

F RUM 2008



May 12, 13 & 14, Toronto

FAIRMONT ROYAL YORK HOTEL
METRO TORONTO CONVENTION CENTRE

Reach for the Stars
CPBI Sponsorship Program

Does Your Company Want to Effectively Reach the Canadian Pension and Benefits Community?



May 12-14, 2008 will see the birth of the new CPBI national event, **FORUM 2008** in Toronto. Six hundred industry professionals including plan sponsors, federal and provincial government representatives, union leaders and pension plan trustees from across Canada and the United States will participate.

FORUM 2008 will focus on providing delegates with high-quality content, networking opportunities and great entertainment with internationally renowned speakers such as *Ian Bremmer* and famous artists such as *Holly Cole*.

Reach for the Stars will provide your company with wide exposure to an attentive and targeted audience from the pension, benefits and investments community.

Make the best of this opportunity. Become a **Sponsor**, achieve the visibility you desire and build solid business relationships.

We look forward to a dynamic partnership with you and your company,

Iris Almeida-Côté,
Chief Executive Officer
Canadian Pension & Benefits Institute



Sponsorship opportunities are provided here. CPBI offers sponsorship packages on a **first-come-first-serve basis**.



Choose Your Star:

Levels of visibility	Contribution
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Diamond.....	\$20,000
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Platinum	\$16,000
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Gold	\$12,000
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Silver	\$8,000
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Bronze.....	\$3,500
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Exhibition	\$3,000
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(Minimum of Forum level participation is required)

We will start accepting offers Monday, November 19, 2007 at 12 noon EST. We recommend that you confirm your request in writing as soon as possible since CPBI offers sponsorship on a **first-come-first-serve** basis. Your participation will be confirmed via e-mail.



Diamond Star

\$20,000

Package 1 – Keynote Speaker

- Your company's representative will get to address FORUM delegates and have the honour of introducing our distinguished speaker, **Ian Bremmer**, *President Eurasia Group, and expert in global politics and risk management*
- Your company's advertisement will appear on the screens during the opening and closing of the session
- Your company's ad banner will be displayed in the Online Discussion section two months before the event and two months after
- Your company name and logo will appear on signage as well as on all e-mails sent prior to the event to promote this session
- There will be a table for eight reserved for your company at the FORUM Dinner on Tuesday night

Package 2 – Plan Sponsors' Round Table

- Your company will get to address FORUM delegates and have the honour of introducing our distinguished speakers: **Connie Colangelo, Étienne Brodeur, , Robert Landry and James Koo**, moderator **Wendy Mesley**
- Your company's advertisement will appear on the screens during the opening and the closing of the plenary session
- Your company's ad banner will be displayed on the Online Discussion page for two months before the event and two months after
- Your company name and logo will appear on signage as well as on all e-mails sent prior to the event to promote this session
- There will be a table for eight reserved for your company at the FORUM Dinner on Tuesday night

Package 3 – Interactive Zone

- There will be space for your company's banner to be displayed in the interactive area (supplied by the sponsor)
- Your company logo will be featured on every computer screen in the interactive area (screen savers provided by the sponsor)
- Your company's ad banner will be displayed in the Online Discussion section two months before the event and two months after
- There will be a table for eight reserved for your company at the FORUM Dinner on Tuesday night

Package 4 – Monday Night: Toronto Mosaic

- Your company's name and logo will be prominently displayed next to the food stations
- Your company's name and logo will be prominently displayed on the wine bottles.
- Your company's advertisement will appear on the screens during the night
- Your representative will get to address FORUM delegates and introduce the artists
- There will be a table for eight reserved for your company at the FORUM Dinner on Tuesday night

