



CPBI
www.cpbi-icra.ca

CANADIAN PENSION & BENEFITS INSTITUTE

ONTARIO REGION

SPONSORSHIP PROGRAM 2019-2020

Introducing the CPBI

Founded in 1960, the Canadian Pension & Benefits Institute is a national, not-for-profit organization that specializes in providing its members with industry-related educational sessions across Canada in the pensions, employee benefits and institutional investment sectors. The CPBI's cost-effective, non-biased educational events and networking offerings are the perfect platform to learn, network and exchange on a wide range of topics.

CPBI Mission

To provide the opportunity to participate in high quality, high value and cost effective education and networking forums focused on the exchange of information and best practices related to pensions, employee benefits and investments across Canada.

CPBI Vision

To be a recognized leader in providing quality education and networking programs and services, which are solutions-oriented and promote professional growth and development across Canada.

CPBI Ontario Region

Representing members across the province, the Ontario Region's activities are directed by its elected Council who oversee its committees as well as local chapters in London and Ottawa.

Over 2,000 individuals involved in the pension, benefits and investment sectors are on our mailing lists and receive notifications of our events and publications. This includes professionals whose services span a range of industry sectors including:

- Finance & Investment
- Governments
- Labour unions
- Insurance and trust companies
- Law firms

- Human resource consultants
- Municipalities
- Universities
- Professional groups
- Not-for-profit organizations
- Media

Plan sponsors, service providers and consultants in pensions, benefits and investments sectors look to the CPBI Ontario as a valuable forum for continuing education, networking and information sharing opportunities.

CPBI Ontario Events

Every year close to a thousand pensions, benefits and investment professionals attend CPBI Ontario events held across the province.

These include:

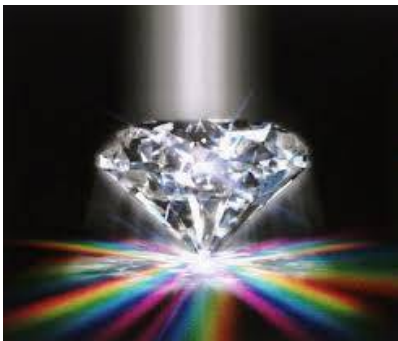
- Annual Ontario Regional Conference – the 2020 Conference will be held at the Doubletree by Hilton in London Ontario from, May 6-8, 2020.
- Signature Series breakfast seminars in Toronto on:
 - o Investment Trends
 - o Benefits Outlook
 - o Pension Summit
- Annual Networking Social Event in Toronto
- Chapter seminars and networking events in London and Ottawa

SPONSORSHIP OPPORTUNITIES

\$12,500 EACH
FOUR AVAILABLE

DIAMOND

Diamond 2020 Annual Conference Benefits



The Diamond Sponsorship offers special recognition throughout the 2020 CPBI Ontario Annual Conference as one of the premier sponsors. Your organization will also co-sponsor the Thursday Evening Gala Event. This package includes:

- Five complementary conference registrations
- Special rate extended to Diamond Sponsors to invite plan sponsors
- Banner recognizing Diamond Sponsors prominently displayed throughout the conference
- Premier exhibit space to display corporate promotional material in central meeting area
- Company name included in all conference advertising in media publications
- Logo included in delegates' conference book
- Special recognition at the beginning and end of the conference
- Logo placement on the CPBI conference website

In addition to the benefits at the 2020 Annual Conference, Diamond Sponsors also receive:

- Individual Broadcast email to over 2,000 professionals announcing your firm's Diamond Sponsorship with link to your firm
- Individual Twitter post announcing your firm's Diamond Sponsorship
- CPBI Ontario will follow your firm on Twitter
- Feature article announcing your firm's Diamond Sponsorship including a firm profile of up to 300 words in an edition of CPBI's "Ontario Connection" newsletter which is sent to over 2,000 professionals
- Individual Screen Diamond acknowledgement at all CPBI Ontario Signature Series events
- Diamond acknowledgement listing in printed handout materials including company logo
- One complimentary table registration for two representatives from your firm and six plan sponsor guests of your choosing at each CPBI Ontario Signature Series event – with table signage recognition

