

# PARTNERSHIP PACKAGE 2021



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

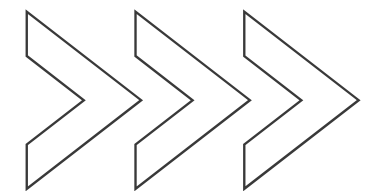
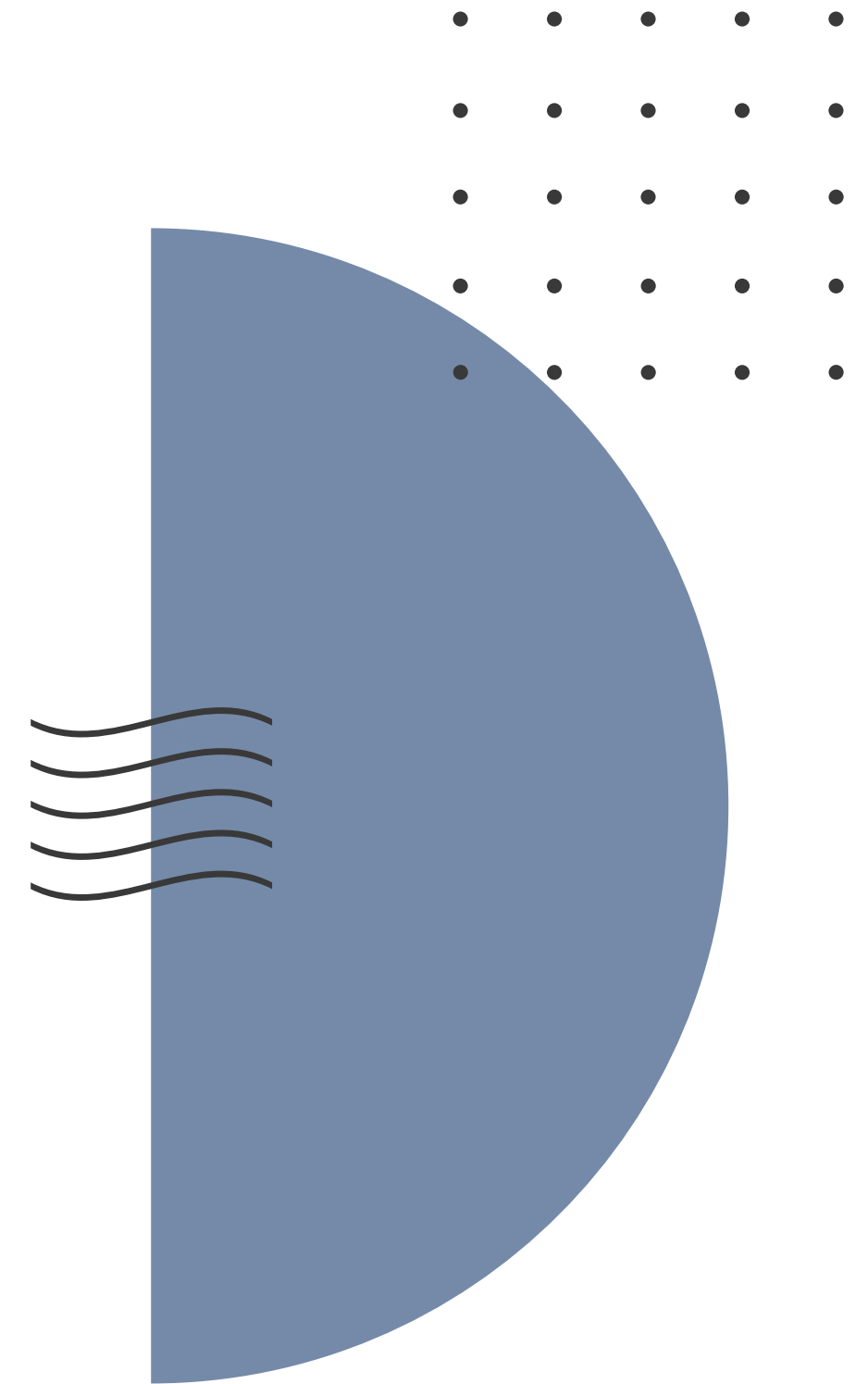
# Background

The Canadian Association of Exposition Management (CAEM) is the national association for Canadian producers, venues and suppliers of trade and consumer shows.

