

2020 CAEM ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES



EnVision2020

June 28 – June 30, 2020
Brookstreet Hotel
Ottawa, ON

Dear CAEM Members,

CAEM's Sponsorship Committee is pleased to announce the new and exciting opportunities available at the 2020 CAEM Annual Conference & ExpoCAN at Brookstreet Hotel in Ottawa, Ontario.

The Annual Conference will be held from **June 28 - June 30, 2020**. Your 2020 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 2020 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 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 **Lerna G, CEM** with **Brittany LaBrosse, CEM** as the 2020 Sponsorship Co-Chairs. Lerna can be reached at lerna@restaurantscanada.org and Brittany can be reached at brittany@powersportservices.ca for all of your sponsorship inquiries.

If it's important to you to maintain a healthy business portfolio, be a part of the **2020 Annual Conference**. We look forward to **EnVision 2020** with you!

Sincerely,



Laurie Paetz



Tony Gallagher, CEM

PROGRAM AT A GLANCE

BROOKSTREET HOTEL

JUNE 28 - 30, 2020

Saturday, June 27

8:30am - 5:00pm CEM Course: Security, Risk and Crisis Management
Instructor: Mike Klemm, CEM

6:30pm - 11:00pm Monday Night Reception and Dinner
Sponsored By: The International Centre

Sunday, June 28

9:00 am - 4:00 pm Optional Pre-Conference Activities: Golf at The Marshes, Au Naturel Spa at Brookstreet Hotel

8:30 am - 5:00 pm CEM Course: Event Marketing
Instructor: Kimberly Hardcastle-Geddes, CEM

1:00 pm - 5:00 pm ExpoCAN Exhibitor Load In

4:00 pm - 5:00 pm Facilities Meeting

5:00 pm - 6:00 pm First Time Attendee Reception

6:00 pm - 8:00 pm CAEM Conference Kick-Off BBQ Dinner and Games Night at Brookstreet Outdoor Pavilion

Tuesday, June 30

7:45 am - 9:00 am Show Managers Breakfast

7:45 am - 9:00 am Associates Align Breakfast

9:15 am - 10:45 am Industry Panel - Disruptive Battleground: FOMO Sapiens

10:45 am - 11:00am Morning Coffee Break

11:00 am - 12:00 pm Morning Concurrent Sessions
*Sales Track
Technology
Health & Wellness*

12:00 pm - 2:00 pm Sponsorship and Volunteer Recognition Luncheon

2:00 pm - 3:00 pm Afternoon Concurrent Sessions
*Sales Track
Technology
Human Resources*

3:00 pm - 3:15 pm Afternoon Refreshment Break

3:15 pm - 4:30 pm Closing Keynote
Ron Tite - Think Do Say

6:30 pm - 11:00 pm Closing Night Reception and Dinner
Sponsored By: Metro Toronto Convention Centre

Monday, June 29

8:00 am - 9:00 am Breakfast

9:00 am - 10:00am Annual General Meeting

10:00 am - 11:00 am Opening Keynote
Heath Slawner - Start With Why

11:00 am - 11:15 am Morning Coffee Break

11:15 am - 12:15 pm Concurrent Sessions
*Negotiation Skills
Sponsorship Growth*

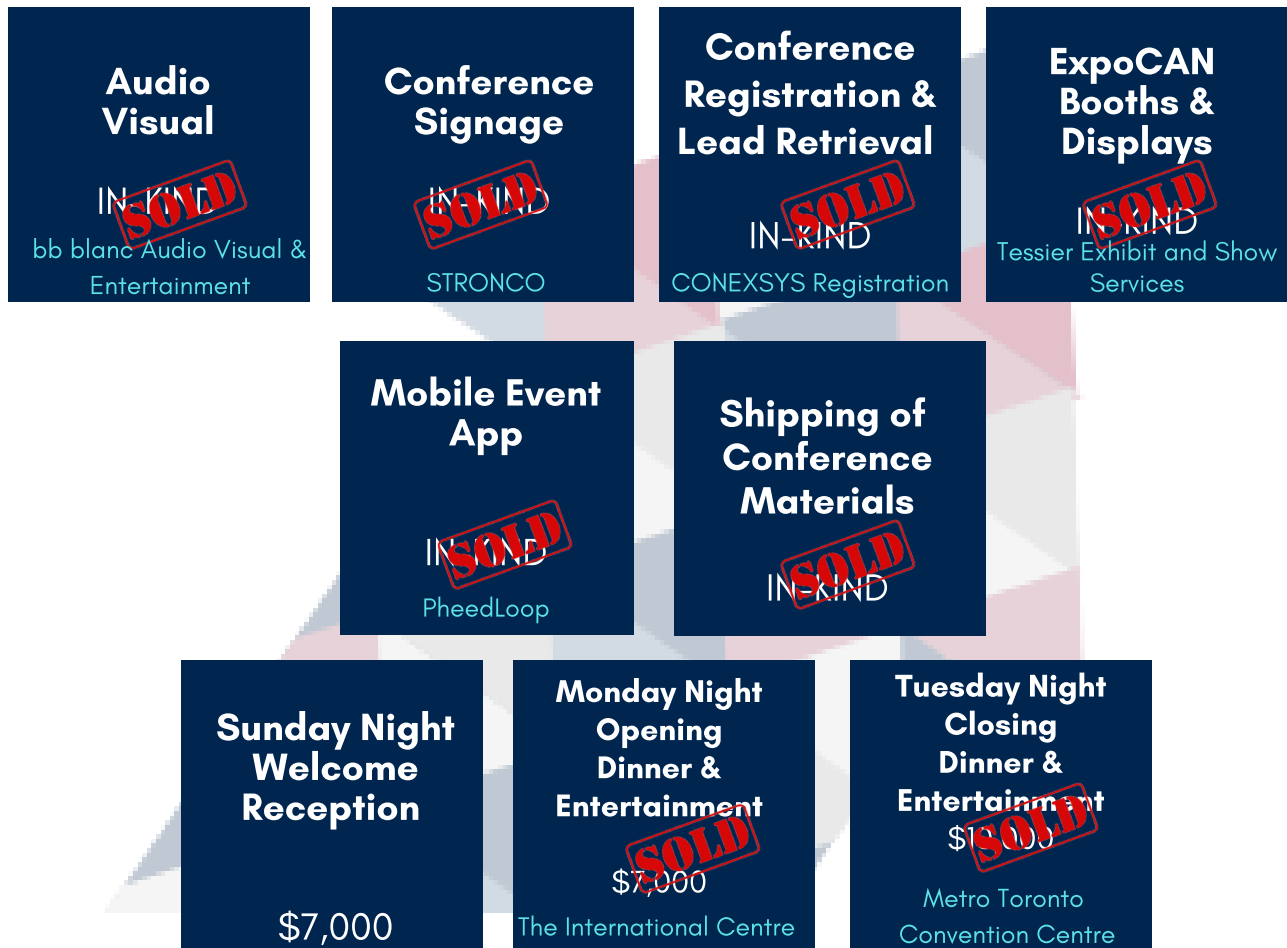
12:45 pm - 3:00 pm ExpoCAN Tradeshow and Lunch featuring ExpoCAN Sound Bites