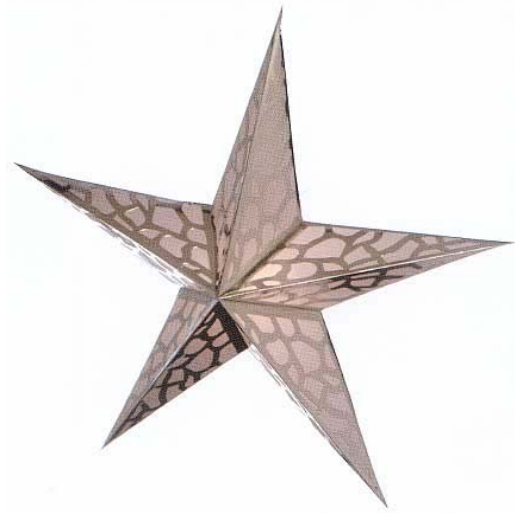
For more information on Monday Night: Toronto Mosaic, please refer to the FORUM 2008 program

As a Diamond Star your company will also benefit from:

- 1- *One (1) Complimentary Registrations for FORUM 2008*
- 2- *The opportunity to insert your company promotional brochure in the forum bag*
- 3- *Recognition as the Diamond Star sponsor will be displayed on banners and signage in strategic places at the FORUM site*
- 4- *Acknowledgment on the CPBI website with a link to sponsor's website*
- 5- *All the benefits of the Bronze Star*

Platinum Star

\$16,000



Package 1 – Forum Hotel Keys

- Your company's logo will be featured on FORUM the Hotel Keys given to all delegates.
- Your company's ad banner will be displayed on the Online Discussion page for two months before the event and two months after.

Package 2 – Name Tag on Forum Bag

- Your company's name and logo will be printed on the name tags attached to every FORUM bag distributed to all delegates.
- Your company's ad banner will be displayed on the Online Discussion page for two months before the event and two months after.

Package 3 – Plenary Speakers

3 opportunities are available:

Plenary 1 **Dr. Brian Day**

Shouldn't Canadians Have the Right to Choose?

Plenary 2 **Malcolm Hamilton**

Rethinking the Future of Pension Plans

Plenary 3 **Jim Leech,**

*President & CEO,
Ontario Teachers Pension Plan
Leo de Bever
Chief Investment Officer, Victorian Funds
Management Corporation*

- Your company will get to address FORUM delegates and have the honour of introducing our distinguished speaker(s).
- Your company's advertisement will appear on the screens during the opening and the closing of the plenary.
- Your company's name and logo will appear on signage as well as on all e-mails sent prior to the event to promote the plenary.

Package 4 – Forum Water Bottles

- Your company's logo will be featured on the Forum water bottles distributed to all delegates.
- Your company's ad banner will be displayed on the Online Discussion page for two months before the event and two months after.

Package 5 – Tuesday Night Entertainment Featuring Holly Cole

- Your company will be the official sponsor for the Tuesday Night Entertainment.
- Your company's name and logo will be displayed on the event signage.
- There will be a table reserved for your company at the FORUM Dinner on Tuesday night.
- Your company name and logo will appear on all e-mails sent prior to the event to promote the entertainment.

Package 6 – Special Late Night Event

2 opportunities are available

- Host your company's own special Late Night Event in the VIP reserved area (food and beverages provided by the sponsor).
- Your company's name and logo will be displayed on the event's banners and signage.
- Your company's ad banner will be displayed on the Online discussion page for two months before the event and two months after.
- Personalized invitation with your company's name and logo will be sent to all delegates prior to the event.

Choose between Monday and Tuesday to host your company's special late night event.

As a Platinum Star your company will also benefit from:

- 1- One (1) Complimentary Registration for FORUM 2008
- 2- The opportunity to insert your company promotional brochure in the forum bag
- 3- Acknowledgment on the CPBI website with a link to the sponsor's website
- 4- Recognition as the Platinum Star sponsor will be displayed on banners and signage in strategic places at the FORUM site
- 5- All the benefits of the Bronze Star

Gold Star

\$12,000



Package 1 – Lunch Speaker

- Your company will get to address FORUM delegates and have the honour of introducing our distinguished speaker, **Rex Murphy**
- Your company's name and logo will be displayed on signage for the Wednesday lunch.
- Your company's advertisement will appear on the screens during the lunch.
- There will be a table for eight reserved for your company at the FORUM Dinner on Tuesday night.