\$9,500 EACH
THREE AVAILABLE

PLATINUM

Platinum 2020 Annual Conference Benefits



Be an exclusive sponsor of one of the program streams:

- Four Benefits Workshops
- Four Pension/Investment Workshops
- Two Plenary Sessions

Each Platinum Sponsor will have prominent signage in the meeting room where the program stream is held. Your sponsorship includes:

- Three complementary conference registrations
- Special rate extended to Platinum Sponsors to invite plan sponsors
- Banner recognizing Platinum Sponsors prominently displayed throughout the conference
- Premier exhibit space to display corporate promotional material in central meeting area
- Company name included in all conference advertising in media publications
- Logo included in delegates' conference book
- Special thank you at beginning and end of the conference
- Logo placement on the CPBI conference website

In addition to the benefits at the 2020 Annual Conference, Platinum Sponsors also receive:

- Individual Broadcast email to over 2,000 professionals announcing your firm's Platinum Sponsorship with link to your firm
- Individual Twitter post announcing your firm's Platinum Sponsorship
- CPBI Ontario will follow your firm on Twitter
- Screen acknowledgement of Platinum Sponsors at CPBI Ontario Signature Series events
- Platinum acknowledgement listing in printed handout materials including company logo
- Four complimentary registrations at each CPBI Ontario Signature Series event

\$7,000 EACH
FIVE AVAILABLE

GOLD

Gold 2020 Annual Conference Benefits



Be the recognized sponsor at one of the following:

1. Opening Keynote Presentation

Be recognized as the sponsor of the opening keynote. Your corporate logo will be appropriately displayed at this session and you will have the opportunity to introduce the speaker.

2. Health Breaks

The sponsor of the health breaks will have prominently displayed signage at each station and in addition, will be recognized as the sponsor during health break announcements.

3. Welcome Reception

The sponsor of the Welcome Reception will have prominently displayed signage at the reception and will have the opportunity to speak at the reception.

4. Delegate Gift

A unique gift will be presented to each delegate with your branding. This special gift chosen with our sponsor in mind will be given out at registration.

5. Delegate Folios

Each delegate will receive a folio for notes, program and conference information. This will be branded with the sponsor's logo.

Each Gold Sponsorship includes:

- Two complementary conference registrations
- Banner recognizing Gold Sponsors prominently displayed throughout the conference
- Exhibit space to display corporate promotional material in central meeting area
- Company name included in all conference advertising in media publications
- Logo included in delegates' conference book
- Special thank you during the conference
- Logo placement on the CPBI conference website

In addition to the benefits at the 2020 Annual Conference, Gold Sponsors also receive:

- Broadcast email to over 2,000 professionals announcing Gold Sponsors with links to firms
- Twitter post announcing Gold Sponsors
- CPBI Ontario will follow your firm on Twitter
- Screen acknowledgement of Gold Sponsorships at CPBI Ontario Signature Series events

- Gold acknowledgement listing in printed handout materials including company logo
- Two complimentary registrations at each CPBI Ontario Signature Series event

\$5,000 EACH
FIVE AVAILABLE

SILVER

Silver 2020 Annual Conference Benefits



Exclusive sponsorship is available for the following:

1. Hotel Room Keys

All delegates staying at the Doubletree by Hilton for the conference and will receive special hotel room keys that will be branded with your logo when checking in.

2. Thursday Breakfast

Signage will be prominently displayed at the hot buffet breakfast with your logo.

3. Thursday Lunch

Signage will be prominently displayed at the lunch with your logo.

4. Friday Breakfast

Signage will be prominently displayed at the hot buffet breakfast with your logo.

5. Bottled Water

Water stations will be available throughout the conference and will prominently display your logo as the sponsor.

