



CPBI
www.cpbi-icra.ca

CANADIAN PENSION & BENEFITS INSTITUTE

ONTARIO REGION

SPONSORSHIP PROGRAM 2017-2018

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 “Healthy Wealthy & Wise” Conference – the 2017 Conference will be held at the Hilton Hotel and Suites Niagara Falls / Fallsview in Niagara Falls, Ontario from October 18-20.
- Signature Series breakfast seminars in Toronto on:
 - Investment Trends
 - Benefits Outlook
 - 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 2017 Annual Conference Benefits



The Diamond Sponsorship offers special recognition throughout the 2017 CPBI Ontario Annual Conference as one of the premier sponsors. Your organization will also co-sponsor the Thursday Evening Winery 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' book
- Special recognition at the beginning and end of conference
- Logo placement on the CPBI conference website

In Addition to the benefits at the 2017 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
- Weekly re-Tweet of one of your firm's Twitter postings
- Individual LinkedIn post announcing your firm's Diamond Sponsorship
- 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 2017 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

- Special 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
- Name and logo included in delegates' book
- Special thank you at beginning and end of conference
- Appropriate logo placement on the CPBI conference website acknowledging level of sponsor

In Addition to the benefits at the 2017 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
- Monthly re-Tweet of one of your firm's Twitter postings
- Individual LinkedIn post announcing your firm's Platinum Sponsorship
- Screen acknowledgement of Platinum Sponsorships at all 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 2017 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 event.

4. Delegate Gift

A unique gift will be presented to each delegate with your branding. This year, there will not be delegate bags. Instead, 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
- Special 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 print media
- Logo included in delegates' conference book
- Special thank you during the conference
- Appropriate logo placement on the CPBI conference website acknowledging level of sponsor

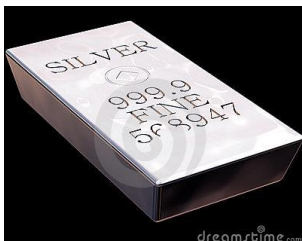
In Addition to the benefits at the 2017 Annual Conference, Gold Sponsors also receive:

- Inclusion in a 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
- LinkedIn post announcing Gold Sponsors
- Screen acknowledgement of Gold Sponsorships at all 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
FOUR AVAILABLE

SILVER

Silver 2017 Annual Conference Benefits



Exclusive sponsorship is available for the following:

1. Hotel room keys

All delegates staying at the Hilton Hotel and Suites Niagara Falls / Fallsview for the conference 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. Friday Breakfast

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

4. Bottled Water

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

Each Silver Sponsorship includes:

- One complementary conference registrations
- Exhibit space to display corporate promotional material in central meeting area
- Company name included in all conference advertising in print media
- Logo included in delegates' conference book
- Appropriate logo placement on the CPBI conference website acknowledging level of sponsor

In Addition to the benefits at the 2017 Annual Conference, Silver Sponsors also receive:

- Inclusion in a 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 all 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 2017 Annual Conference Benefits



All Bronze Sponsorships include:

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

In Addition to the benefits at the 2017 Annual Conference, Bronze Sponsors also receive:

- Inclusion in a broadcast Email to over 2,000 professionals announcing Bronze Sponsors with links to firms
- CPBI Ontario will follow your firm on Twitter
- Screen acknowledgement of Bronze Sponsorships at all CPBI Ontario Signature Series events
- Bronze Acknowledgement listing in printed handout materials including company logo

\$2,500 EACH
THREE AVAILABLE

2017 CONFERENCE GOLF SPONSORSHIPS



1. Pre-Golf Brunch

Before starting out for a round of golf, players will be treated to a networking brunch with their fellow golfers. Sponsor this event and be recognized as the exclusive sponsor of this event.



2. Golf Cart

The sponsor of the golf carts will have their logo on the carts and the score cards used by each player.



3. Post- Golf Reception

Following the day of golf, players are invited to attend the reception where prizes will be awarded and bragging rights encouraged! Be the sponsor of this event and be recognized as the exclusive sponsor and congratulate winners of the prizes.

Each Golf Sponsorship includes:

- Two complementary green fees
- Sponsor recognition in all conference advertising in print media
- Logo included in delegates' conference book
- Appropriate logo placement on the CPBI conference website acknowledging level of sponsor



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 & 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
- Special invitation for your guests to attend a special Plan Sponsor event to meet other Plan Sponsor attendees

This exclusive offer does not include Hotel Accommodations.

CPBI ONTARIO 2017 SPONSOR REGISTRATION

Diamond - \$12,500 each	
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	
Golf - \$2,500 each	
Pre-Golf Brunch	
Golf Carts	
Post-Golf Reception	

Payment Information – Credit Card		
Please Charge \$ _____ to my:		
Visa	MasterCard	Amex
Cardholder Name:		
Credit Card Number:		
Expiry Date		
Signature		
Payment Information – Cheque		
Please send a cheque made out to CPBI Ontario to: 505 René-Lévesque Blvd. W, Suite 1210 Montreal, QC H2Z 1Y7		

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