Package 2 –FORUM Dinner

- Your company's name and logo will be displayed on the wine and menu at the Tuesday night dinner.
- Your company's name and logo will be displayed on signage for the FORUM Dinner on Tuesday night.
- Your company's advertisement will appear on the screens during the dinner.
- There will be a table for eight reserved for your company at the FORUM Dinner on Tuesday night.

Package 3 – FORUM Dinner Reception:

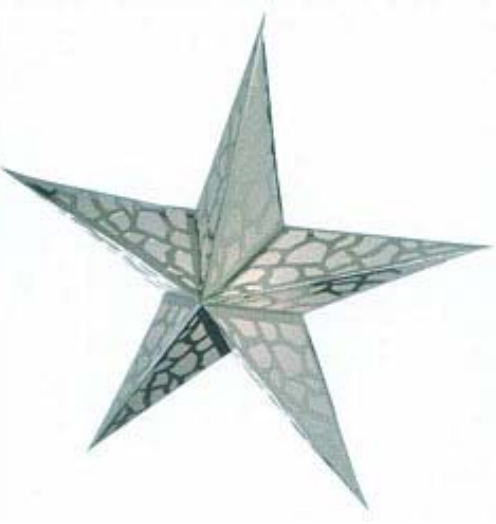
- Your company's name and logo will be prominently displayed in the Reception area.
- Your company's logo will be displayed on free drink coupon distributed to all the delegates.
- Your representative will get to address the FORUM delegates and welcome them to the Reception.
- There will be a table of eight reserved for your company at the FORUM Dinner.

As a Gold Star you will also benefit from:

- 1- *One (1) Complimentary – Registration for FORUM 2008.*
- 2- *Acknowledgment on the CPBI website.*
- 3- *Recognition as the Gold Star sponsor displayed on banners and signage in strategic places at the FORUM site.*
- 4- *All the benefits of the Bronze Star.*

Silver Star

\$8,000



Package 1 – Health Breaks

- Your company's name and logo will be displayed on signage and banners in the Health Break areas.
- Your company's document on health issues will be provided to all delegates through e-mail or through a web link on the FORUM website.

Package 2 – Workshops' Speakers

- The opportunity to address FORUM delegates and introduce the speaker(s).
- Your company's advertisement will appear on the screen during the opening and the closing of the workshop.
- Your company's logo on the signage for the session.

Your choice of two of the following workshops,

Workshop 1: Employee Health and Productivity – New Research and Approaches

Dr. Graham Lowe, President, Graham Lowe Group
Dr. Linda Duxbury, Professor, School of Business, Carlton University

Workshop 3: Innovations in Pension Fund Investing

John Poos, Director Global Pensions, Nortel
Leon Bitton, Vice President, Research and Development, Montreal Exchange
Corey P. Case, COO, JPMorgan Alternative Asset Management
Brendan George, Senior Vice-President, AON Consulting
Moderator: Wendy Brodtkin, Director Canada, T. Rowe Price

Workshop 5: Building a Better Default Fund Solution

Karen Welch, Director of Compensation and Benefits, Four Seasons Hotels & Resorts
Zaheed Jiwani, Senior Investment Consultant, Hewitt Associates

GOLF

This year Golf Day will take place at the Glen Abbey Golf Course, home of the 2008 Canadian Open. Benefit from this prestigious setting to gain visibility in *this highly networking activity*

Package 3 – Golf Lunch

- Your company's name and logo will appear on every lunch bag provided to all golfers
- Your company's name and logo will appear on all informational e-mails sent to all golf participants
- One (1) complimentary foursome

Package 4 – 6 Holes Sponsor

3 opportunities are available

- Your company's name and logo will appear on signage placed on six holes during the Golf Day at the Glen Abbey Golf Course.
- Your company's name and logo will appear on all informational e-mails sent to all golf participants
- One (1) complimentary foursome

As a Silver Star you will also benefit from:

- 1- Acknowledgment on the CPBI website.
- 2- Recognition as the Silver Star sponsor will be displayed on banners and signage in strategic places at the FORUM site.
- 3- All the benefits of the Forum Star.

Workshop 2: Recent Defined Contribution Pension Developments in the United States – Could It Happen Here?