Each Silver Sponsorship includes:

- One complimentary conference registration
- Exhibit space to display corporate promotional material in central meeting area
- Company name included in all conference advertising in media publications
- Logo included in delegates' conference book
- Logo placement on the CPBI conference website

In addition to the benefits at the 2020 Annual Conference, Silver Sponsors also receive:

- Broadcast email to over 2,000 professionals announcing Silver Sponsors with links to firms
- CPBI Ontario will follow your firm on Twitter
- Screen acknowledgement of Silver Sponsorships at CPBI Ontario Signature Series events
- Silver acknowledgement listing in printed handout materials including company logo
- One complimentary registration at each CPBI Ontario Signature Series event

\$2,500 EACH
TEN AVAILABLE

BRONZE

Bronze 2020 Annual Conference Benefits



Each Bronze Sponsorship includes:

- One half price complementary conference registration
- Exhibit space to display promotional material in central meeting area
- Company name included in all conference advertising in print media
- Logo included in delegates' conference book
- Logo placement on the CPBI conference website

In addition to the benefits at the 2020 Annual Conference, Bronze Sponsors also receive:

- Broadcast email to over 2,000 professionals announcing Bronze Sponsors
- CPBI Ontario will follow your firm on Twitter
- Acknowledgement of Bronze Sponsorships at all CPBI Ontario Signature Series events
- Bronze acknowledgement listing in printed handout materials including company logo

SPONSOR INFORMATION

Corporate Logo

Please send your corporate logo in both jpg and eps formats to: nicole@cpbi-icra.ca. Your logo will appear on the CPBI conference website, delegates' book and appropriate signage at the conference. Your logo may be included in Benefits Canada and Benefits and Pensions Monitor magazines.

Payment

Payment for your sponsorship is due when registering as a sponsor.

Registration for the Conference

If your sponsorship includes one or more complementary registrations to the conference, you will receive details about how to register once the program is finalized.

Corporate Promotional Material for the Conference

Sponsorships include a display table where you can showcase corporate material and promotional items at the Annual Conference. This is not a booth. Details about how to ship material will be sent to you prior to the conference.

Exclusive Plan Sponsor Conference Offer

Diamond, Platinum and Gold Sponsors are entitled to an Exclusive Plan Sponsor Conference Offer:

- Invite Plan Sponsors at a special rate of \$375 per person
- Full access to sessions, meals, receptions and entertainment

This exclusive offer does not include hotel accommodations.

CPBI ONTARIO 2020 SPONSOR REGISTRATION

| | |
|--------------------------------|--|
| Diamond - \$12,500 each | |
| 1 - | |
| 2 - | |
| 3 - | |
| 4 - | |
| Platinum - \$9,500 each | |
| Benefits Stream | |
| Pension/Investment Stream | |
| Plenaries | |
| Gold - \$7,000 each | |
| Opening Keynote | |
| Health Breaks | |
| Welcome Reception | |
| Delegate Gift | |
| Delegate Folios | |
| Silver - \$5,000 each | |
| Hotel Room Keys | |
| Thursday Breakfast | |
| Friday Breakfast | |
| Bottled Water | |
| Bronze - \$2,500 each | |

| Payment Information – Cheque |
|---|
| <p>Please send a cheque made out to:</p> <p style="text-align: center; margin: 10px 0;">CPBI Ontario</p> <p>505 René-Lévesque Blvd. W, Suite 1210 Montreal, QC H2Z 1Y7</p> |

COMPANY/ORGANIZATION INFORMATION

Approved by, Name:

Company:

Address:

City:

| Province:

| Postal Code:

Telephone:

Email:

Please indicate your sponsorship choice, complete the form and return to CPBI Ontario:

By email: nicole@cpbi-icra.ca

By fax: 514.288.1225

By mail: 505 René-Lévesque Blvd. W, Suite 1210
Montreal, QC H2Z 1Y7