



WINNING STRATEGIES: MAKING THE RIGHT MOVES

2014 Atlantic Regional Conference

September 24-26 • 2014

The Digby Pines Golf Resort & Spa

Digby, NS



SPONSORSHIP OPPORTUNITIES



CANADIAN PENSION & BENEFITS INSTITUTE



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Our Always Popular CPBI Regional Conference moves to Digby, NS this year and we are excited to offer you the opportunity to showcase your profile with Atlantic Canadian Pension and Benefit Plan Sponsors!

The 2014 CPBI Atlantic Regional Conference will be held from September 24-26 at the Digby Pines Golf Resort & Spa. Our conference participants regularly number over 200 and draw from plan sponsors, service providers, provincial government representatives, union leaders and employee benefit plan trustees from Atlantic Canada, Quebec and Ontario.

This year's conference theme is "Winning Strategies – Making the Right Moves." Over the course of the conference, CPBI Atlantic delegates will discuss regional and global issues that affect your business, while gaining valuable insights from distinguished speakers and networking with your peers and clients.

Once again, we are pleased to present interesting and informative keynote speakers:

Terry O'Reilly – The familiar voice behind the hit CBC radio shows O'Reilly on Advertising, The Age of Persuasion, and his current program, Under the Influence, where he explores the business, the craft, and the promise of promotion.

Darrell Bricker - A leading pollster with Ipsos Global, Darrell Bricker has his pulse on public opinion, anticipating how it will affect the future of consumers and business organizations.

Don Drummond - After a brilliant career as a senior federal finance official and bank chief economist, Don Drummond is now the Matthews Fellow and Visiting Scholar in the School of Policy Studies at Queen's University.

We have prepared a comprehensive list of sponsorship choices for you to maximize your profile and commitment to the Pension, Investment and Benefits industry in Atlantic Canada.

"The CPBI Regional Conference has always been an excellent venue to network. The concurrent break-out sessions focus on relevant topics which address current and upcoming challenges in benefits and pensions of which employers need to be cognizant. The key note speakers are aligned to the theme of the conference which truly enforce the topics and discussions at hand. Whether held in a large city or smaller community, the conference always offers a "get away" atmosphere, complete with great dining and entertainment unique to the venue."

Heather A. MacDougall
Benefits Manager Canada
Michelin North America (Canada) Inc.

CPBI Atlantic looks forward to an exciting sponsorship partnership with you and your organization.

Sincerely,

David Tutty
Sponsorship Coordinator
CPBI 2014 Atlantic Regional Conference



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CPBI Atlantic offers sponsorship confirmation on a first-come, first served basis. Confirmations will be accepted in writing by email to david.tutty@sobeys.com. An acknowledgement will be sent by return email.

2014 ATLANTIC REGIONAL CONFERENCE



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SPONSORSHIP CATEGORIES

DIAMOND LEVEL	\$12,000	Apparel with Corporate Logo
EMERALD LEVEL	\$10,000 \$10,000	Keynote Speaker – Sponsor's Choice of Forum Speaker Entertainment – September 25th – Comedian Dave Hemstad
PLATINUM LEVEL	\$7,500 \$7,500	Dinner – September 24th Dinner – September 25th
GOLD LEVEL	\$3,500 \$3,500 \$3,500 \$3,500 \$3,500	Entertainment – September 24th – Mike Cowie Vibe Trio Tour: An Afternoon in Annapolis Royal – September 24th Wine Sponsorship – Dinner on September 24th Wine Sponsorship – Dinner on September 25th Luggage Tags
SILVER LEVEL	\$2,500 \$2,500 \$2,500 \$2,500 \$2,500 \$2,500	Open Bar Reception – September 24th Open Bar Reception – September 25th Breakfast – September 25th Lunch – September 25th Breakfast – September 26th Lunch –September 26th
BRONZE LEVEL	\$1,500	Unlimited Number – Non-Event Specific
GOLF	\$5,000 \$2,500	Primary Event Sponsor Golf Lunches
MEDIA		Media Promotion of the Conference



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DIAMOND LEVEL \$12,000

Conference Apparel with Corporate Logo

- Two complimentary delegate conference registrations
- Each registrant will receive apparel with your corporate logo embroidered on the back
- Identification as Diamond level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

EMERALD LEVEL \$10,000

Package 1 – Keynote Speaker – Sponsor's Choice of Forum Speaker

- One complimentary delegate conference registration
- Introduction of speaker – Sponsor to choose which Forum speaker they wish to sponsor
- Your company's name and logo will be displayed on signage at the session
- Identification as Emerald level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 2 – Entertainment – Thursday, September 25th

- One complimentary delegate conference registration
- Introduction of entertainer – Comedian Dave Hemstad
- Your company's name and logo will be displayed on signage at the entertainment event
- Identification as Emerald level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PLATINUM LEVEL \$7,500

Package 1 – Dinner – Wednesday, September 24th

- Your company's name and logo will be displayed on signage at the lobster dinner
- Identification as Platinum level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 2 – Dinner – Thursday, September 25th

- Your company's name and logo will be displayed on signage at the conference dinner
- Identification as Platinum level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications



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GOLD LEVEL \$3,500

Package 1 – Entertainment – Wednesday, September 24th

- Introduction of entertainer – Mikie Cowie Vibe Trio
- Your company's name and logo will be displayed on signage at the entertainment event
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 2 – An Afternoon in Annapolis Royal – Wednesday, September 24th

- Your company's name and logo will be displayed on signage during the tour
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 3 – Wine Sponsorship at Dinner – Wednesday, September 24th

- Your company's name and logo will be displayed on signage at the dinner venue
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 4 – Wine Sponsorship at Dinner – Thursday, September 25th

- Your company's name and logo will be displayed on signage at the dinner venue
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 5 – Luggage Tags

- Your company's name and logo will be displayed on tags given to each registrant
- Identification as Gold level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications



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SILVER LEVEL \$2,500

Package 1 – One Hour Open Bar Reception – Wednesday, September 24th

- Your company's name and logo will be displayed on signage at the reception
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 2 – One Hour Open Bar Reception – Thursday, September 25th

- Your company's name and logo will be displayed on signage at the reception
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 3 – Breakfast – Thursday, September 25th

- Your company's name and logo will be displayed on signage at the breakfast
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 4 – Lunch – Thursday, September 25th

- Your company's name and logo will be displayed on signage at the lunch
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 5 – Breakfast – Friday, September 26th

- Your company's name and logo will be displayed on signage at the breakfast
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 6 – Lunch – Friday, September 26th

- Your company's name and logo will be displayed on signage at the lunch
- Identification as Silver level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications



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BRONZE LEVEL \$1,500

There will be an unlimited number of these non-event specific sponsorships available.

- Acknowledgement on the CPBI website
- Identification as Bronze level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

GOLF

Package 1 – Primary Event Sponsorship \$5,000

- Your company's name and logo featured on the signage at the golf course
- Identification as major golf sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

Package 2 – Golf Lunches \$2,500

- Your company's name and logo featured on the signage at the golf course
- Identification as the golf lunch sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

MEDIA SPONSORSHIP ADVERTISEMENT

You will:

- provide us two, half-page ads, one before and one after the conference

We will provide:

- make your publications available to each participant
- identification as Media sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- acknowledgement on the CPBI website
- the opportunity to provide one promotional item for the Delegate's Welcome Kit
- appreciation advertisement in industry publications
- one complimentary delegate conference registration