

CANADIAN PENSION & BENEFITS INSTITUTE

FORUM 2017

THRIVING IN A CLIMATE OF CHANGE

WINNIPEG, MB - JUNE 5, 6 & 7 2017



WWW.CPBI-ICRA.CA

**SPONSORSHIP
OPPORTUNITIES**



● Aim for visibility at the CPBI FORUM 2017

CPBI FORUM brings together senior-level representatives - plan sponsors, plan providers, federal and provincial government representatives, union leaders as well as pension plan trustees from both Canada and the United States. They attend the CPBI annual conference, FORUM to hear from Canadian and international experts discuss current issues of the industry meet peers and exchange best practices.

Under the theme «*Thriving in a Climate of Change*», the CPBI FORUM 2017 will take place from June 5th to the 7th at the Delta Hotel in Winnipeg. The FORUM agenda is available on the CPBI website.

WHY SPONSOR THE CPBI FORUM

INFLUENTIAL TARGET AUDIENCE

The CPBI FORUM 2017 sponsorship program is tailored to provide you with maximum visibility with a large and influential target audience from across Canada and the United States.

DYNAMIC SETUP

The FORUM program includes the right blend of learning and networking opportunities. Announcing your brand in the FORUM dynamic environment will strengthen your brand relationship with existing clients and generate new business.

SUPPORT THE ADVANCE OF KNOWLEDGE IN THE INDUSTRY

By associating your brand with the CPBI FORUM, you achieve maximum visibility and position your brand as a leader in promoting professional education and learning within the industry.



The CPBI offers sponsorship packages on a first-come, first-served basis. Offers will be accepted as of November 25, 2016 by email to Lena@cpbi-icra.ca or by fax to 514-288-1225 . The CPBI will confirm receipt of all requests by return email.

FORUM 2017 Sponsorship Packages

	Free Delegate Pass	Free Guest Pass	Plan Sponsor Pass
Diamond Star \$25,000			
Opening Keynote & Dinner	3	1	1
Gala Dinner & Entertainment	3	1	1
Platinum Star \$20,000			
Conference Mobile APP	2	1	1
Attendee Lounge	2	1	1
Tuesday Lunch & Speaker	2	1	1
Water Bottles/stations	2	1	1
Gold Star \$15,000			
Elevators wraps	1	-	1
Hotel Keys	1	-	1
Tuesday Breakfast & Keynote	1	-	1
Wednesday Breakfast & Keynote	1	-	1
After Hours Reception	1	-	1
Silver Star \$10,000			
Tuesday Breakout Sessions trio (4)	-	-	50%
Wednesday Breakout Sessions duo (2)	-	-	50%
Social Wall	-	-	50%
Bronze Star \$5,000			
Health Break (3)	-	-	30%
Charging station (2)	-	-	30%
Note pads	-	-	30%
Pens	-	-	30%
Prize sponsor	-	-	30%
Support level \$2,500			
(Unlimited)			

Diamond Star level

\$25,000

Diamond



Choose to become the CPBI FORUM diamond sponsor and benefit from exclusive visibility during one of the evening activities.

PACKAGE 1 : OPENING DINNER & SPEAKER

Choose to sponsor the opening Evening to welcome the attendees to the National Museum for Human Rights and introduce the FORUM opening keynote speaker. During dinner your message Ad will be on the screens to let you engage with FORUM attendees.



PACKAGE 2 : GALA EVENING & ENTERTAINMENT

Choose to sponsor the FORUM Gala Evening to welcome the attendees for a full Evening of celebration featuring the CPBI Hall of Fame and Winnipeg's own JP Hoe and his band.

Your Ad message on the screen and the chance to introduce the entertainment will allow to connect with attendees and position your brand.



As the diamond sponsor you will benefit from:

- Your company's representative to address the attendees and introduce the Evening speaker or performance
- Your company logo on the Evening drink tickets to be used during the Evening reception
- Your company logo on the dinner menu
- Your Ad message on the screen for the duration of the Evening
- Recognition on signage for the duration of the Evening - the option for sponsor to provide own signage.
- Recognition on the Evening activity web page
- Recognition on all emails sent to promote the Evening
- A 10x10 exhibition space on the conference floor

As a Diamond Star, you will also benefit from:

- » Three (3) complimentary Delegate Registrations passes.
- » One (1) complimentary Guest Registration pass.
- » One (1) complimentary Plan Sponsor Delegate registration pass.
- » Recognition as a Diamond Star sponsor on banners and signage at strategic FORUM site locations as well as on all FORUM advertising and media announcements
- » Recognition as a Diamond Star sponsor on the CPBI website in the FORUM section
- » Recognition and 50 words listing in the FORUM program
- » 1 page Ad in the conference e-book



Package 1 - ATTENDEES LOUNGE

FORUM attendees work hard, both in their daily lives and at the conference. Help CPBI create a comfortable atmosphere while promoting your brand to these professionals. Make their lives a little easier by giving them a place to relax during the conference days.