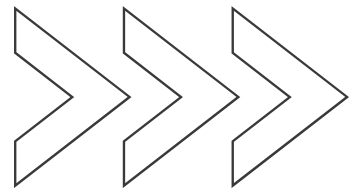
The business events industry, including commercial events, directly employs 229,000 people across the country and contributes \$33 billion in direct spending annually to local economies. Expositions contribute to increased business development, support for the tourism and transport industries and drive research, innovation, and professional connections across countless industries.

The trade and consumer show industry has been one of the most impacted sectors during the pandemic. Unlike retail, gyms and restaurants, trade and consumer shows have not been permitted to re-open to any degree. As a result CAEM has been working tirelessly on behalf of our members to raise the industry's voice with government.

Under CAEM's leadership and strength, the industry has united like never before, and together we have made significant progress on several different fronts. A review of our key actions and accomplishments can be found [here](#). To thoroughly explore the actions CAEM is undertaking please visit the [Covid-19 resources](#) section of our website as well as our [newsletters](#).



# 2021 Priorities

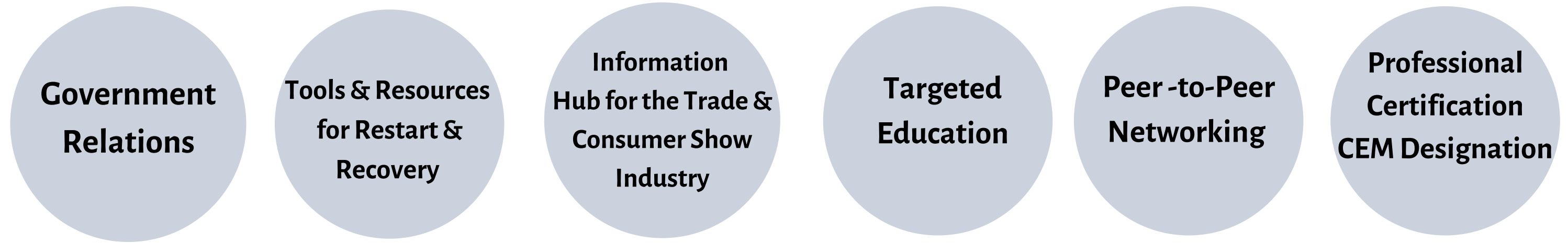
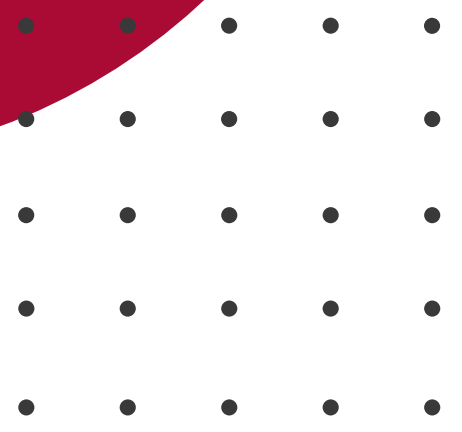