INDUSTRY IGNITER

\$7,000+

SPONSOR BENEFITS

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.



INDUSTRY PARTNER

\$3,000 - \$6,999

SPONSOR BENEFITS

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

**Opening
Keynote**

\$3,000

**Closing
Keynote**

\$3,000

**Buffet Lunch on
Trade Show
Floor with
ExpoCAN Sound
Bites**

\$3,500

**Sponsor
& Volunteer
Recognition
Luncheon**

\$3,500

INDUSTRY ENGAGER

\$2,000 - \$2,999

SPONSOR BENEFITS

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.

Show Managers Breakfast

~~\$2,500~~

Enercare Centre

Hotel Key Cards

\$2,250

Panel Discussion - Disruptive Battleground

\$2,000

Trade Show Reception & Host Bar

~~\$2,500~~

Freeman

Décor & Games for Opening Reception

NEW

\$2,000

Live Streaming

\$2,500

All Education Sessions including Opening/Closing Keynotes, Disruptive Battleground Panel and Concurrent Sessions will be video taped and available after Conference to all registered delegates

NEW



INDUSTRY BOOSTER

\$1,000 - \$1,999

SPONSOR BENEFITS

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.

Associates Breakfast Meeting \$2,000	Monday Buffet Breakfast \$2,000	Annual General Meeting \$1,500 Power Sport Services	Design & Printing of Delegate Notepads (notepads in-kind) \$1,500
Shuttle Transportation \$1,500	Welcome Orientation & First Timers Reception \$1,500 GES	Delegate Bag Logo (x3 available) \$1,000 x1 SOLD - Robinson Show Services	Conference Delegate List \$1,000
Trade Show Grand Prize \$1,000 SHOWTECH	Hotel Room Drop \$1,250 You supply the item, we arrange for the hotel to place in each delegates room when they check in. A great way to brand your company and welcome delegates to Conference!	NEW	
	Hotel Door Hanger \$1,250 Each delegate will receive your branded Door Hangar when checking in to the Hotel. A great way for your brand to be seen throughout the Hotel. CAEM Office will work with you on your custom design	NEW	

INDUSTRY SUPPORTER

\$599 - \$999

SPONSOR BENEFITS

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.

**Name Badges
& Lanyards**

SOLD

[pc/nametag](#)

**Monday
Concurrent
Session**
(x2 available)

\$750

x1 SOLD - onPeakg

**Tuesday
Morning
Concurrent
Session**
(x3 available)

\$750

**Tuesday
Afternoon
Concurrent
Session**
(x3 available)

\$750

**Monday
Coffee
Break**

\$750

**Tuesday
Coffee
Break**

\$750

**Tuesday
Afternoon
Refreshment
Break**

\$750

**Facilities
Meeting**

\$750

**Charging
Stations**

\$500

NEW

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 (Industry Igniter) and Platinum (Industry Partner) Sponsors will have up to five minutes and Gold (Industry Engager) 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 (Industry Igniter) and Platinum (Industry Partner) 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.



EnVision2020

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

**Canadian Association of Exposition Management
150 Eglinton Avenue East, Suite 402
Toronto, Ontario
M4P 1E8
(416) 787-9377**

2020 CAEM Annual Conference Sponsorship Application

Please complete the information below:

Company: _____

Contact: _____

Complete Address: _____

Telephone: _____ Email: _____

Signature: _____

SPONSORSHIPS

[] YES, I would like to be part of the **2020 CAEM Annual Conference** and will sponsor the following:

We will attempt to satisfy your 1st choice, but please list alternatives in the event it is already sponsored.

1. _____
2. _____
3. _____

Please invoice my company for the following:

Cost of Sponsorship \$ _____

TOTAL \$ _____

**Please note that CAEM no longer charges HST on sponsorship*

Payment Type: Cheque Visa Master Card

Card #: _____ Expiry date: _____ CVV: _____

Name: _____ Signature: _____

Billing Address: _____

Please forward **this form** and **your logo** in EPS format to info@caem.ca.
All sponsorships must be paid in full prior to the event start date.