- Prominent signage leading attendees to the Lounge area
- Logo prominent signage and logo placemats or table-tents on each table
- Option to have your own designer or CPBI's create your personalized items
- Table top display in the Lounge

Package 2 - CONFERENCE MOBILE APP

Put your brand at the finger tip of each FORUM delegate when you become the FORUM Mobile App sponsor:

- Your company's name and logo on the mobile APP with a link to your website
- Your company's name and logo on email send to all FORUM delegates to invite them to download and start using the Mobile APP
- Your company's name and logo on the FORUM Mobile App landing page visited by all attendees to download the mobile APP.

Package 3 - TUESDAY LUNCH & SPEAKER

After a morning of session, welcome attendees to lunch and introduce the Lunch Speaker, see FORUM program

- Your company's representative will address the FORUM delegates and introduce the speaker
- Your company's logo will appear on the menus
- Your company's name and logo will be displayed on signage for the event
- Your company's advertisement will appear on-screen during lunch
- Your company's name and logo will be featured on the session web page

Package 4 - WATER BOTTLES & STATIONS

Achieve maximum exposure and help attendees stay hydrated during the conference and beyond by sponsoring the water bottles and the water stations.

- Your company's name and logo will be featured on the water bottles distributed to all attendees
- Your company name and logo will be displayed on the water stations located in strategic areas on the conference floor.

As a Platinum Star, you will also benefit from:

- » One (2) complimentary Registration pass
- » One (1) complimentary Guest Registration pass
- » One (1) complimentary Plan Sponsor Delegate pass
- » Recognition as a Platinum Star sponsor on banners and signage at strategic FORUM site locations as well as on all FORUM advertising and media announcements
- » Recognition as a Platinum Star sponsor on the CPBI website in the FORUM section
- » Recognition and 50 words listing in the FORUM program
- » 1/2 page Ad in the conference e-book



Package 1 - BREAKFAST & KEYNOTE

Choose to sponsor one (1) of the breakfast and keynote sessions on:

Tuesday June 6, 2017 Keynote
Wednesday June 7, 2017 Keynote

- Your company representative will address the FORUM delegates and introduce the speaker
- Your company's advertisement will appear on-screen during the breakfast
- Your company's name and logo will be featured on all emails sent to promote the Keynote session
- Your company's name and logo will be featured on the web page to promote the session
- Your company's name and logo will be displayed on signage for the session

Package 2 - ELEVATOR WRAPS

Wrap your brand around the conference elevators doors and take the attendees to their destination as they travel to and from the conference floor.

- Your company name and logo on the elevators doors. Possibility to work with the CPBI for a branded messaging on the doors.

Package 3 - AFTER HOURS RECEPTION

Host your after hours reception following Tuesday dinner and extend attendees special evening.

- Welcome the attendees to your reception area
- Attendees will enjoy a brand signature drink that will surely capture their attention
- Branded drink tickets with your logo
- Recognition on signage leading to your reception area
- Recognition on the email invitation sent to all attendees - option for sponsor to provide their own invitation to be sent by the CPBI.

Package 4 - HOTEL KEYS

Put your brand on the hotel keys and unlock the doors for the attendees

- Your company name and logo on the hotel keys distributes to all conference attendees.

As a Gold Star, you will also benefit from:

- » One (1) complimentary Delegate Registration for FORUM 2017
- » 50% discount on a Plan Sponsor Delegate Registration for FORUM 2017
- » Recognition as a Gold Star sponsor on banners and signage at strategic FORUM site locations
- » Recognition on the CPBI website in the FORUM section
- » Recognition as a Gold Star sponsor on all FORUM advertising and media announcements
- » Recognition and 35 words listing in the FORUM program
- » 1/4 page Ad in the conference e-book



Package 1 - TUESDAY SESSIONS

4 opportunities available, with your choice of 2 breakout sessions

- Your company's representative will address the FORUM delegates and introduce the speakers
- Your company's advertisement will appear on-screen during the opening and closing of the sessions confirmed in your package
- Recognition on the signage of the confirmed sessions

**See the FORUM 2017 agenda for your choice of sessions.*

Package 1 - WEDNESDAY SESSIONS

2 opportunities available, with your choice of 1 simultaneous session on Wednesday

- Your company's representative will address the FORUM delegates and introduce the speakers
- Your company's advertisement will appear on-screen during the opening and closing of the sessions confirmed in your package
- Your company's logo will appear on the signage of the confirmed sessions

**See the FORUM 2017 agenda for your choice of sessions.*

Package 3 - CLOSING LUNCH

Grab the chance to thank the attendees for attending the conference during the FORUM closing lunch. Don't forget to remind them to save the date for the next FORUM.

