name and logo.
4. Opportunity to disseminate company literature at your sponsored educational session (if applicable).
5. Opportunity to introduce speaker at your sponsored educational session (if applicable).
6. Special ribbons to identify your staff at the conference as sponsors.
7. Complimentary list of pre-registered conference delegates for pre-conference promotion.
8. Listing, on the sponsor page of the CAEM website.
9. Opportunity to include one piece of promotional literature in the delegate carry-all.
10. Your representative will have 5 minutes, at the beginning of your sponsored event or at the Sponsor and Volunteer Recognition Luncheon, to introduce the program, and promote your company. All audio visual presentations being used for this purpose must be submitted to the CAEM Office for approval 10 business days prior to the Conference.
11. Receive 50% discount on your first delegate registration
12. One complimentary booth at ExpoCAN.

Canadian Association of Exposition Management: Policy on Conference Sponsorships

FUNCTIONS AND SESSIONS

1. All members will be advised of opportunities to sponsor functions and sessions for the association's annual conference.
2. First right of refusal will be given to sponsors of the previous year's conference to sponsor the same function or session. These sponsors will have a specified time (as defined by the Conference Committee) in which they must confirm their sponsorship. If the sponsorship is not confirmed in writing by the specified date, then other members will be given the opportunity to sponsor these functions or events.
3. In the event that more than one company wishes to sponsor a specific function or session, then the company that confirms their commitment in writing first will be awarded the sponsorship.

SERVICES

1. All members will be advised of opportunities to sponsor services (ie. provide complimentary services) for the association's annual conference.
2. Should only one company wish to sponsor a service for the conference, then the sponsorship will be awarded to that company, provided that the company can meet the requirements outlined and agreed to by the Conference Committee.
3. In the event that more than one company wishes to sponsor a service for the conference, then sponsorship will be awarded on a rotational basis, with the rotation being established by the current Conference Committee. Companies not awarded the sponsorship in one year, will be guaranteed the sponsorship in a subsequent year.
4. In the event that a company that was awarded a sponsorship for a future conference declines the sponsorship for that year, the next company in the rotation will be awarded the sponsorship.
5. The sponsorship opportunity for the trade show, conference registration & badges, and audio visual equipment shall be distributed to members that supply these services through a Request for Proposal (RFP). The rotation policy shall not apply to these three sponsorship opportunities. All submissions shall be compared fairly and in comparison to the respective RFP when awarding these sponsorships.

Diamond and Platinum Sponsors will have up to five minutes and Gold Sponsors will have up to two minutes for a stage presentation. This stage presentation will be at the sponsored event or the Sponsorship and Volunteer Recognition Luncheon at the Conference. Stage presentations for these sponsors will be for the promotion of their company products and services only and not for personal and/or charitable gain. Audio visual technology may be used for stage presentations under the following parameters. The spoken and audio visual presentation must not exceed the maximum time allotted to the sponsorship level. i.e. In the case of the Diamond and Platinum sponsor the audio visual and spoken presentation may not exceed 5 minutes. All audio visual presentations being used for this purpose must be submitted to the CAEM Office for approval 10 business days prior to the Conference.

Approved by the Board of Directors March 21, 2018

Meet in the Rockies!

For more information or to submit your sponsorship application contact the CAEM Office at info@caem.ca.

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