Tristan Brown, Akin Gump Strauss Hauer & Feld LLP
Carol Buckmann, Osler, Hoskin & Harcourt LLP
Mark Zigler, Koskie Minsky LLP
Moderator: Jeff Sommers, Blake, Cassels & Graydon LLP

Workshop 4: The Employees' Choice: Lessons Learned from the Sponsors of Canada's Best Pension and Benefits Plans

Maryse Corbella, Director, Total Rewards, Business Development Bank of Canada
Bev Simonsen, Director of Performance Rewards and Operations, Deloitte.
Bev Haines, Manager, Lifestyles Solutions, AstraZeneca Canada.
Moderator: Sarah Beech, Managing Principle, Hewitt Associates

Workshop 6 : The Global Market and Your Portfolio

Patricia Croft, VP & Chief Economist,
Phillips, Hager & North Investment Management Ltd.

Please note that some of the sessions are simultaneous; kindly refer to the program to verify the exact schedule

Bronze Star

\$3,500

Reach for the Bronze Star and benefit from:

1. Your company's logo on all FORUM advertisements including banners and media announcements.
2. Your company's logo on the CPBI FORUM website.
3. The opportunity to insert one (1) promotional gift from your company in the FORUM bag.



The Exhibition

\$3,000



The CPBI FORUM 2008 Exhibition is the perfect opportunity to position your company at the forefront of the industry. A space at the Exhibition will provide direct access to your products and services in high-traffic areas, and allow you to advertise, develop business partnerships, and network with all participants.

NOTE: You MUST be a Bronze STAR or higher to participate in the Exhibition.

10 exhibition spaces will be available and will be assigned on a first-come, first-serve basis.

Space Specifications:

1. 8-foot table with skirt
2. 10 foot X 10 foot exhibition space
3. Back draping
4. Side draping
5. 2 chairs
6. 1 waste paper basket

As an Exhibitor you will also benefit from:

- 1- *One (1) exhibitor-only personnel*
- 2- *Ability to add additional exhibitor-only personnel (limit two)*

NAME: _____ TITLE: _____
 NAME OF BUSINESS: _____
 ADDRESS: _____
 CITY: _____ PROVINCE: _____ POSTAL CODE: _____
 TELEPHONE: () _____ FAX: () _____
 E-MAIL: _____

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-serve basis. We strongly suggest that you give us a second and third choice to maximize your choice selection if first selection is not available.

Bronze Star at \$3,500

Exhibition at \$3,000 (+GST)
 Must be paired to one of the Star packages

Silver Star at \$8,000

- Health Break
- Workshops: Choose 2 of the following 6 workshops
 - Workshop 1 Workshop 2 Workshop 3
 - Workshop 4 Workshop 5 Workshop 5
- Golf Lunch
- Golf 6 Holes Sponsor

Gold Star at \$12,000

- Package 1 – Tuesday Lunch Speaker
- Package 2 – FORUM Dinner
- Package 3 – Tuesday Reception

Platinum Star at \$16,000

- Package 1 – Forum Hotel Keys
- Package 2 – Name Tag on Forum Bag
- Package 3 – Plenary Speaker(s)
 - Plenary 1 Plenary 2 Plenary 3
- Package 4 – Forum Water Bottles
- Package 5 – Tuesday Entertainment
- Package 6 – Special Late Night Event
 - Monday Tuesday

Diamond Star at \$20,000

- Package 1 – Keynote Speaker
- Package 2 – Plan Sponsors Round Table
- Package 3 – Interactive Zone
- Package 4 – Monday: *Toronto Mosaic*

PAYMENT INFORMATION

Credit Card

Please charge \$ _____ **to my:**

Visa MasterCard Amex

Card Holder Name _____

Credit Card Number _____

Expiry Date: D / M / Y

Signature _____

Invoice me

Send a cheque made out to the order of:

CPBI
 465 St-Jean, Suite 305
 Montréal (QC) H2Y 2R6

Kindly complete this form & return it to

CPBI National Office

c/o Ms. Lena A. Jaoude
 Manager, Marketing
 Tel.: (514) 288-1222 – Cell: (514) 971-0019
 Fax: (514) 288-1225
 E-mail: Lena@cpbi-icra.ca