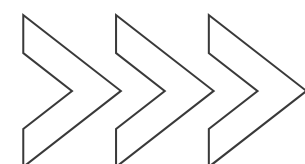
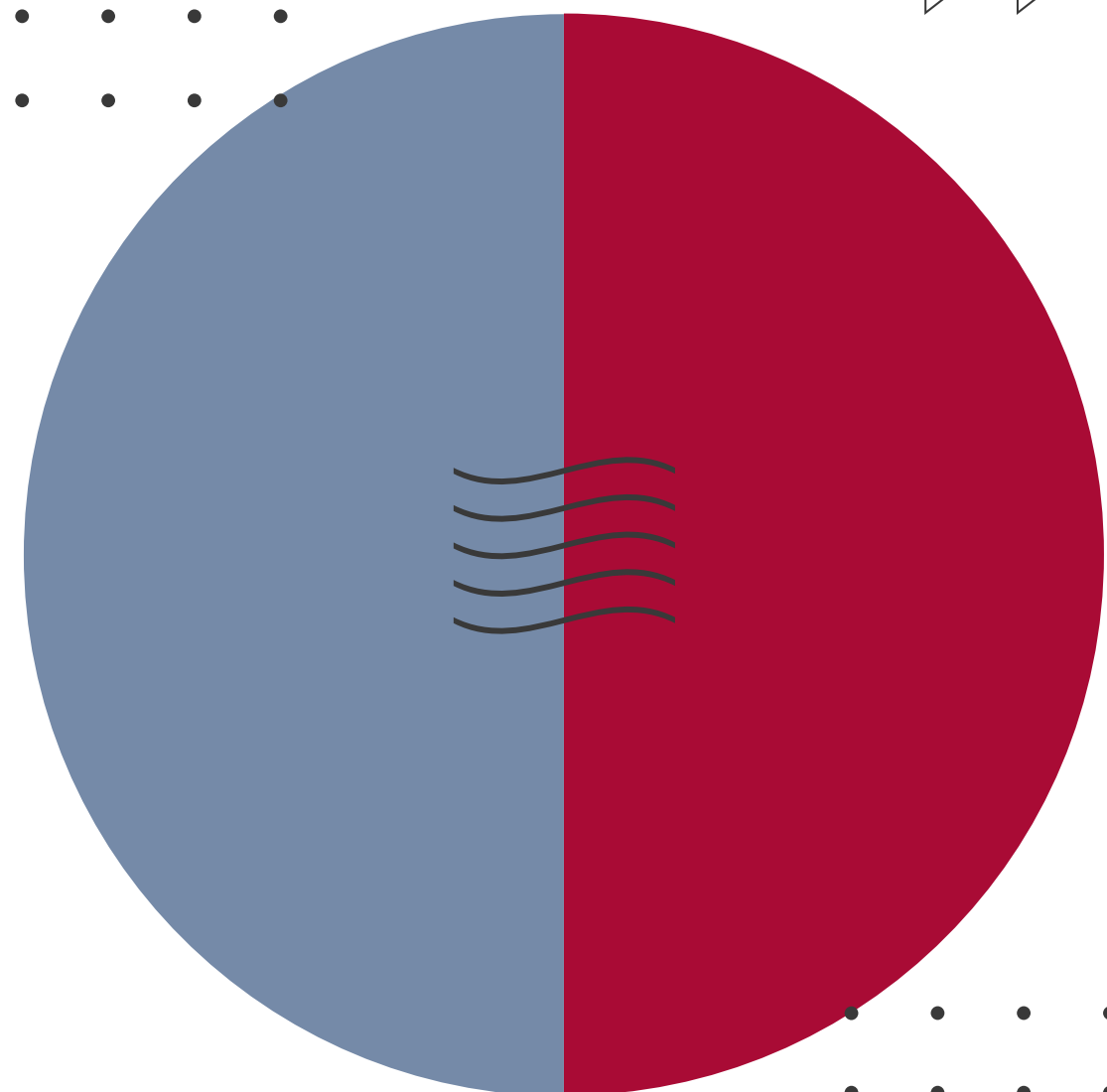
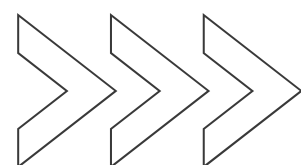
Since the onset of the COVID-19 pandemic, CAEM has been working tirelessly on behalf of our members and for the future of the exhibition industry.

While much has been accomplished, there is still significant work to be done. During these trying times, CAEM is more committed than ever to continue to work for the survival and future of the exhibition industry.

