caem CANADIAN ASSOCIATION *of* EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE *de* GESTION D'EXPOSITIONS

Strategic Partnership Package 2022

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 Canadian Association of Exposition Management (CAEM) has continued to work tirelessly to defend our members' interests and to advocate for the future of the exhibition industry.

Under CAEM's leadership and strength, our sector mobilized like never before in order to raise our voice with all levels of government. Through our collective efforts, we achieved significant wins - both provincially and federally - for our members and the industry-at-large.

Most notably, through effective government engagement and collaboration, CAEM secured our sector's viable reopening across the country in Fall 2021. Further, we made significant progress, elevating our industry's profile with government and establishing our clout as an important contributor to Canada's economic bottom-line. Additionally, as an active member of the steering committee of the Coalition of Hardest Hit Businesses, we played a key role in ensuring our industry was included in the eleigibility criteria for the Tourism and Hospitality Recovery Program, which will offer financial support to impacted businesses through to May 2022.

Though these successes deserve celebration, the reality is the road to recovery is a long one and the setbacks brought on by the Omicron variant are devastating. As a result, CAEM has never been more committed to championing the needs of our members, advancing recovery, and empowering success.

2022 Priorities

As 2022 begins, CAEM's strategic priorities are clear and well defined.

- Strengthening the industry through government relations, partnership building, public relations and communications
- Ensuring trade shows and consumer shows remain a viable part of our economy through industry advocacy
- Growing and engaging our membership in order to strengthen our national footprint and expand our influence
- Equipping and empowering our members for recovery through targeted education and peer-to-peer networking
- Managing the association’s financial stability and diversifying our revenue streams

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.

Government Relations

Tools & Resources for Recovery

Information Hub for the Trade & Consumer Show Industry

Targeted Education

Peer-to-Peer Networking

Professional Certification CEM Designation

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Strategic Partnership Opportunities

Investment

Deliverables	$5,000	$2,500	$1,000	$500
Logo recognition in CAEM newsletters	✓ (Prominent placement)	✓	✓	✓
One (1) leaderboard ad (728 X 90 pixels) on www.caem.ca	✓	✓		
One (1) rectangular ad (300 x 250 pixels) on www.caem.ca	✓		✓	
Logo on CAEM website	✓	✓	✓	✓
Sponsored eblasts	✓ (Quantity: 2 - may not be sent in the same month)	✓ (Quantity: 1)		
Social media posts on Twitter, Instagram and Linkedin (same content on each platform)	✓ (Quantity: 4)	✓ (Quantity: 2)	✓ (Quantity: 2)	

Deliverables begin immediately upon signing and expire on December 31, 2022

At CAEM we know and understand the continuing economic challenges brought 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 two years to ensure our industry's voice is heard by government.

The road to recovery is a long one and CAEM will be there every step of the way to support our members and lead our industry forward.

We are asking you to consider partnering with us in 2022 to assist in our continuing government relations efforts, but to also make it possible for us to 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

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