- Your company's logo will appear on the menus
- Your company's message on the screens
- Your company's name and logo will be displayed on signage

#CPBIFORUM

Package 3 - SOCIAL WALL

The FORUM Social Wall will be on-line pre and post conference and on-site for the duration of the conference. Be at the heart of all #CPBIFORUM conversations by having your logo on the FORUM 2016 Twitter Wall:

- Your company's banner on the Twitter Wall, available on the CPBI website before and after the conference.
- Your company's banner on the Twitter Wall, projected live on-site during the conference
- Recognition of your sponsorship in social media

As a Silver Star, you will also benefit from:

- » 30% discount on a Delegate Registration for FORUM 2017
- » 40% discount on a Plan Sponsor Delegate Registration for FORUM 2017
- » Recognition as a Silver Star sponsor on banners and signage at strategic FORUM site locations
- » Recognition on the CPBI website in the FORUM section
- » Recognition as a Silver Star on all FORUM advertising and media announcements
- » Recognition and 25 words listing in the FORUM program



Package 1 - FORUM HEALTH BREAKS

Choose to sponsor one (1) of the FORUM health breaks. (4) opportunities are available

- A special mention of your company as delegates are invited to attend the health break
- Your company's name and logo prominently displayed in the health break area
- Your company's name and logo in the buffet tables in the health break area

Package 2 - CHARGING STATIONS

This year FORUM delegates will be able to charge their mobile (phones, tablets) directly on the conference floor, using the charging stations available in the exhibition area

- Your company's name and logo on the charging station stationed on the conference floor

Package 4 - NOTE PADS

Make an impression with the FORUM delegate by putting your logo on the note pads, available to attendees for the duration of the conference. Note pads provided by sponsor

Package 5 - PENS

Make an impression with the FORUM delegate by adding your logo on the pens presented to attendees and made available for the duration of the conference. Pens provided by sponsor

Package 3 - PRIZE SPONSOR

Get recognition prior and during the conference by sponsoring one of the following prizes.

- Your company logo on one (1) Apple iWatch that be presented for the lucky winner of the Early Bird contest.
- Your company logo on one (1) Apple iWatch that be presented for the lucky winner from FORUM attendees.

As a Bronze Star, you will also benefit from:

- » 20% discount on a Plan Sponsor Delegate Registration for FORUM 2017
- » Recognition as a Bronze Star sponsor on banners and signage at strategic FORUM site locations
- » Recognition on the CPBI website in the FORUM section
- » Recognition as a Bronze Star on all FORUM advertising and media announcements
- » Recognition and 20 words listing in the FORUM program

Support Sponsor

\$2,000

As a Support Sponsor:

Support the CPBI FORUM and position your brand as a leader in promoting professional education and learning within the industry

- Your company's logo will be featured on all FORUM advertising, including on-site banners and media announcements
- Your company's logo will be displayed on the CPBI website in the FORUM section
- Your company's logo featured in the FORUM 2016 program

Need a customized package?

We would love to work with you and build a sponsorship package that suits your marketing goals.

Send your request to
Lena@cpbi-icra.ca

CPBI FORUM 2017 Sponsorship Registration

Diamond Star at \$25,000	
Opening Keynote and dinner	
Evening Gala & entertainment	
Platinum Star at \$20,000	
Conferene Mobile APP	
Attendees's Lounge	
Lunch and Speaker	
Water bottles & Stations	
Gold Star at \$15,000	
Breakfast & Keynote	
Tuesday	Wednesday
Hotel Keys	
Elevator Wraps	
After hours reception	
Silver Star at \$10,000	
Session Trio	
Wednesday general sessions du0	
Closing lunch	
Social Wall	
Bronze Star at \$5,000	
Health Break	
Charging Stations	
Note Pads	
Pens	
Prizes	
Support level at \$2,000	

COMPANY / ORGANIZATION INFORMATION

Approved by, Name:

TITLE:

E-MAIL:

COMPANY:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

TEL:

FAX:

WEBSITE:

PAYMENT INFORMATION

CREDIT CARD

PLEASE CHARGE \$ TO MY: VISA MASTER CARD AMEX

CARD HOLDER NAME:

CREDIT CARD NUMBER:

EXP DATE :

SIGNATURE:

INVOICE ME

Send a cheque made out to the order of: CPBI

1175 Union

Montreal (QC) H3B 3C3

Sponsorship selection

Indicate your order of preference within your selected package:

1 - (first choice), 2 - (second choice),
3 - (third choice)

Priority will be given on a first-come, first-served basis. We strongly suggest that you give us a second and third choice to maximize your choice selection if first choice is not available.

Please complete this form & return it to:

CPBI National Office

c/o Lena A. Jaoude

Tel: 514-288 1222 ext 24

Cell.: 514-971 0019

Fax: 514-288 1225

E-mail: Lena@cpbi-icra.ca