With 2021 now underway, CAEM's focus and priorities are clear and well-defined. They include continuing to work provincially for the safe and viable restart of our sector; advocating federally for sector-specific funding; working with strategic partners like MMBC, TIAC, and the Hardest Hit Coalition to coordinate our efforts; acting as the information hub for the industry; facilitating peer-to-peer networking and empowering members through targeted education.

As the only national association representing the trade and consumer show industry in Canada, we hope we can count on your continued engagement and support.





# Partnership Opportunities

# \$5000 Investment

**Deliverables:**

- Prominent logo recognition in CAEM newsletters
- One (1) leaderboard ad (728 X90 pixels) on [www.caem.ca](http://www.caem.ca)
- One (1) rectangular ad (300 x 250 pixels) on [www.caem.ca](http://www.caem.ca)
- Logo on CAEM website
- Two (2) sponsored eblasts (may not be sent in the same month)
- Four (4) social media posts on Twitter, Instagram and LinkedIn (same content on each platform)

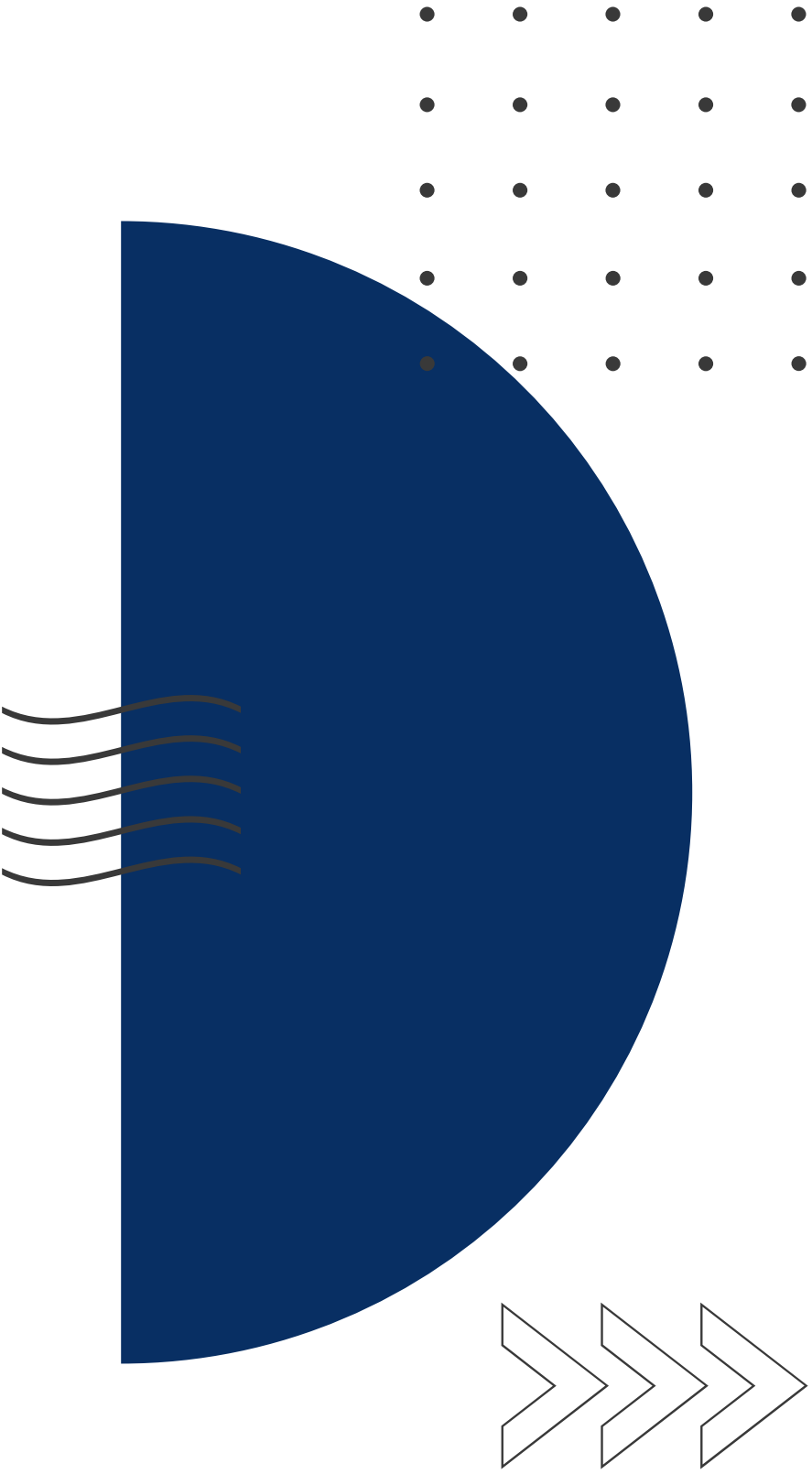
Deliverables begin immediately upon signing and expire on December 31, 2021

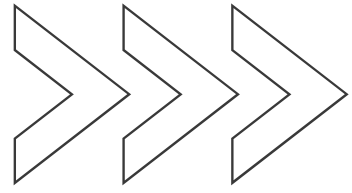
# \$2500 Investment

**Deliverables:**

- Logo recognition in CAEM newsletters
- One (1) leaderboard ad (728 X90 pixels) on [www.caem.ca](http://www.caem.ca)
- Logo on CAEM website
- One (1) sponsored eblast
- Two (2) social media posts on Twitter, Instagram and LinkedIn (same content on each platform)

Deliverables begin immediately upon signing and expire on December 31, 2021





# \$1000 Investment

## ***Deliverables:***

- Logo recognition in CAEM related newsletters
- One (1) rectangular ad (300X250 pixels) on [www.caem.ca](http://www.caem.ca)
- Logo on CAEM website
- Two (2) social media posts on Twitter and Instagram(same content on each platform)

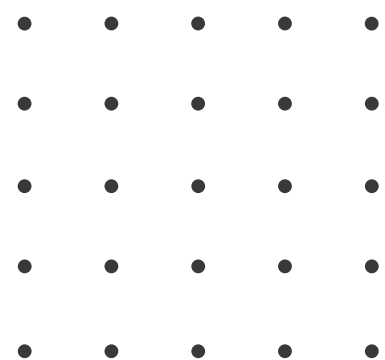
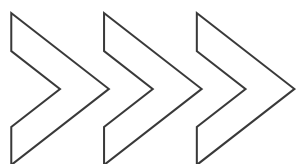
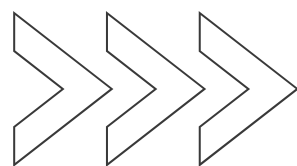
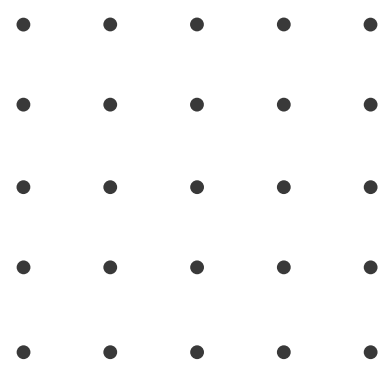
Deliverables begin immediately upon signing and expire on December 31, 2021

# \$500 Investment

## ***Deliverables:***

- Logo recognition in CAEM related newsletters
- Logo on CAEM website

Deliverables begin immediately upon signing and expire on December 31, 2021



**At CAEM we know and understand the economic challenges wrought by the pandemic. The trade and consumer show industry has been particularly hard hit and CAEM has been working diligently over the course of the last year to ensure our industry's voice is heard by government.**

**With the assistance of Crestview Strategy we are making inroads at the federal level while provincially we continue to make it clear that we have the tools in place to safely re-open.**

**We are asking you to consider partnering with us in 2021 to assist in our government relations efforts, but to also help us continue to offer the targeted education and peer-to-peer networking that has been the driver of CAEM since its inception in 1983.**

**Thank you for your support and consideration.**

**Jennifer Allaby  
Executive Director  
416.787.9377 [jallaby@caem.ca](mailto:jallaby@caem.ca)**